

Pierre's User Journey: Running His First Marathon

PERSONA

- **Name:** Pierre
- **Age:** 32
- **Interests:** Running, Health-Fitness, Technology
- **Running Experience:** Intermediate

SCENARIO

Pierre is preparing to run his first full marathon. He has experience in running half-marathons but wants to challenge himself further.

GOALS & EXPECTATIONS

- Primary Goal: Successfully complete his first full marathon within his target time.
- Secondary Goals: maintain a consistent training routine and Improve his pacing strategy.
- Expectations: Gain a deeper understanding of marathon training and execution.

Phase 1: Preperation

Actions & Emotions:

- Sets a realistic training plan. Motivated
- Schedules running sessions with friends. Excited
- Plans diet and sleep schedule. Committed

Phase 2: Race Day

Actions & Emotions:

- Arrives early, hydrates, eats light breakfast. Anxious
- Focuses on maintaining pace. Focused
- Hydrates and takes energy gels. Determined

Phase 3: Post-Race Reflection

Actions & Emotions:

- Finishes race with accomplishment. Ecstatic
- Reflects on journey and improvements. Reflective
- Cherishes mental clarity from running. Content

Thought 1: "I need a structured plan to prepare for the marathon. I don't want to push myself too hard like in my previous races."

Thought 2: "Running with friends keeps me enthusiastic."

Thought 3: "A balanced diet and proper sleep are crucial for a successful race day."

Thought 4: "I've got this. I need to maintain my pace and not let the excitement get the better of me."

Thought 5: "I must maintain my pace and not get carried away. Consistency is the key."

Thought 6: "I need to stay hydrated and keep my energy up. I've learned the hard way in the past."

Thought 7: "I did it! The training and race-day strategy paid off. It's a fantastic feeling of achievement."

Thought 8: "I've learned so much from this marathon. Consistency and pacing are crucial for future success."

Thought 9: "Running is my sanctuary. It's not just about fitness; it's my meditation, my mental escape."

Time