

# UNION MOODS

Michelle

Kelly

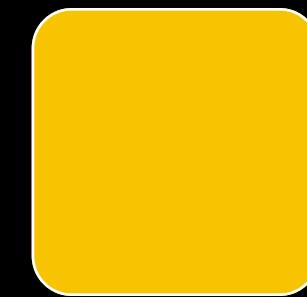
Tyler

## Logo

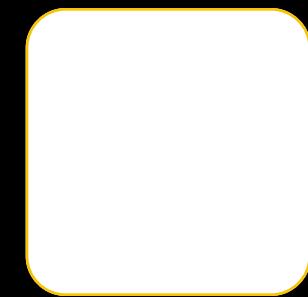


## Colour Palette

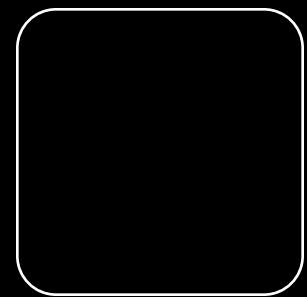
### Primary Colours



#F8C302

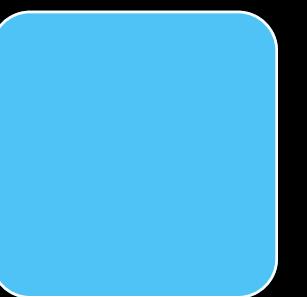


#FFFFFF



#000000

### Secondary Colours



#4FC3F7



#DA1A32



#B388FF



#FF80AB

## Typography

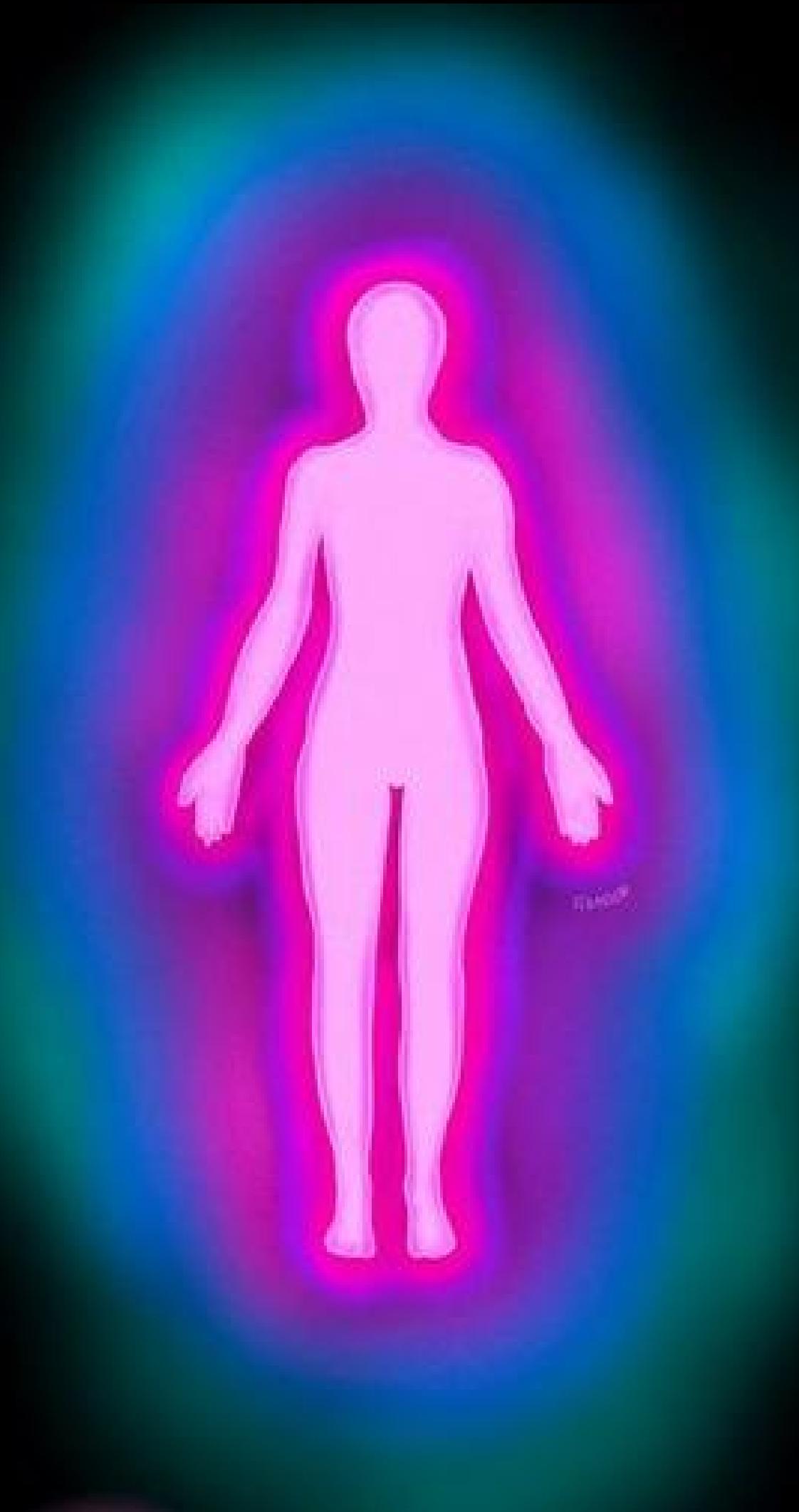
### Futura PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### IBM Plex Mono

