PIERRE DUBOIS'S USER JOURNEY



Pierre Dubois, a busy Project Manager and avid runner, is training for a marathon and seeks to palance work with mproving his race performance through a data-driven hydration

SCENARIO

GOALS & EXPECTATIONS

- Improve personal best race times
- Develop and maintain a consistent hydration strategy
- Efficiently balance work and training schedules

Phase1: Preaparation Phase3 : Post-Race Phase2 : During the race Plans his weekly Analyzes race Starts race feeling schedule to fit in work performance using data hydrated and ready. from hydration tracker. and training sessions. Mid-race, realizes • Reviews overall race Prepares hydration User Action: dehydration is experience and sets plan based on raceimpacting his pace. new goals for day conditions. • Pushes through to the Selects race gear and Plans next training finish, slightly off his tech tools to track block to improve race personal best. times and hydration. "I need to make sure I stay hydrated to avoid fatigue during the race."

l've got this, just

stick to my

hydration plan.

Pain Points::

"I hope I can fit in

my long runs this

week without losing

focus on work."

work and training. Lack of effective guidance on managing hydration

• Difficulty balancing

- Tech integration issues with
- hydration devices.

 Anxiety about staying hydrated throughout the

I'm slowing down

I didn't drink

enough at the last station."

> Where did I go wrong with my hydration strategy?'

- Difficulty managing hydration while focused on performance.
- Dehydration impacting performance near the end.
- Implement real-time hydration tracking with reminders during the
- Mid-race hydration alerts and adjustments based on real-time data.Provide a work-train balance scheduler with reminders for hydration-focused training sessions.
- Post-race feedback on hydration and how it affected performance, with suggestions for future races.

 Unclear data on how hydration affected his performance.

"I didn't hit my

goal, and I know it

because of my

hydration

strategy."

- Difficulty using race data to make meaningful changes.
- Balancing work and training still a challenge.
- Provide detailed hydration analytics with actionable insights.
- Offer a post-race recovery plan and a personalized hydration plan for future races.
- Provide a work-train balance scheduler with reminders for hydration-focused training sessions.

Opportunities:

- Provide an app that integrates work and running schedules, offering notifications for optimal training
- Personalized hydration suggestions based on Pierre's race data and weather conditions.
- Streamline hydration tech integration to simplify pre-race setup.