



Swim**BETTER**

CASE STUDY

ATHLETE:	ALEC MORRIS
AGE:	29
COUNTRY:	AU
SPORT:	TRIATHLON
OCCUPATION:	PUBLIC SERVANT
BACKGROUND:	NCAA DIVISION ONE AUBURN SWIMMING & DIVING



RESULTS IN SIX WEEKS

Alec started using **eo** SwimBETTER on 29 July 2025 in preparation for the 2025 World Triathlon Championships. Within six weeks he had made the following gains:

+14.9%

PROPULSION

-10 bpm

AT THRESHOLD PACE

-10 sec

SMASHED PB

New PB

2K SWIM

RACE RESULTS: 2025 WORLD TRIATHLON CHAMPIONSHIPS

Six weeks of focused refinement in the pool translated into results that were impossible to ignore on race day.

52 sec

LEAD OUT OF THE SWIM

3rd

IN 25-29 AGE GROUP

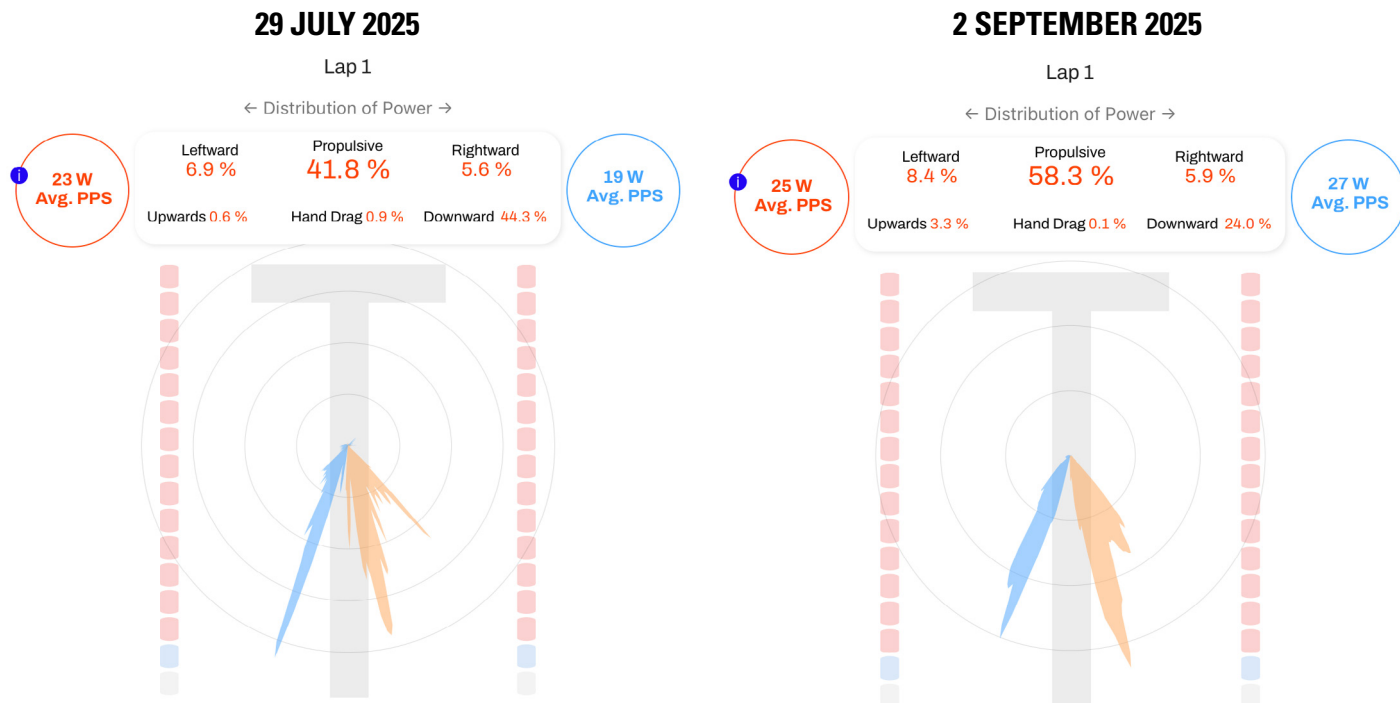
8th

OVERALL

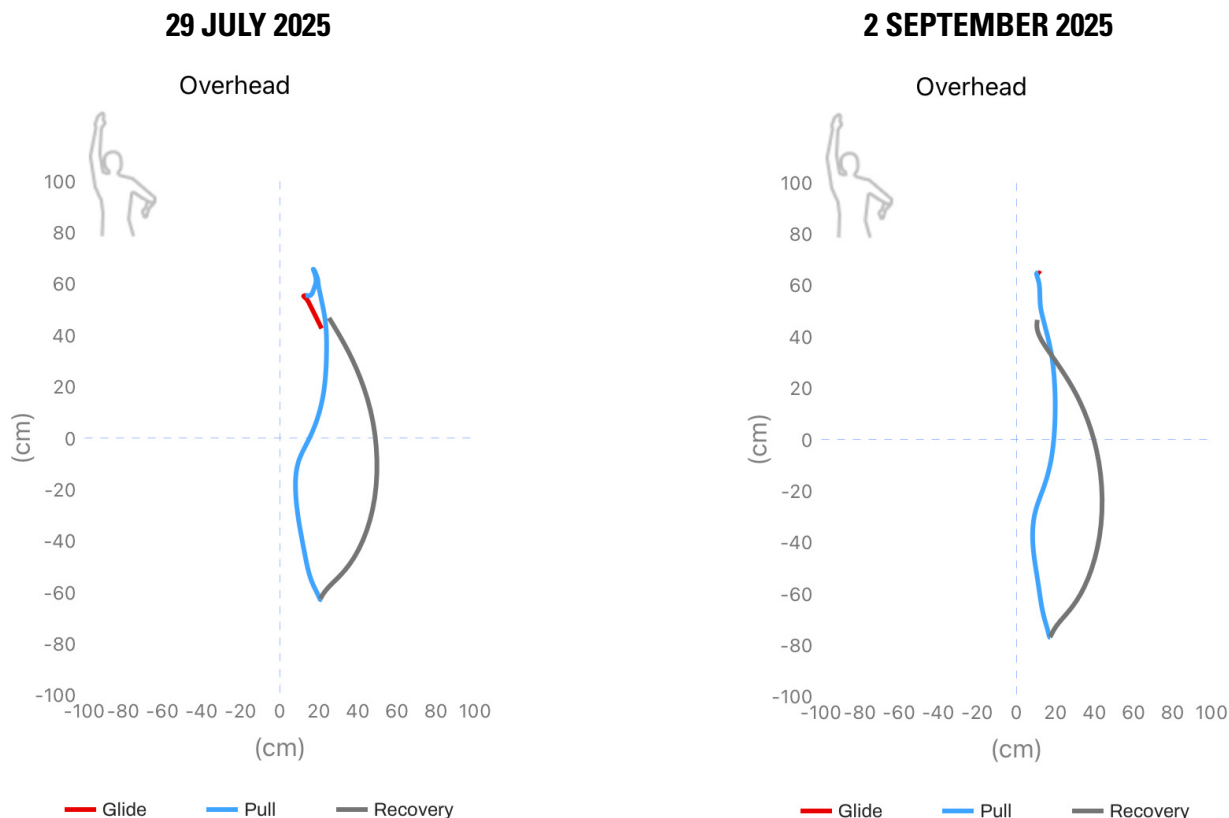
ALEC'S APPROACH: MEASURE, FINE-TUNE, EMBED

Across the six weeks, Alec used **eo SwimBETTER** twice a week to analyse the propulsive contribution of each hand, alongside his hand path to correct technique inefficiencies and bed those changes into muscle memory. Using the "fast feedback loop", he focused on increasing propulsive power and fine-tuning his catch to convert wasted energy into speed.

FORCE FIELD HAND POWER DISTRIBUTION



HAND PATH STROKE MAPPING



WHY IT WORKED

Objective data: Identified where propulsion was being lost and took the guess work out of what needed to change.

Fast Feedback Loop: Immediate feedback reinforced effective technique changes.

Efficiency beats volume: Better technique reduced the physiological cost of swimming, lowering heart rate by 10 bpm at threshold pace.



“With my NCAA background, I thought my swim technique was nearly perfect. **eo** SwimBETTER showed me I was still losing speed through inefficiencies I couldn't feel in the water. Once I could see them in the data, I knew what to work on before Worlds.

Alec Morris, Triathlete

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52 SECONDS CLEAR OF THE NEXT COMPETITOR.

WHEN EFFICIENCY IMPROVES, RESULTS FOLLOW.