

PM Problem Statement & Opportunity Note

Product:

BeReal

Feature Area / Focus:

Feed Format / Content Variety

Problem

New BeReal users experience visual monotony in their feed after just a few scrolls, because every post follows the identical dual-camera layout with no variation, which results in users scrolling faster to get through the feed rather than engaging with individual posts, and losing interest in returning.

Evidence / Insights

- Journey map shows the "First BeReal Moment" stage felt novel and refreshing, but that positive impression didn't carry into ongoing feed browsing.
- Direct user experience: by the third or fourth post in a session, the identical dual-camera format caused faster scrolling and a noticeable drop in engagement, described as "the exact moment I felt myself losing interest."
- Supporting behavior pattern (from BeReal usage data): 2026 statistics show a steep decline in downloads and MAU since the 2022 peak, alongside analyst commentary attributing part of this to the app lacking "innovative features," consistent with a stagnant, repetitive format contributing to disengagement over time.

Opportunity

If we introduced limited, tasteful visual variation into the feed (e.g., optional layout styles, occasional prompts like "share a memory" or "add a caption moment" beyond the standard dual-camera shot), users may feel more engaged and curious scrolling through their feed and be more likely to spend longer per session and open the app consistently day over day, rather than disengaging after a few posts.

Potential Impact

Reducing feed monotony could increase average session length and daily return rate, particularly among users past their first week, which would directly support BeReal's MAU recovery efforts (currently roughly 21 to 40M, down from a 2022 peak of roughly 73.5M) without requiring a fundamentally new feature or compromising the core "authenticity" positioning that differentiates BeReal from Instagram and TikTok.