BeReal: Feature Map for Retention & Engagement

Product Feature (BeReal)	Description	How It Drives Retention & Engagement
Daily "Time to BeReal" Notification + 2-Minute Window	Once a day, at a random time, every user in a region gets the same push notification and has two minutes to capture an unfiltered front-and-back photo.	Creates a shared daily ritual and a reason to open the app every day. Because everyone is pinged at the same moment, it works like a mini live event, and the short window removes the effort of deciding what to post. It is the app's main habit loop, which feeds directly into daily and monthly active users.
Post-to-Unlock Friends Feed	Users have to post their own BeReal before they can see what their friends posted that day.	Turns a passive viewer into an active contributor. Each person's post gives their friends something to come back and see, so activity feeds on itself. It also gives the daily notification real stakes: tapping it is how you get access to the content.
RealMojis and Comments	Instead of generic likes, friends react to a post with selfie-style RealMojis taken in the moment or leave comments.	Gives users a personal, rewarding reason to return: checking how friends reacted to their post. Reactions also pull friends back into the app to respond, creating a two-way loop between posters and viewers that raises engagement beyond a one-time visit.