

2. Timeline Layout

Phase 1: Preparation (Before the Race)

Action	Thought	Emotions	Pain Point & Opportunity
Signs up for the race	"I'm excited to challenge myself."	 Excited	Confused by hydration advice online.
Plans hydration schedule	"Am I doing this right?"	 Anxious	Needs personalized hydration guidance.
Morning training runs	"This is tough, but worth it."	 Determined	Struggles with early morning routines.

Phase 2: Race Day (During the Race)

Action	Thought	Emotions	Pain Point & Opportunity
Gear check, hydration prep	"I hope I've planned enough."	 Nervous	Uncertain about hydration strategy.
Starts at steady pace	"Pace yourself, you got this."	 Focused	Could use a pacing coach.
Drinks at water stations	"Am I drinking too much or too little?"	 Confused	Real-time hydration feedback needed.
Final stretch	"Almost there, don't give up!"	 Exhausted	Energy levels drop despite hydration efforts.

Phase 2: Race Day (During the Race)

Action	Thought	Emotions	Pain Point & Opportunity
Crosses finish line	"I made it, but I'm drained."	 Accomplished	Needs better post-race recovery plan.
Rehydrates & stretches	"Need to recover fast for tomorrow."	 Fatigued	Post-race recovery tips could help.
Shares experience on social media	"Proud of this milestone."	 Proud	Connects with running community for support.

3. Insights & Opportunities Section

- **Key Insights:**

- a. Pierre struggles with hydration planning during training and races.
- b. Needs better real-time feedback on hydration levels.
- c. Wants personalized hydration and recovery plans.

- **Opportunities:**

- App Feature: Personalized hydration schedule for runners.
- Wearable Device: Tracks hydration and energy levels in real-time.
- Community Support: Social feature for sharing race experiences.