

PIERRE'S USER JOURNEY

Preparation



"This is a big challenge, but I'm committed."

Excitement and focus

1-Setting the Goal & Creating a Plan

Action: Decides to run his first marathon and creates a structured training plan.

Opportunity: Set clear milestones and use a running app or coach for guidance.

"Proper hydration is crucial, and training with friends keeps me motivated."



Cautious and motivated

2-Hydration, Nutrition & Group Training

Action: Plans hydration, nutrition, and joins group runs for motivation.

Opportunity: Optimize strategies with a nutritionist and organize regular group events.



Anxious but confident

"I'm ready; preparation is key."

3-Pre-Race Preparation

Action: Arrives early, warms up, and checks hydration.

Opportunity: Use a pre-race checklist to reduce stress.

The Race



Determined and resilient

"Keep a steady pace and overcome challenges."

4-Running & Handling Challenges

Action: Starts the race, maintains pace, and pushes through fatigue.

Opportunity: Implement pacing strategies and access on-course hydration.

Post-Race



Elated and reflective

"I did it! Now, recovery is crucial."

5-Completion & Recovery

Action: Crosses the finish line, feels accomplished, and focuses on recovery.

Opportunity: Celebrate, analyze performance, and plan future goals using race insights.