

# Interview :

## Run:

### 1. What sports do you practice?

- I primarily focus on running, with occasional cross-training activities like surfing, swimming and lately skateboarding.

### 2. How often do you run?

- I run approximately once or twice a week, covering various distances and intensities depending on my training schedule.

### 3. When was the last time you went out for a run?

- My last run was two days ago. It was a 10-kilometer training run at a moderate pace.

## Races:

### 1. What was the last race you ran?

- The last race I participated in was the half marathon in the city marathon event.

### 2. How was it? Tell me about the experience you had.

- The race was challenging yet exhilarating. The course offered scenic views, and the atmosphere was incredibly supportive. The final stretch through the cheering crowd gave me a boost of energy.

### 3. How did you get prepared?

- I followed a structured training plan leading up to the race, incorporating long runs, speed workouts, and tapering. Nutrition played a crucial role in my preparation, ensuring I had the right fuel for optimal performance.

### 4. What would you have done differently? Why?

- In hindsight, I would have paid more attention to my pacing during the first half of the race. I started too fast and felt fatigued towards the end. Next time, I'll aim for a more balanced pace to maintain energy throughout.

## Hydration:

### 1. What do you remember about the way you hydrated?

- I try to drink 1.5L a day, I always have my bottle with me. They give you a cup with water during the race but it's not practical.

### 2. How did you manage your hydration?

- I carried a hydration belt with me, supplementing the race-provided stations. I had a schedule for taking sips to maintain a consistent fluid intake without overdoing it.

### 3. Have you ever found yourself in trouble due to hydration?

#### What happened?

- Fortunately, I haven't faced severe hydration issues. However, in a previous race, I underestimated the heat, leading to mild dehydration and cramping. It taught me the importance of adjusting hydration plans based on weather conditions.

### 4. What would you never do again? Why?

- I would never skip a pre-race hydration plan. In the past, neglecting this aspect affected my performance negatively. Proper hydration is crucial for peak performance, and I've learned not to underestimate its significance.



# Interview :

## Goals:

1. Achieving a Personal Record (PR): I strive to improve my performance by setting goals to run a specific distance in a faster time than I have previously achieved. This could involve aiming for a new personal best in a 5K, half marathon, or marathon race.
2. Increasing Endurance: Another goal for me is to enhance my endurance levels. This might involve gradually increasing the distance I can run without stopping or completing longer races, such as ultramarathons or trail runs.
3. Maintaining Consistency: Consistency in training is crucial for progress and injury prevention. Therefore, one of my goals is to establish a regular running schedule and stick to it, whether it's running a certain number of days per week or covering a specific mileage each month.

## Habits:

1. Warm-Up and Cool Down: Incorporating proper warm-up and cool-down routines into my running sessions is a habit of many runners. This can include dynamic stretches, mobility exercises, and post-run stretching to prevent injuries and promote recovery.
2. Cross-Training: I incorporate cross-training activities, such as cycling, swimming, strength training, or yoga, into my routines to improve overall fitness, prevent overuse injuries, and enhance performance.
3. Setting and Tracking Goals: I often make a habit of setting specific, measurable, achievable, relevant, and time-bound (SMART) goals for my running endeavors. I track my progress using tools like running apps, training logs, or wearable devices.

## Frustrations:

1. Plateaus in Performance: Despite consistent training efforts, I may experience plateaus in my performance where I struggle to see improvements in my speed or endurance. This can be frustrating and may require adjustments to my training regimen or lifestyle factors.
2. Injuries: Dealing with injuries, whether minor setbacks like muscle strains or more severe issues like stress fractures, is a common frustration for runners. Recovery time can disrupt training plans and hinder progress toward goals.
3. Weather and Environmental Factors: I often face challenges due to weather conditions such as extreme heat, cold, rain, or strong winds. These environmental factors can impact performance, comfort, and motivation, leading to frustration, especially when I disrupt planned training sessions or races.



# Personna :

Pierre Stone, 28, electronician  
Hometown : London, England  
Current location : Rouen, France

## ABOUT :

Pierre is originally from England but he moved to France for a really good work opportunity. He has always liked sport and he has always found running the easiest sport to do since you don't need anything and could run anywhere. He is a really flexible, curious and adventurous person which lead him to move to a whole new country at the first opportunity he got. There is not much to say about his work since he just do what is needed but outside of work he likes to try everything, whether it is new sports, new type of movies, new games or kind of books.

## GOALS :

- He would like to do at least 3 races this year all around France.
- He would like to prepare all of his food that would be healthy and also adapted to his sport activities and work out.
- He would like to travel all around Europe, 3 different countries before the end of the year would be amazing.

