Pierre //
Runner
Persona

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DELIVERABLE: PIERRE PERSONA
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https://elmahmoudi.42web.io

Name: Pierre Lemoine

Age: 32 years

Occupation: Marketing Project Manager

Lifestyle: Urban, active, practices several sports, mainly running.

"I always try to drink enough, but when I'm running, it's never practical – it breaks my rhythm."

About Pierre:

Pierre began running five years ago to balance work and stress. He runs 3–4 times a week and joins a few races yearly. He values comfort and control more than performance. Though aware of hydration's importance, he manages it by instinct. Heat and stomach discomfort remain his main challenges, and he learns mostly through experience.

Goals

• Finish races safely without dehydration or cramps.
• Improve endurance without sacrificing comfort.
• Build steady training habits despite a busy job.

Habits

• Runs 3 times per week, often with friends.
• Drinks water before and after training, rarely during.
• Uses a smartwatch to track time but not hydration.
• Drinks coffee every morning and avoids heavy meals before runs.

Frustrations

• Feels bloated when drinking just before running.
• Finds race-day cups messy and inefficient.
• Often forgets his bottle in hot weather.
• Lacks clear cues to know when or how much to drink.

Insights

• Hydration is recognized as essential but poorly managed in practice.
• Access, timing, and comfort are bigger barriers than motivation.
• Runners like Pierre need simple physical routines more than digital tracking.

Validated by Analytics

• Losing 2% body mass in fluids already reduces performance.
• Heat increases sweat rate up to 1.5 L/hour.
• Thirst is a late signal — proactive hydration matters.

Personality Traits

• Reflective and social.
• Curious but easily distracted by routine.
• Motivated by community support.
Pierre represents everyday runners who care about performance but need simple, tangible, non-digital tools to stay hydrated effectively.

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