

Persona

Ilyass Afriad

07/10/2025

07 october 2025

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PROFILE

Name : Pierre Morel
Age : 32
Occupation : Product Manager at a tech startup
Location : Lyon, France
Fitness Level : Intermediate to advanced recreational runner
Weekly Training : 3–5 runs per week



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“I try to stay on top of hydration, especially before races. But between work, the heat, and just forgetting sometimes, I’ve hit the wall more than once. I want to feel strong through the whole run — not just survive the second half.”

PERSONALITY & MINDSET:

- Competitive with himself, but not obsessed with times
- Disciplined when training for a goal (race, challenge), but flexible depending on life schedule
- Treats running as a mix of performance, enjoyment, and mental clarity

HYDRATION BEHAVIOR & ATTITUDES:

- Knows hydration is crucial but doesn't always get it right
- Drinks 1–1.5L of water daily as a base habit
- Uses electrolytes or salt tablets before/during races or hot weather runs
- During short runs: may not drink or bring water
- During long/hard runs: carries water or energy drink (bottle, vest, or relies on race stands)

GOALS:

- Build and maintain endurance without injury
- Perform well in half-marathons and marathons (urban or trail)
- Feel mentally sharp and physically strong during and after runs

PAIN POINTS & FRUSTRATIONS:

- Discomfort from drinking too fast before runs
- Runs out of water or skips drinking during effort and pays the price
- Hydration stations in races are sometimes too far apart or crowded
- Work stress or social life disrupts routines