

# PERSONA



NAME	Pierre
AGE	32
JOB	Software Engineer
LOCATION	Morroco, Oujda

## HABITS

- Runs 3-4 times per week
- Avoids drinking right before running to prevent stomach discomfort
- Hydrates heavily after training sessions

## STORY

Pierre is a 32-year-old Software Engineer living in Lyon. He runs recreationally and participates in 2-3 races per year, including 10Ks and half-marathons. Despite training regularly, Pierre has experienced dehydration during races, leading to decreased performance and post-race fatigue. He's seeking reliable solutions to stay properly hydrated without disrupting his race rhythm.

## GOALS

- Complete a marathon without breaking down or collapsing
- Better manage hydration to maintain energy throughout long races
- Continue running regularly for both fitness and mental well-being

## FRUSTRATIONS

- Doesn't understand his personal hydration needs
- Race water cups waste time and aren't practical
- Broke down at 20km despite thinking he was hydrated

## QUOTE

*“Even though I hydrated, fueled, it didn't change anything, it was too late, my legs exploded.”*