

Story

Pierre is a 32-year-old sales manager living in the vibrant city of Paris, France. He is passionate about running and embraces the balance it brings to his life. At times he takes part in sailing and kite-boarding. Often seen jogging along the Seine or through the beautiful parks of Paris, Pierre enjoys both the physical and mental benefits of running. He typically runs three times a week, often with friends, as he finds motivation in their company.

After struggling to complete his first marathon due to dehydration and poor pacing, Pierre realized the importance of preparation and hydration. Though he occasionally struggles with maintaining a healthy lifestyle due to his love for partying and drinking alcohol, Pierre is committed to improving his hydration strategies and is eager to take on his next half-marathon.



“Pierre”

- Age : 32
- Occupation : Sales Manager
- Location: Paris, France

Athlete Persona

“I run between 5 and 10 kilometers. I'll be thirsty after the run. It's poorly managed. I'm really dehydrated.”

Goals

- Pierre aims to run a half-marathon and improve on pacing.
- Pierre is determined to learn from past experiences and improve his hydration strategies to avoid fatigue and dehydration.

Habits

- Pierre regularly runs with friends, texting them each weekend to coordinate runs. This habit keeps him motivated and makes running a more enjoyable social activity.
- Pierre admits to having a habit of partying and drinking alcohol.

Frustrations

- Struggles with Consistent Training: Pierre often finds it challenging to maintain a regular training schedule, especially when balancing work and social commitments, which can affect his race preparation.
- Hydration Management: Pierre has faced difficulties with hydration, especially during longer runs, leading to exhaustion and a need for improvement in planning his fluid intake.