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

We're not just moving people, we're moving moods.



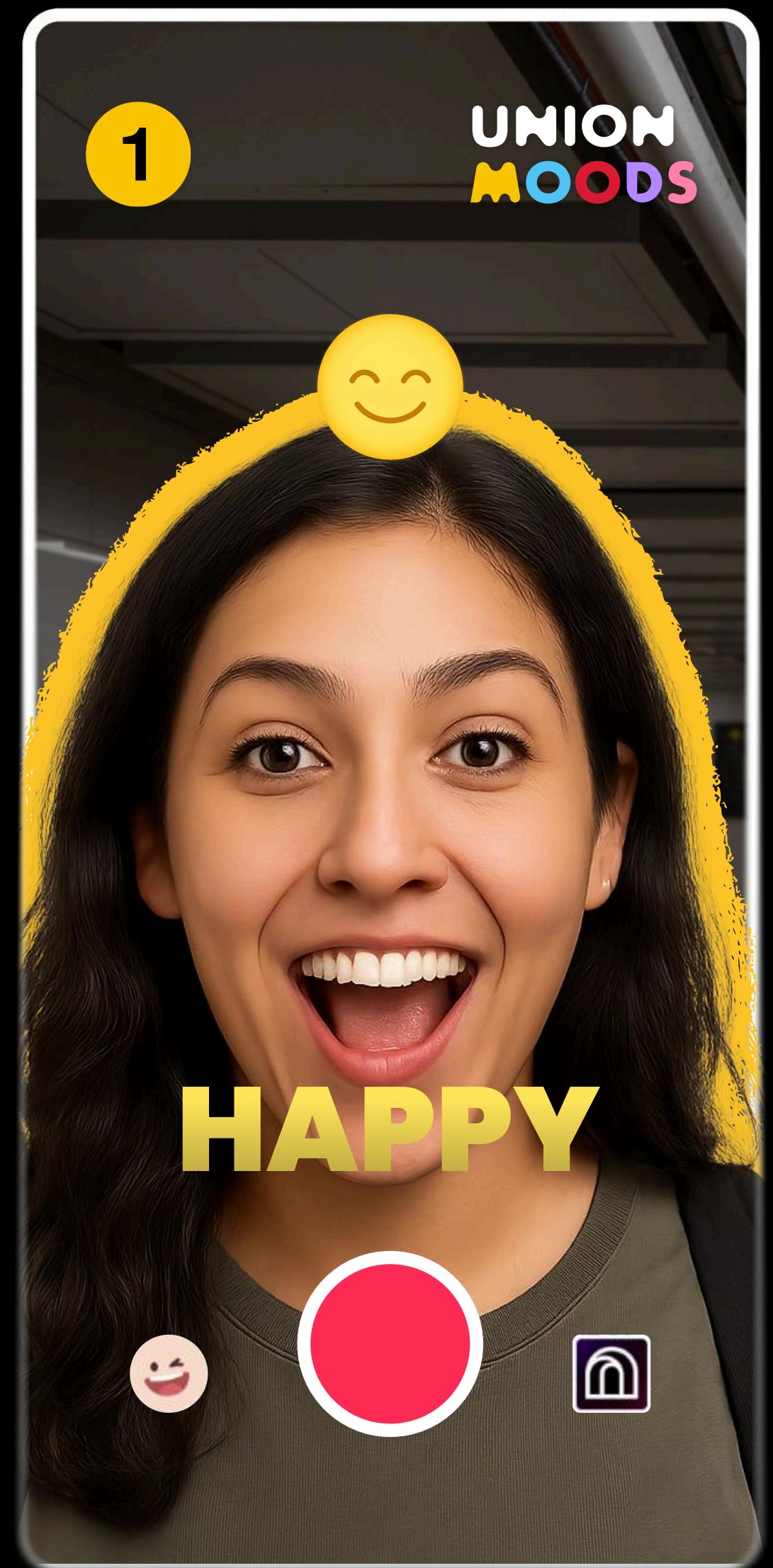
# 1 UNION MOODS

## What the AR Experience Is

UnionMoods turns a simple wait at Union Station into a quick emotional story – reading your expression and revealing your mood through a glowing aura.

## What Users Can Do

It allows riders to react and see their mood come to life, giving them a moment to explore, capture, and share how they're feeling.



# 1 UNION MOODS

## What Makes it Unique

UnionMoods doesn't just add visuals – it listens to the emotion you bring into your commute and turns it into a moment of self-expression. It transforms an ordinary wait into something personal, playful, and unexpected.

