

PIERRE'S USER JOURNEY // HYDRATION & RUNNING

CHAPTER 10
USER JOURNEY
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This timeline illustrates Pierre's experience before, during, and after a race. It highlights his actions, thoughts, emotions, pain points, and opportunities related to hydration.

Phase	Before the Race	During the Race	After the Race	After the Race
Activities	Observation, personal memory, discussion and verbalization.	Visual analysis, discussion, operations, verbalizing or mentalizing.	Visual comparison with fact, data and theories.	Visual reconstruction, presentation, discussion, prediction.
Thoughts	"The racecourse" "The race was all right, my friend."	"The racecourse analysis" "My plan/strategy."	"Ready, set, go!" "The start was not so bad, but..."	"The racecourse analysis" "Ready, set, go!" "The race was not so bad, but..."
Emotions	Excited, happy, nervous.	I enjoyed the race, happy, calm.	Relaxed, calm, proud, nervous, at ease.	Relaxed, proud.
Task demands	Observation, fact or theory, discussion, strategy.	Observation, fact or theory, discussion, operations.	Observation, fact or theory, comparison, mentalizing or plan.	Observation, fact or theory, comparison, mentalizing or plan.
Objectives	Observe, compare, discuss, plan, predict, verbalize, discuss, predict, verbalize.	Observe, compare, discuss, plan, predict, verbalize, discuss, predict, verbalize.	Observe, compare, discuss, plan, predict, verbalize, discuss, predict, verbalize.	Observe, compare, discuss, plan, predict, verbalize, discuss, predict, verbalize.

EMOTIONAL FLOW

This timeline illustrated Pierre's experience before, during, and after a race. It highlights his actions, thoughts, emotions, pain points, and opportunities related to hydration.

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