# PERSONAS

## 1 Chloe: The Beachgoer

Chloe, a 28-year-old graphic designer living in downtown Toronto, is the kind of person who builds her summer weekends around water. Whether she's heading out for an early morning swim, meeting friends for a sun-soaked picnic, or paddleboarding at Bluffers Park, she's constantly chasing that ideal beach day. But in recent summers, she's been caught off guard by cold water even on the hottest afternoons—once wading in only to immediately retreat from the icy surprise.

She's tech-savvy and relies on her phone to check transit times, UV index, and now, with GLOW, water temperatures. What she wants most is clarity: a way to see if the lake is "swimmable" before she commits to an hour-long trip. She's not interested in reading through weather reports or trying to interpret raw data. Chloe needs something that is quick, mobile-friendly, and visually intuitive. GLOW's colorful map-based temperature displays, simple °C/°F toggles, and easy-to-navigate filters fit her lifestyle perfectly.

But what really makes GLOW stand out to her is its historical comparison tool. For the first time, she can tell whether today's 16°C is normal or weirdly cold for late July. She doesn't just want facts, she wants context. And now, she gets it. She's even started to bring a pocket thermometer along on beach days, uploading her own data and checking her contribution badge on the app. For Chloe, GLOW turns everyday curiosity into an empowered, informed decision—and a better beach day.

## 2 Ray: The Fisher

Ray is a 52-year-old retired mechanic who's spent his entire life fishing Lake Ontario's shores and inlets. A seasoned angler with a deep respect for the lake's rhythms, he's no stranger to the ways fish migrate, feed, and vanish without warning. But in recent years, he's grown frustrated. Sometimes, despite near-perfect conditions, his usual hotspots turn up empty. He suspects temperature swings are the cause, but getting reliable, local temperature data has always been a struggle.

Ray isn't someone glued to a smartphone, but he's no technophobe either. When his son showed him GLOW, he was intrigued—especially by its simple color-coded map and ability to compare recent temperatures to historical trends. For him, it's not just about seeing if the water is warm or cold. It's about predicting where the fish might be. Upwelling events, which used to confuse him, now make sense thanks to GLOW's educational tools and visual storytelling.

What Ray appreciates most is the regional trend analysis. He likes seeing patterns emerge across time and space—something he used to guess at based on gut feeling. He's also begun to upload occasional temperature readings during his outings, not just to help himself, but to support the broader community of fishers and lake users. With GLOW, Ray is actively engaging with nature. And as someone who's always respected the lake, that connection means something.

# 3 Priya: The Citizen Scientist

Priya, a 34-year-old environmental science teacher in Mississauga, brings a contagious enthusiasm to her work. Her students don't just learn about climate change - they collect data, run field experiments, and ask big questions about the world around them. She believes strongly in citizen science as both a teaching method and a force for real environmental impact. But until recently, she struggled to find tools that were both educational and scientifically robust.

Enter GLOW. For Priya, the app is more than just a data platform. She uses it to plan field trips to beaches where her students can take temperature measurements, upload them, and instantly see their contribution on a live map. The ability to compare these readings to long-term averages makes it easy for her to weave climate literacy into her curriculum. GLOW teaches variability, seasonal patterns, and the science of upwelling.

What Priya loves most is how GLOW fosters a sense of ownership and agency in her students. They can track their own data contributions, explore trends across the Great Lakes, and feel part of a larger community working to understand environmental change. She also uses GLOW's historical archive and export features to build custom lesson plans and analysis exercises. In her hands, GLOW becomes a bridge between education and real-world science, empowering a new generation of environmental stewards, starting right on the shore of Lake Ontario.