

User Journey

Pierre race timeline



before race

Action: Pierre drinks a lot of water the night before to prepare.

Thought: "I need to hydrate well today so I'm ready tomorrow."

Emotion: 🟡 Cautiously optimistic
→ (He feels like he's doing the right thing but unsure if it's too much)

during race

Action: He skips the first water station because it's too crowded.

Thought: "It's fine, I'll grab water at the next one."

Emotion: 🟠 Slightly anxious
→ (He knows hydration matters but is improvising)

after race

Action: Pierre feels dehydrated and drinks a lot at the finish line.

Thought: "Next time, I really need a better hydration plan."

Emotion: 🔴 Frustrated but determined → (He sees room for improvement)