



Pierre's Persona Card

Name: Pierre

Age: 32

Profession: Freelance Digital Artist

Location: Kisumu, Kenya

Quote: "Staying hydrated is key, but knowing how much to drink and when is always tricky."

Profile

Pierre is a passionate freelance digital artist who splits his time between his creative projects and running. He often finds inspiration during his morning runs, which he uses as a way to clear his mind before diving into his artwork. Pierre participates in art exhibitions and enjoys the occasional competitive run, usually no more than twice a year. Despite his active lifestyle, he struggles with hydration management, especially during long working hours and physical activities.

Goals, Habits, and Frustrations

Goals

- Complete his first half-marathon within the year.
- Improve his hydration strategy to avoid fatigue during races.

Habits

- Runs three times a week, early in the morning before work.
- Keeps a small water bottle but often worries about the balance between hydration and not over-drinking.

Frustrations

- Struggles to find the right hydration routine, especially for races.
- Feels that dehydration impacts his performance, often causing fatigue and cramps toward the end of longer runs.

Key Insights

1. Pierre frequently experiences the same hydration-related challenges as other athletes.
2. He actively seeks hydration strategies that help maintain performance without causing stomach issues.
3. While he mostly runs alone, Pierre values the camaraderie of races and local running groups.