



Pierre

33, Product Manager

Hometown: Lisbon, Portugal
Residence: Valencia, Spain

RUNNING

CYCLING

FISHING

User Persona

Story



I ran 3 times in one month, whereas last week I ran 5 times. I usually run between 8 and 15 km.

Pierre got into running three years ago when he was challenged by a former girlfriend to take up the activity. She had been an avid participant in the sport and an overall fitness enthusiast. She had convinced him of the benefits of staying fit, not only in terms of health but also for self-esteem and morale.

His first race came six months later at the 2022 Valencia Half Marathon, which, in hindsight, was an embarrassing experience. He has admitted to making the rookie mistake of drinking too much water before the race, which forced him to drop out a few meters after the halfway point. However, he is a strong believer in ‘what doesn’t kill you made you stronger.’

These days, he takes hydration more seriously, drinking one liter of water before every race and a similar amount afterward. He has come to understand that staying hydrated during a race is a delicate balance, and too many sips could cause problems.

Pierre has aspirations of participating in more marathons. He is currently aiming for next year’s edition of the Paris Marathon.

Goals

- Runs to keep fit.
- Build endurance.

Habits

- Runs 3-4 times a week
- Drinks 1L of water pre/post-race

Frustrations

- Hypothermia in summer
- Discomfort from taking excessive water
- Inability to retain hydration in race
- Mental fatigue from long runs

Key Insights

- Hydration plays a crucial role in endurance
- racing Cannot set out for a long run without
- packing water Races for enjoyment and not
- competition