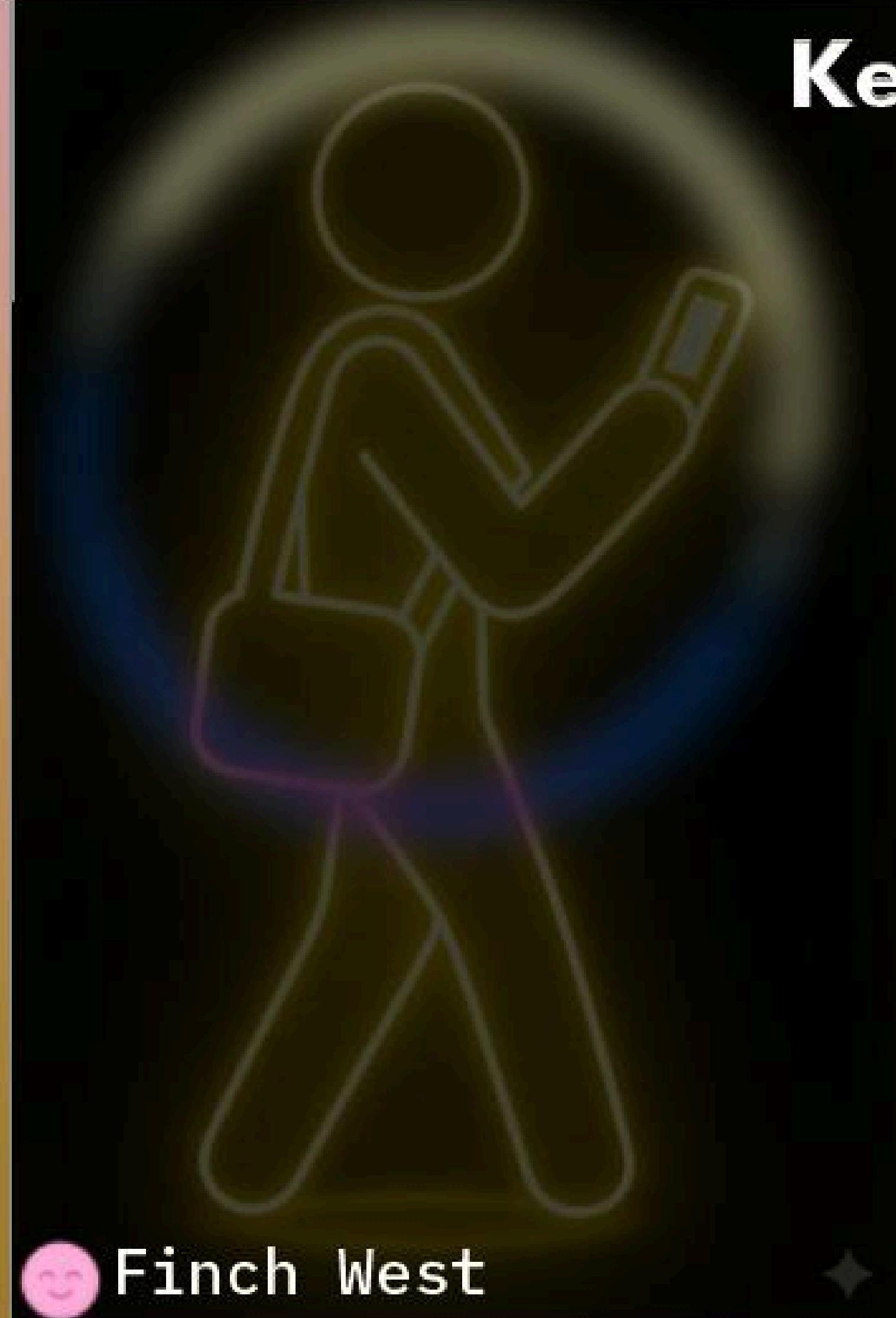
## Our Emotional Goal

Its goal is to give riders a gentle pause in their day, helping them recognize how they're feeling and feel a little lighter in the process. It creates a small moment of connection between the rider and their own emotions.



# Kelly Van

Age 21 | UX Design  
Student | Toronto, ON



Finch West

## Personality & Traits

- Introverted
- Cautious and aware of surroundings
- Notices changes in familiar places

## Needs & Pain Points

- Annoyed by delays/shuttles.
- Craves more creative station spaces.
- Values awareness and unobstructed paths.

## Commute

- Line 1: Finch West → Union
- 5-min daily ride
- Security incidents & disruptions

