

Athlete-Keep-Hydrated: Pierre Alexandre User Persona



Pierre Alexandre

Position: Business Consultant

Age: 32 years old

Location: Lisbon, Portugal

About

Originally from Paris, France, Pierre works in Lisbon, Portugal, as a business consultant for a multinational. When he is not at work, Pierre enjoys running along the Tejo river three times a week. Running has become more than just exercise for Pierre; it's a form of meditation and a crucial part of his mental health routine. To challenge himself, he sometimes participates in the Lisbon marathon and the Paris marathon when he is back home.

Despite his dedication, Pierre struggles with aspects of long-distance running, particularly hydration. He's aware of its importance but often finds it challenging to manage, especially during races or longer training runs.

Goals

1. Maintain his running routine of three times a week.
2. Finish the next Lisbon and Paris Marathon in improved time.
3. Complete his runs while staying hydrated.
4. Gradually increases his distances and pace.

Habits

1. A social runner.
2. Runs three times a week.
3. Push themselves harder for races.
4. Avoids hydrating just before races to avoid stomach aches.
5. Tends to depend on water stations to hydrate during races.
6. He sometimes drinks alcohol the day before races.

Frustrations

1. Pierre struggles with proper hydration during long runs and races
2. He sometimes forgets to follow hydration best practice, like hydrating well before races and carrying water.
3. He experiences discomfort when drinking water immediately before the race.
4. He struggles with pacing during races. Often starting too fast, leading to exhaustion later.
5. Her struggles with training consistently for races.

“ When I started running it was for fitness, but now it's almost meditative. It's nice not to think about anything. Also for fitness as well, but now it has a really good effect on mental health.

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