

eabderrahma

Problem Statement// Hydration Experience

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DELIVERABLE: PROBLEM STATEMENT

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After analyzing seven user interviews, scientific data, and Pierre's journey, the main challenge became clear:

Pierre understands hydration's importance but struggles to manage it practically. Timing, access, and comfort remain his biggest barriers before, during, and after races.

Problem Statement

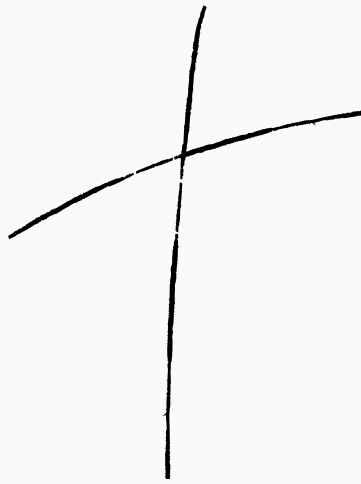
Pierre struggles to maintain a balanced hydration routine across his running experience. He often drinks too early or too late, avoids drinking during runs due to discomfort, and compensates with overhydration afterward. These patterns reduce his overall performance and recovery.

How Might We Question!

How might we help Pierre prepare and maintain proper hydration before, during, and after a race using simple, non-digital tools???

Why It Matters ?

Solving this problem will improve Pierre's performance, comfort, and health while inspiring practical, sustainable routines for other runners. This problem statement will guide the next phases: Ideation and Prototyping.



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