## UnionMoods Supports

- A shared topic with friends.
- Influences her design eye.
- Brings excitement to her commute.



## -Kelly's Commute



### Finch West (Start)

Arrives tense,  
already carrying the  
morning in her chest.



### Just Misses the Train

The doors close.  
Stress lifts  
suddenly, sharply.



### Sees & Scans QR code (Union)

Union is loud—then  
the small white qr  
code catches her eye.  
  
She scans. Something  
shifts.



### Notices Others Scanning Too

She sees others  
doing the same.  
  
A shared calm moves  
through her.



### Union (End)

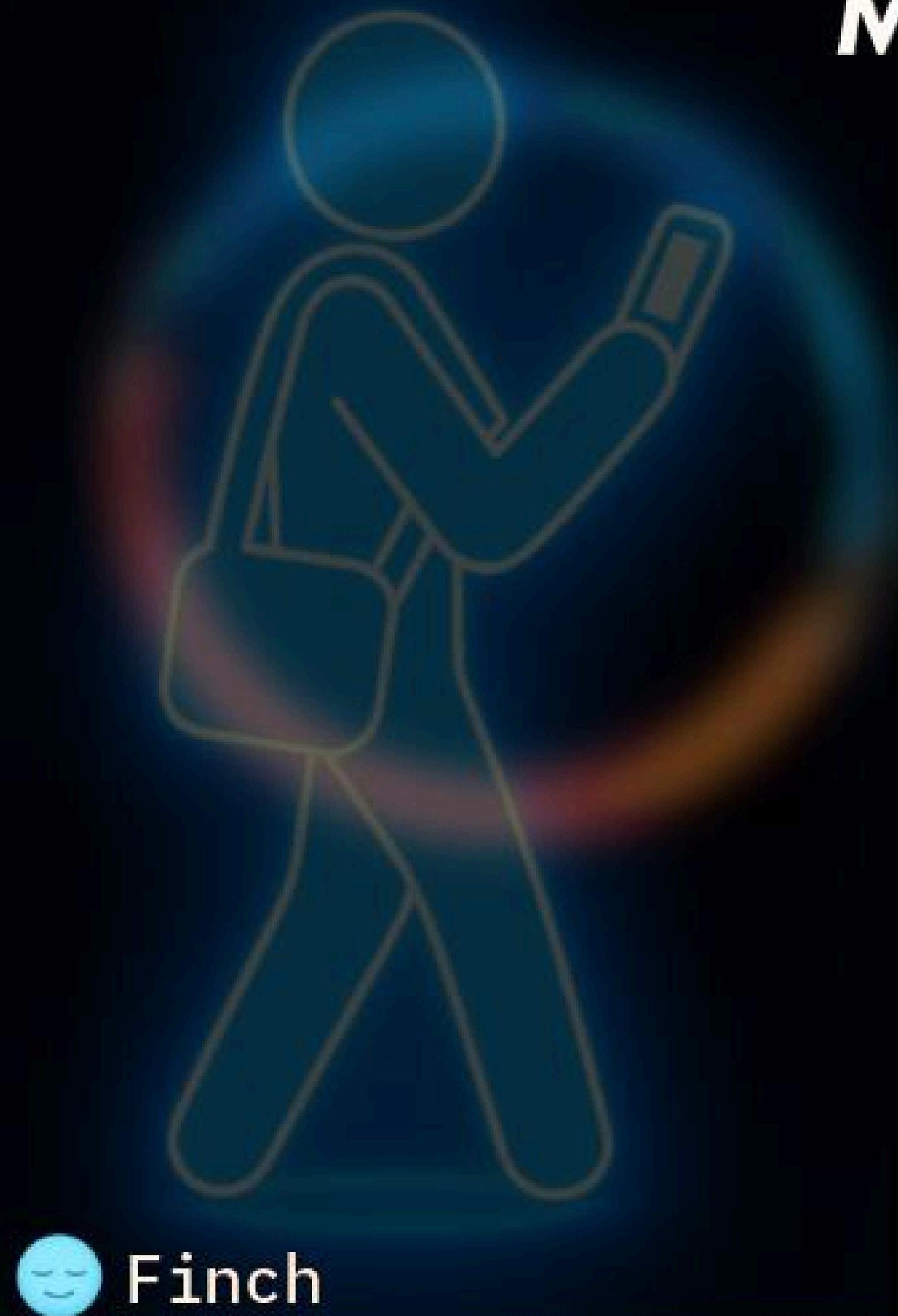
She reaches Union  
feeling lighter,  
steadier, more  
herself again.

