



user persona

*Pierre is an amateur runner,
who participates in short to medium races.
He often struggles to stay properly hydrated before
and during races.
but feels frustrated when his performance drops due
to dehydration or forgetting to drink water.*

Pierre

- AGE: 32 YEARS
- PROFESSION: ENGINEER
- CITY: LONDON, UK

Goals

Finish races feeling
well-hydrated
and focused.

Avoid performance
drops due to dehydration.

FRUSTRATIONS

Tries to drink water
during runs but often
struggles to keep a
regular schedule.

Loss of focus and decreased
performance when
ignoring thirst signals.

Habits

He tracks his workouts
and daily schedule using a
fitness app.

Participates in races
occasionally
(1–3 times per year).

“I try to drink 1.5L a day, I
always have my bottle with me”

