

PIERRE

Needs and Expectations

- Reliable information on hydration techniques and nutrition tailored for amateur runners.
- Access to community events and workshops focused on improving race performance and preventing common issues like dehydration.
- Tools and resources that help integrate training into his busy lifestyle without compromising work or social commitments.

Personality

- Enjoys various outdoor activities like hiking and cycling, often combining these with social events to stay connected with friends.
- Actively participates in local running clubs and uses these events to network and learn from more experienced runners.
- Has a keen interest in technology and often uses fitness apps to track his progress and set new goals.

About

Pierre is an enthusiastic marketing manager in Lyon, France, who balances his corporate career with a passion for outdoor activities, particularly running. He values personal growth and enjoys challenging himself through physical activities. Pierre thrives on connecting with like-minded individuals and believes in the importance of community and mutual support. His positive outlook and proactive approach drive him to set and achieve new goals in both his professional and personal life. **"Focus unswervingly on the customer." — Jesse Hertzberg, Former COO of Squarespace, is a guiding principle in his work and life.**

Frustrations

- Hydration Challenges: Pierre struggles to manage hydration during races, often leading to dehydration or sluggishness. Despite experimenting with different methods, he hasn't found a reliable solution.
- Inconsistent Performance: Pierre gets frustrated when his race performance varies, even after thorough preparation.
- Balancing Commitments: Juggling work, running, and social life disrupts his training schedule, causing frustration.

Goals

- Improve hydration practices to prevent dehydration and enhance race performance.
- Increase participation in local races and eventually complete a half marathon.
- Continue expanding his social network through sports and outdoor activities.



AGE: 32

Gender: Male

Occupation: Marketing Manager

STATUS: Single

LOCATION: Lyon, France