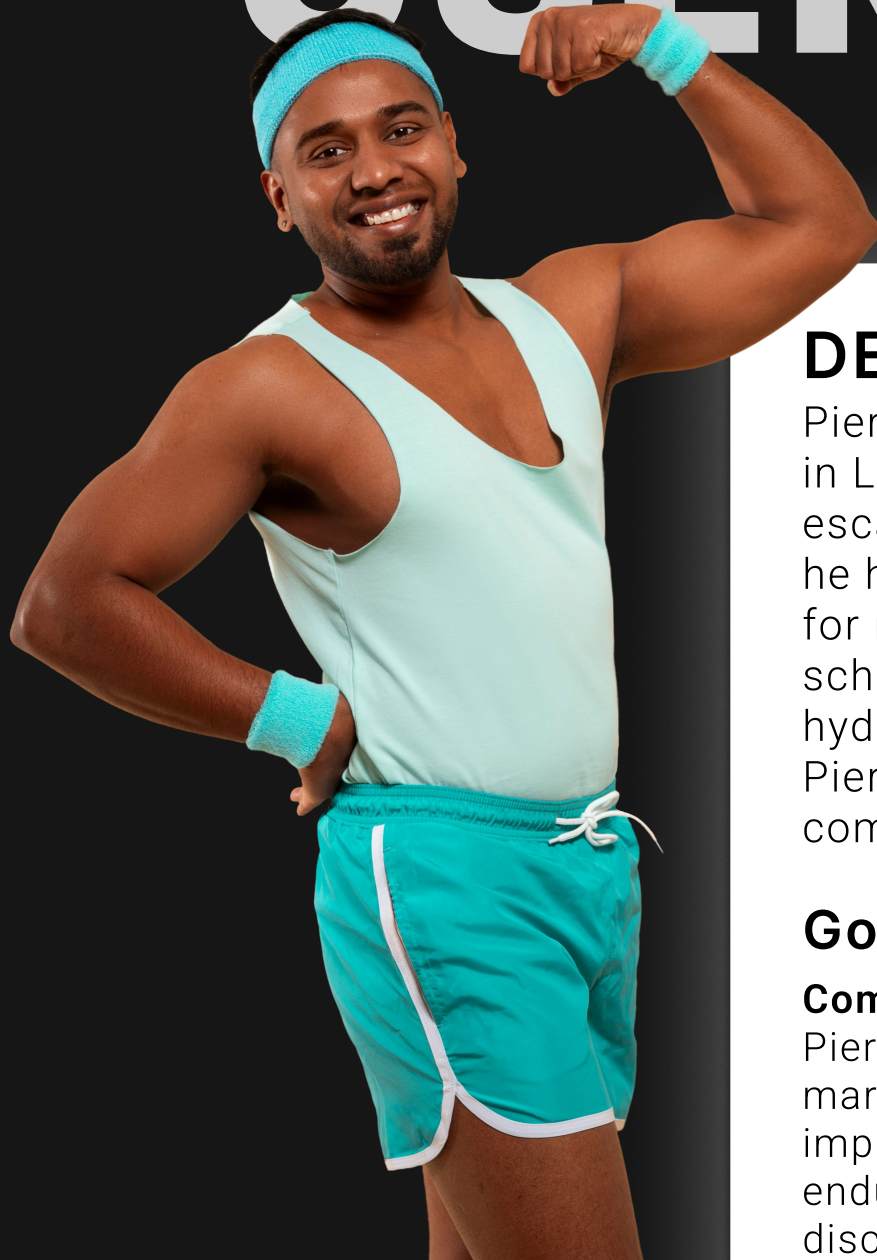


USER PERSONA

PIERRE TERRIER

"Running is more than just a hobby for me; it's a way to clear my mind and keep my body in balance."



DESCRIPTION

Pierre Lefèvre, 32, is a Project Manager in Technology from France, currently living in Lisbon, Portugal. An avid runner, Pierre uses running as a meditative practice to escape the pressures of his demanding job. Inspired by sports from a young age, he has also tried rugby, surfing, and kiteboarding. Pierre enjoys sharing his passion for running with friends, participating in races and marathons. Despite his busy schedule, he prioritizes fitness and well-being, understanding the importance of hydration and nutrition, though he has faced challenges with both during races. For Pierre, running is about camaraderie, health, and personal growth rather than just competition.

Goals

Complete a Marathon

Pierre aims to finish his first marathon under 4 hours by improving his pace and endurance through disciplined training.

Improve Work-Life Balance

Pierre wants to find a better balance between work and personal life, allowing more time for relaxation and leisure.

Habits

Regular Running

Pierre runs 3-4 times a week, covering 8-10 km, often with friends for motivation.

Social Activity

He enjoys group workouts like yoga and team sports.

Mindful Hydration

Pierre stays hydrated before and after runs, especially in hot weather.

Frustrations

Dehydration During Races

Pierre has experienced dehydration during races due to inadequate preparation. He has learned to prioritize hydration to avoid muscle cramps and fatigue.

Inconsistency in Training

Due to his demanding job, Pierre sometimes struggles to maintain a consistent training schedule, which affects his performance and goals.

Running | Sport | Camaraderie

AGE	32
OCCUPATION	PROJECT MANAGER
GENDER	MALE
LOCATION	LISBON, PORTUGAL