



Name: Pierre
Age: 32
Occupation:
Marketing Manager
Location: Paris, France

“Running is like meditation for me. It helps me think clearly and stay balanced, both mentally and physically.”

User Persona

Description

Pierre is a passionate runner balancing his career with regular running. He enjoys running with friends and aims to improve his performance in marathons by addressing hydration and energy issues. Pierre has learned the importance of consistent hydration during long runs, especially in hot weather.

Goals

- Improve his race performance while maintaining a healthy work-life balance
- Use running as a tool for mental wellbeing and stress management
- Improve his race times and maintain stamina.

Habits

- Prefers running with friends to stay motivated.
- Carries water on longer runs, especially during hot weather.

Frustrations

- Struggles with proper hydration during longer runs and races.
- Energy loss during long races due to dehydration.
- Often pushes himself too hard during races, affecting his performance and recovery.

Insights

- Dehydration reduces performance: Losing 2% of body weight can lead to fatigue and slower times.
- Pacing hydration is key: Drinking small sips during runs prevents cramps and fatigue.
- Interested in using technology to improve his running performance and track progress
- Weather affects hydration needs: Hot conditions require more frequent hydration.
- Hydration impacts mental clarity: Dehydration affects both physical stamina and mental sharpness.