



Pierre's Journey Map

Persona: Pierre

Scenario: Race

Expectations

- Finish race
- Mitigate pain

Pre-Race

Race

Post-Race

ACTION

Race Preparation

Pre-Race Hydration & Fueling

Race Commencement

Pacing

Race Conclusion

Recovery

TASK LIST

- Tasks
- Signing up for the race
 - Packing race gear
 - Finding one's way to race

- Tasks
- Drinking water/electrolytes
 - Eating/consuming energy gels
 - Warm up

- Tasks
- Start race slow
 - Stay upbeat

- Tasks
- Maintain steady pace
 - Relax and enjoy the race
 - Maintain hydration
 - Stay upbeat and positive

- Tasks
- Cross the finish line
 - Maintain hydration
 - Stay upbeat

- Tasks
- Hydrate
 - Restore lost carbs

FEELING ADJECTIVE

- User emotions
- Excitement
 - Doubt

- User emotions
- Excitement
 - Anxiety

- User emotions
- Excitement
 - Anxiety
 - Nervousness

- User emotions
- Regret
 - Anxiety
 - Exhaustion

- User emotions
- Exhausted

- User emotions
- Relief
 - Excitement
 - Accomplished

IMPROVEMENT OPPORTUNITIES

- Area to improve
- Build a data base for local or upcoming races
 - Have a TODO-list of all the gear an athlete needs to race
 - Build a system that gathers traffic information for race day i.e. best routes to race

- Area to improve
- Develop a system to recommend the right water/carb proportions for race
 - Recommend to athlete warm up routines

- Area to improve
- Recite mantra to athlete
 - Play upbeat music to keep spirits high

- Area to improve
- Recite mantras to athlete
 - Play music to lift spirits
 - Recommend water proportions to avoid over-hydration and heat stress

- Area to improve
- Recite mantras to encourage athlete to cross finish line
 - Play music to lift spirits

- Area to improve
- Suggest recovery routines; hydration, ice baths etc.



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