

Persona card



I try to drink 1.5L a day, I always have my bottle with me. What I missed was a camelback. You can quickly waste time. It's not practical, they give you a cup with water during the race but it's not practical. For the training, I will train with my camelback and for the long races I will have water with me

ABOUT PIERRE

Pierre, views running as both fitness and meditation. Pierre prefers social running, often meeting friends for 8-15 km runs. He recently completed his first marathon, finding it challenging due to inadequate preparation, especially for hydration. Like others, he's experienced dehydration issues on longer runs. Pierre plans to improve his training consistency, focus on proper hydration, and prepare better for future races. He enjoys local 10k and half-marathon events, and uses running to clear his mind after work

PEIRRE'S GOALS

- 1.Improve his marathon time in the next year
- 2.Maintain a healthy work-life balance through consistent running

PEIRRE'S HABIT

- 1.Coordinates runs with friends via text messages
- 2.Maintain a healthy work-life balance through consistent running

PEIRRE'S FRUSTRATION

- 1.Struggles with proper hydration during longer runs
- 2.Find it difficult to maintain training consistency when works get busy

INSIGHT FROM THE INTERVIEW

- 1.Runners learnt from past mistake:Would never go on a bachpacking without water (Nathan)
- 2.Runners face various challanges:suffered from hypothermia during a 34 hour race (William)
- 3.Receive sponsorship for equipment(William)
- 4.Engages in other sports apart from running(Guillaume,Nathan,Joe,Guillemette,Antonie,Anaella)
- 5.Manages hydration during race(Guillaume,William)
- 6.Emphasize post run hydration (Guillaume,Guillemette)

PIERRE

32,marketing manager

Current location:Paris,france