

Pierre's Persona Card



Pierre

Age: 32
Profession: Consultant
Location: Paris, France
Sports: Running and muscle building
Experience: Has participated in races but runs less than three times a year

"I try to go for a run at least three times a week, usually in the mornings before work."

Description:

Pierre is a 32-year-old consultant living in Paris. He's an avid runner and engages in muscle-building exercises, with occasional participation in races. Pierre's fitness journey includes working with a coach to improve his running technique. He usually runs around three to four times a week. Pierre has taken part in various races, including half-marathons and marathons, but he sometimes struggles with hydration and fatigue, especially during long-distance events.

Goals:	Habits:	Frustrations:
<ul style="list-style-type: none">Complete a full marathon with proper hydration managementImprove endurance and times in races through structured training	<ul style="list-style-type: none">Runs 3-4 times a week, focusing on interval training and long runsUses hydration products like electrolyte tablets during and after long runs	<ul style="list-style-type: none">Dehydration challenges during long runs, especially in hot weather or during racesMaintaining energy levels during races when hydration isn't optimal

Key Insights:

- Hydration is a key challenge during longer runs, particularly in races
- Pre-race hydration needs to be carefully managed to avoid stomach discomfort
- Running with friends adds a social and motivational aspect to races
- Runners often experiment with different hydration products to improve performance
- Post-run hydration is essential to recover after hard training sessions