

USER JOURNEY

A. PHASES

Phase 1: Preparation (Before the Race)

1. Action: Register for the race
2. Thought: "I want to challenge myself."
3. Emotion: Excitement

1. Action: Plan a training program
2. Thought: "I need to follow a structured plan to be ready."
3. Emotion: Motivation

1. Action: Purchase new running gear
2. Thought: "This new gear will help me perform at my best."
3. Emotion: Excitement

1. Action: Plan hydration
2. Thought: "I need to avoid dehydration problems like last time."
3. Emotion: Concern

Phase 2: The Race (During the Race)

1. Action: Start the race
2. Thought: "I feel ready, let's go!"
3. Emotion: Confidence

1. Action: Manage race pace
2. Thought: "Don't go too fast at the start, keep a steady pace."
3. Emotion: Focus

1. Action: Hydrate during the race
2. Thought: "Drink regularly without overdoing it to avoid cramps."
3. Emotion: Vigilance

1. Action: Feel fatigue
2. Thought: "I'm tired, but I must push through."
3. Emotion: Determination

Phase 3: Reflection (After the Race)

1. Action: Finish the race
2. Thought: "I did it!"
3. Emotion: Pride

1. Action: Rehydrate and recover
2. Thought: "It's important to recover well now."
3. Emotion: Relief

1. Action: Analyze performance
2. Thought: "What can I improve for next time?"
3. Emotion: Reflection

1. Action: Share the experience with friends
2. Thought: "I want to share this success with my friends."
3. Emotion: Joy

B. OPPORTUNITIES FOR IMPROVEMENT

1. Before the Race: Offer personalized advice on hydration and nutrition.
2. During the Race: Provide hydration reminders at key moments.
3. After the Race: Offer recovery programs and performance analysis.