


PIERRE:PERSONA

	GOALS	
	<ul style="list-style-type: none">• Run the race in 2hrs• Finish the race• Manage good hydration levels during the race.• Run in a good pace	
PIERRE		HABITS
<p>Age: 32 Gender: Male Occupation: Management consultant Location: Paris,France.</p> <p>Pierre is a management consultant at one of the top financial firms in Paris.</p> <p>He is a running enthusiast who enjoys running to cool off work stress.</p> <p>He runs three times a week and wants to participate in his first marathon- The paris half marathon in 2 months time.</p>		<ul style="list-style-type: none">• Running three times weekly.• Partying and drinking on weekends.• Cheat-meal once a week.
		FRUSTRATIONS
		<ul style="list-style-type: none">• Lack of good informed guidance on training thats appropriate for such a race• Not enough time for practice.• Difficulty following through with measures that improve performance.