## FRUSTRATION :

- He does have enough time everything he wants to do and/or try, even when he tries to manage his time and always do something he feels like he won't ever be able to do everything that he wants to do
- Preparing his own healthy and adapted food will also take time and much more money, even though he is very motivated and really want to do it, he thinks that he might give up at some point and eat cheaper and not adapted food over time...
- He really wants to travel but is kind of lazy to pack and travel the distance between his current location to the other location, especially if he has to go by plane...
- He has a hard time managing his thirst, the fact that he has to drink often but he often forget and the fact that he can't drink a lot before and after running otherwise it will make him uncomfortable or even sick.



# Personna:

No water for 5h before “if i drink before the race i will want to go to the toilet during the race or will feel the water moving in my belly while i run : prudence

1

Runs the race “i have to focus on my breathing” : concentration

3

Drinks 30 min after “i can’t drink much right after the race or I will feel sick, just 2,3 sips if I am really thirsty

4

Stretching “I have to stretch so so that i won’t hurt my muscle” : discipline

5

Reflect on the race to improve “there was some mistakes and things i could improve” : determination and reflection

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# The Edible Water Bubble



How to ensure proper monitoring of runners in terms of dehydrating during the race?

How to ensure that Pierre, stay properly hydrated, even if he frequently forget to drink water during his races

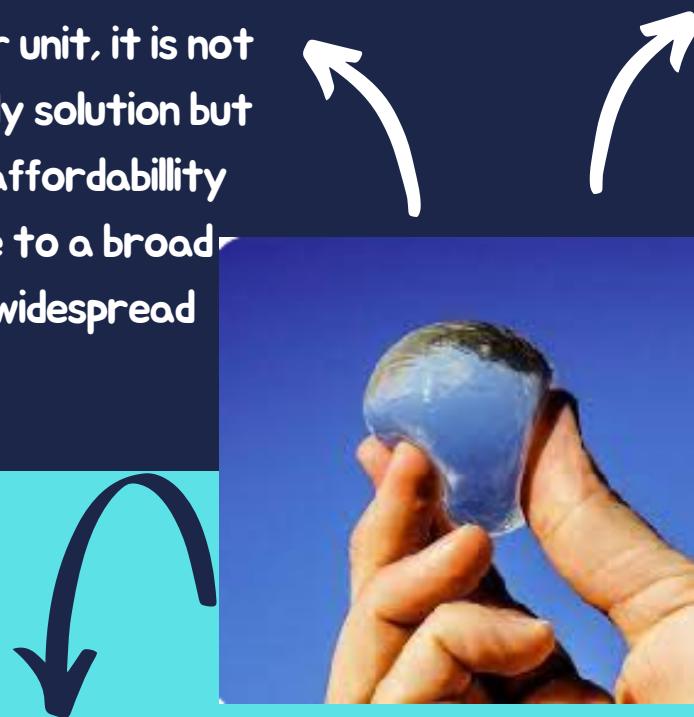
How to ensure that Pierre stays adequately hydrated throughout his races without being bothered by cumbersome equipment?

# Edible Water Bubble

The EWB, the game-changer in hydration, offers an innovative and eco friendly solution that could greatly benefit runners during their races. This edible water bubble, encapsulated in a biodegradable membrane, stands as a revolutionary alternative to traditional plastic bottles.

## AFFORDABLE COST :

With a cost as low as 2 cents per unit, it is not only an environmentally friendly solution but also financially accessible. This affordability makes this innovation available to a broader range of runners, promoting widespread adoption.



## ENVIRONEMENT FRIENDLY AND SUSTAINABLE :

It perfectly aligns with the eco-conscious vision of running enthusiasts. By eliminating the need for disposable plastic bottles, this solution significantly reduces waste production, contributing to environmental preservation.

## CONVENIENT AND LIGHTWEIGHT :

Its lightweight and compact design make it an ideal choice for runners. Easy to carry, this water bubble provides a practical solution that doesn't compromise athletes' mobility, allowing hassle-free hydration during races.

## COMMITMENT TO SUSTAINABILITY :

By adopting the EWB, runners actively commit to more sustainable water consumption. This solution represents a tangible way for the running community to reduce their ecological footprint, contributing to the preservation of natural resources.

**CONCLUSION:** EWB emerges as a revolutionary option for runners, combining convenience, sustainability, and financial accessibility, its widespread adoption could not only transform how runners hydrate during races but also inspire other eco-friendly initiatives in the sports world.

