



## Pierre

a 35-year-old runner from Lisbon, prepares for an ultra-marathon, focusing on improving his hydration strategy. During the race, he struggles with fatigue despite careful planning, realizing he underestimated his needs. Afterward, he reflects on his performance and refines his approach for future races.

## Goals

- Improve hydration strategy to enhance race performance.
- Participate in more challenging ultra-marathons.

## Expectations

- Accessible hydration solutions during races.
- Feel prepared and supported for a positive race experience.

### Before the Race

1. Action: Researches hydration strategies and products.
  - Thought: "There are so many options, but what really works?"
  - Emotion: Overwhelmed
2. Action: Creates a hydration plan for the upcoming race.
  - Thought: "This plan should help me stay hydrated this time."
  - Emotion: Confident

### During the Race

- Action: Starts the race, maintaining a steady pace.
  - Emotion: Optimistic
- Action: Feels fatigue setting in around halfway through the race.
  - Thought: "Did I underestimate my needs again?"
  - Emotion: Frustrated
- Action: Pushes through the fatigue, focusing on the finish line.
  - Thought: "I can do this; I'm almost there!"
  - Emotion: Determined
- Action: Crosses the finish line and feels a mix of exhaustion and elation.
  - Thought: "I did it! But how did my hydration hold up?"
  - Emotion: Exhausted but accomplished

### After the Race

- Action: Analyzes race data on his running app.
  - Thought: "Looks like I didn't hydrate enough during the second half."
  - Emotion: Disappointed
- Action: Shares experiences and learns from others in the running community.
  - Thought: "I can use their insights to improve."
  - Emotion: Encouraged
- Action: Plans his next training sessions with a focus on hydration.
  - Thought: "This time, I'll get it right!"
  - Emotion: Motivated
- Action: Prepares to sign up for future races and ultra-marathons.
  - Thought: "I can't wait for the next challenge!"
  - Emotion: Excited

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"I can't wait for the next challenge!"

Time