



QUOTE

"I push my limits with friends by my side. The staying light before a race keeps me steady, and the thrill and the thrill of a group we never gets old"

DEMOGRAPHICS

OCCUPATION: MARKETING MANAGER

FITNESS LEVEL: ADVANCED

LOCATION: PARIS, FRANCE

GOALS

- Achieve New Personal Bests
- Pierre aims to continually improve his race times.
- Participate in Marathon Races Across Europe
- Traveling for races adds a sense of adventure.

PIERE: THE COMPETITIVE RUNNER

BIO

Pierre is a 29-year-old avid runner who thrives in the competitive atmosphere of races and training sessions. With a demanding work schedule, he makes time for frequent, structured runs and races, often training with friends to keep his motivation high. He has participated in various race types, from 5Ks to half-marathons, and always seeks new challenges. Like many endurance athletes, he has a carefully managed hydration and nutrition strategy that he fine-tunes based on previous experiences and pain point

Habits

- Weekly Training Routine - Pierre runs 4-5 times a week, mixing solo and group runs.
- Strict Hydration Practice - Prefers electrolyte solutions and avoids drinking right before running

Frustrations

- Hydration Challenges - Avoids drinking too close to running to prevent discomfort.
- Inconsistency with Training Partners - Finds it challenging to coordinate with friends.

Insights from Interviews:

- Hydration Management - Recognizes the critical impact hydration has on performance, but drinks minimally before races to avoid discomfort, similar to Nathan and Anaëlle.
- Social Motivation - Prefers group training as it enhances his drive, much like Joe and Guillaume.
- Training Frequency - Runs multiple times weekly, as seen in Joe, Nathan, and Anaëlle's routines.
- Race Preparation - Carefully plans for races and reflects on previous experiences to improve.