

TITLE

PERSONA

Pierre is a consultant and athlete who runs twice to five a week and also surfs sometimes. He practice in several marathons

SCENARIO

race in marathon 84km

GOALS & EXPECTATIONS

eaten healthier much earlier, stopped partying and eaten correctly. And run short races at a fast pace. to do less than 1H50 in Marathon

Phase 1

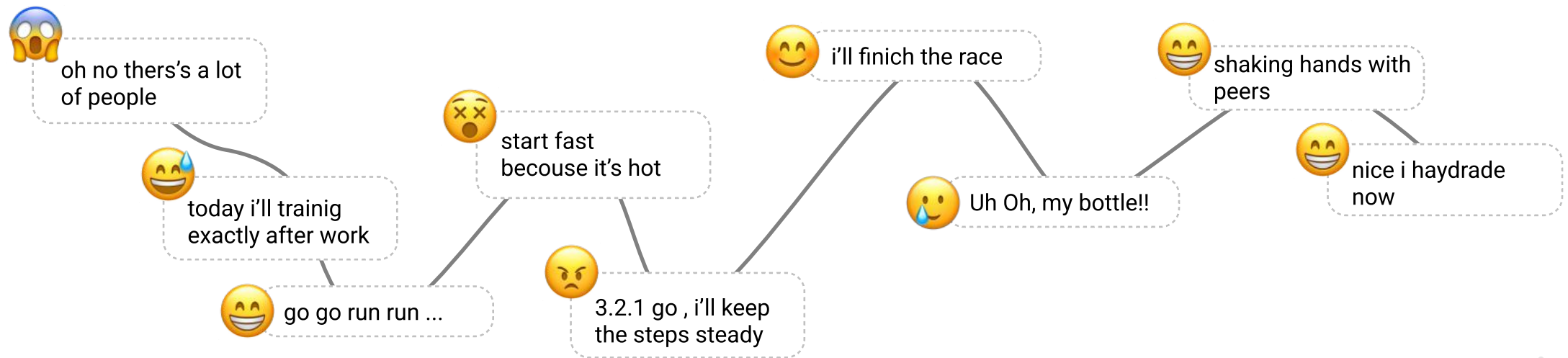
1. Sings up for marathon
2. training after work
3. Meeting with colleagues

Phase 2

4. start the race regularly with peers
5. in the middle of the race . it's starting to get tough but i won't give up
6. 6th place i didn't wen bu i'm proud of what i got

Phase 3

6. I forgot my bottle
7. I'm happy with race
8. i'm drink when i got home



OPPORTUNITIES

OPPORTUNITIES

runs step by step in the first of the race not very fast and not very slow

OPPORTUNITIES

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he need to take and care about her bottles before the race