Pierre's User Journey

BEFORE THE RACE

Time	Action	Emotion	Opportunity
6 weeks before	Registers for half-marathon with friends	Excited	Pierre plan his hydration strategy from day 1
2 weeks before	Runs 18km, forgets water bottle	Worried	Connect dehydration to performance
Race morning	Drinks water, eats breakfast	Nervous	Tell Pierre exact amount to drink

DURING THE RACE

Time	Action	Emotion	Opportunity
Km 5	Grabs cup at water station, spills water	Frustrated	Need better hydration solution
Km 15	Legs feel heavy, pace drops	Panicked	Prevention through hydration mon
Finish line	Crosses finish line exhausted	Disappointed	Post-race analysis for next time

AFTER THE RACE

Time	Action	Emotion	Opportunity
30 min after	Drinks 2L of water	Exhausted	Recovery hydration guidance
Next day	Feels sore and tired	Discouraged	Pierre understand what went wrong
1 week later	Researches hydration strategies	Determined	This is where your solution helps