UNION  
MOODS



# Michelle Miyata

Age 25 | UX Design  
Student | Toronto, ON



## Personality & Traits

- Quiet, observant, emotionally attuned
- Sensitive, caring, calm energy
- Notices small shifts in mood + atmosphere

## Needs & Pain Points

- Overstimulation (crowds, noise)
- Emotional overwhelm from school
- Wants grounding + feeling seen

## Commute

- ① Line 1: Finch → Union
- Union feels busy + heavy
- Processes emotions while commuting

## UnionMoods Supports

- Gives a soft pause during the rush
- Helps her feel understood and balanced
- Creates calm + grounding at Union

## - Michelle's Commute

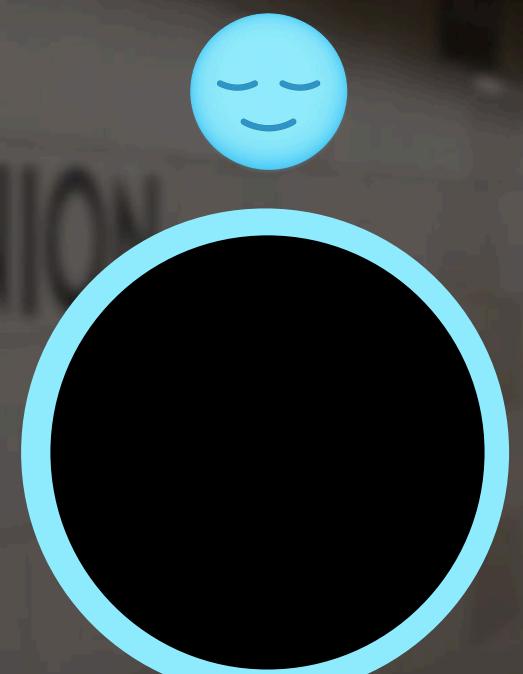


UNION  
MOODS



1

UNION  
MOODS



NEUTRAL

1

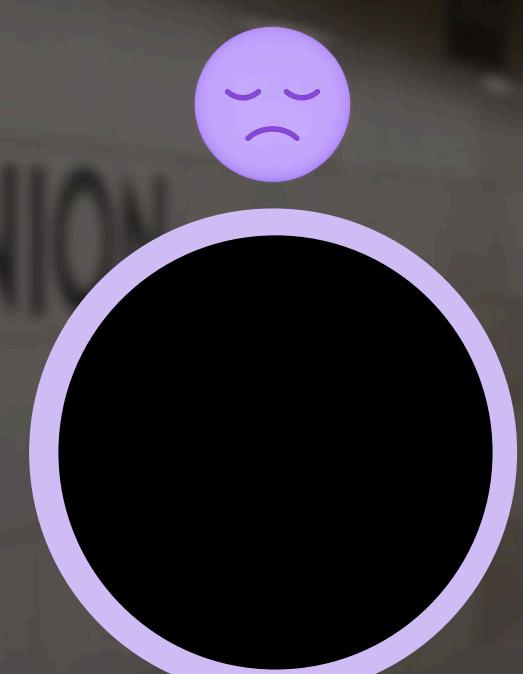
UNION  
MOODS



SUPRISED

1

UNION  
MOODS



SAD

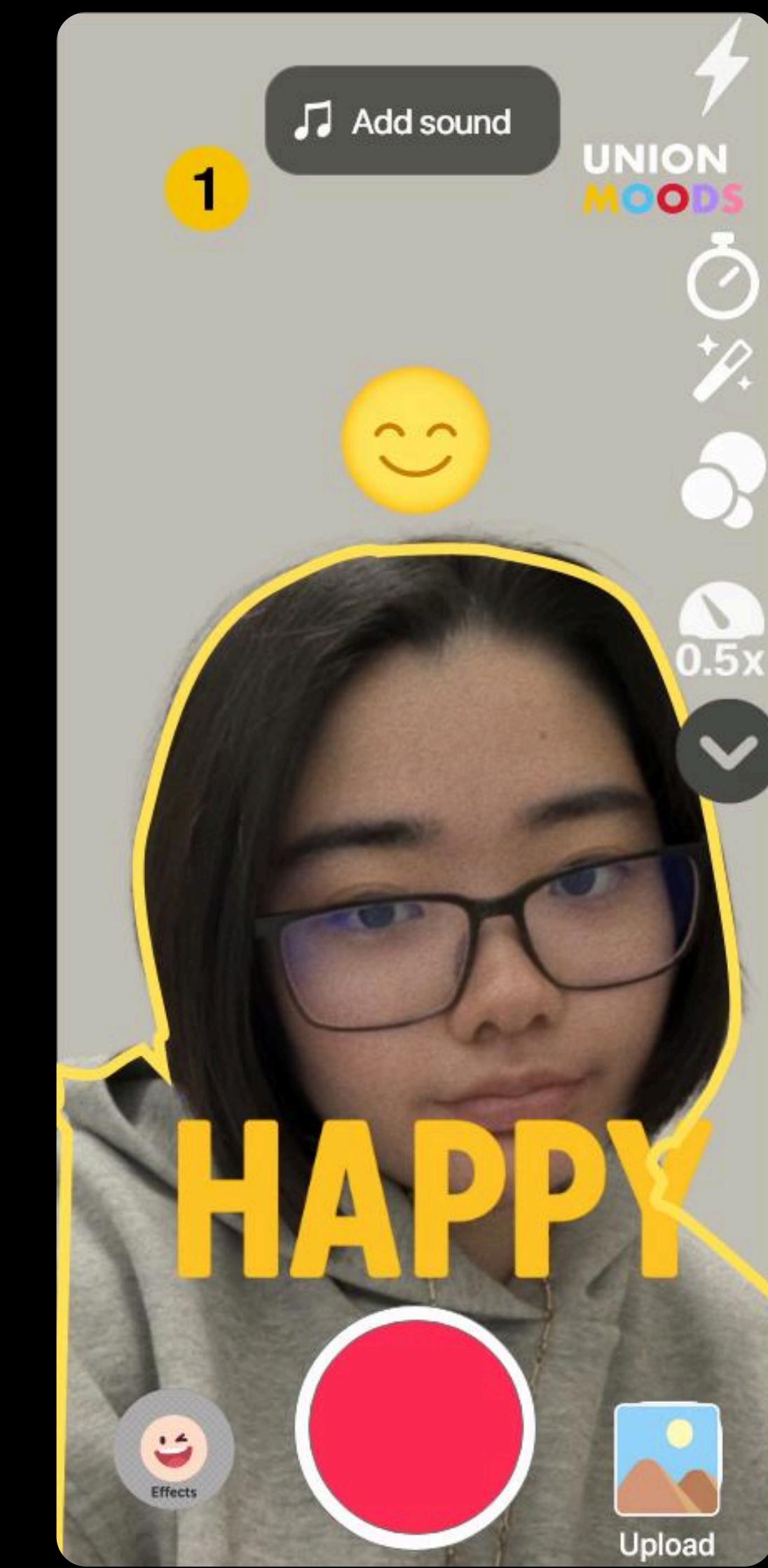
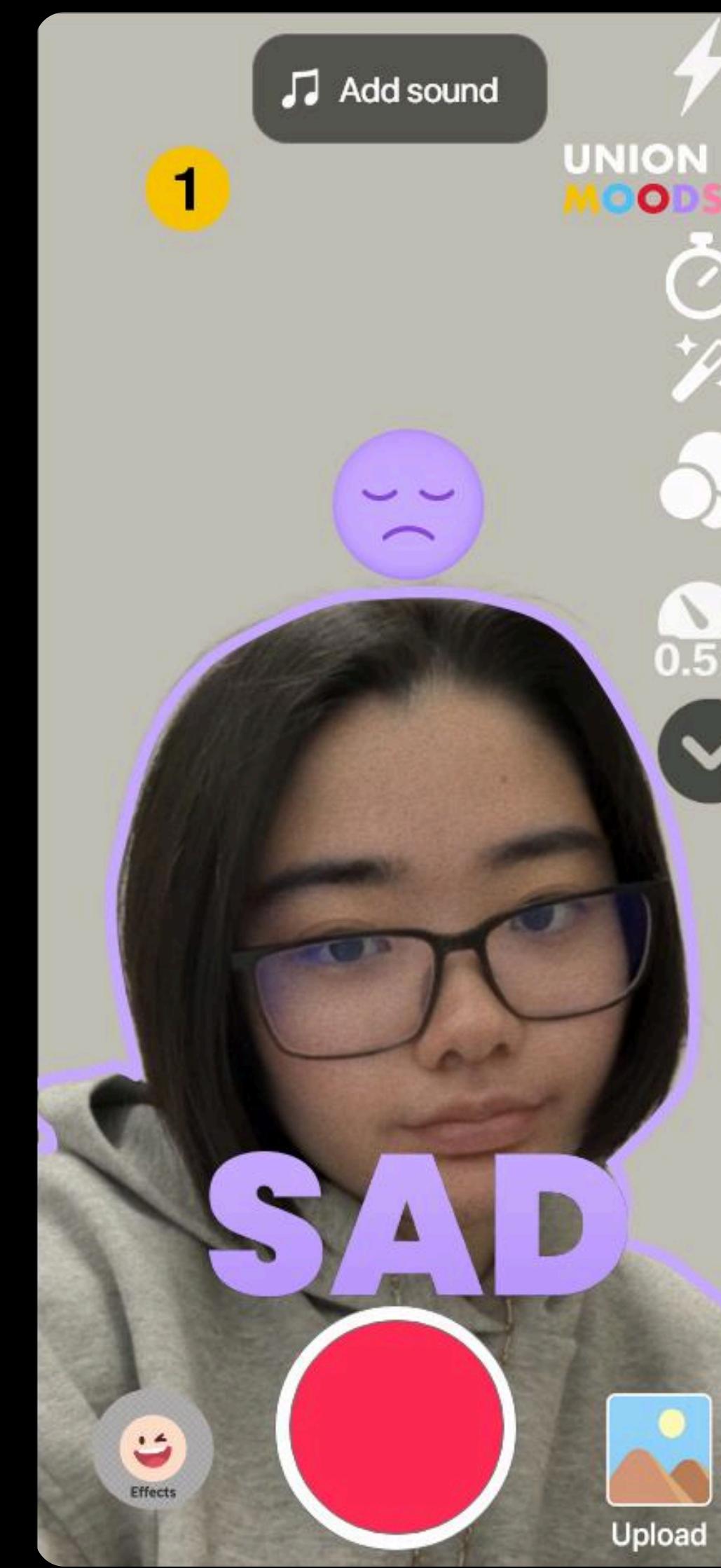
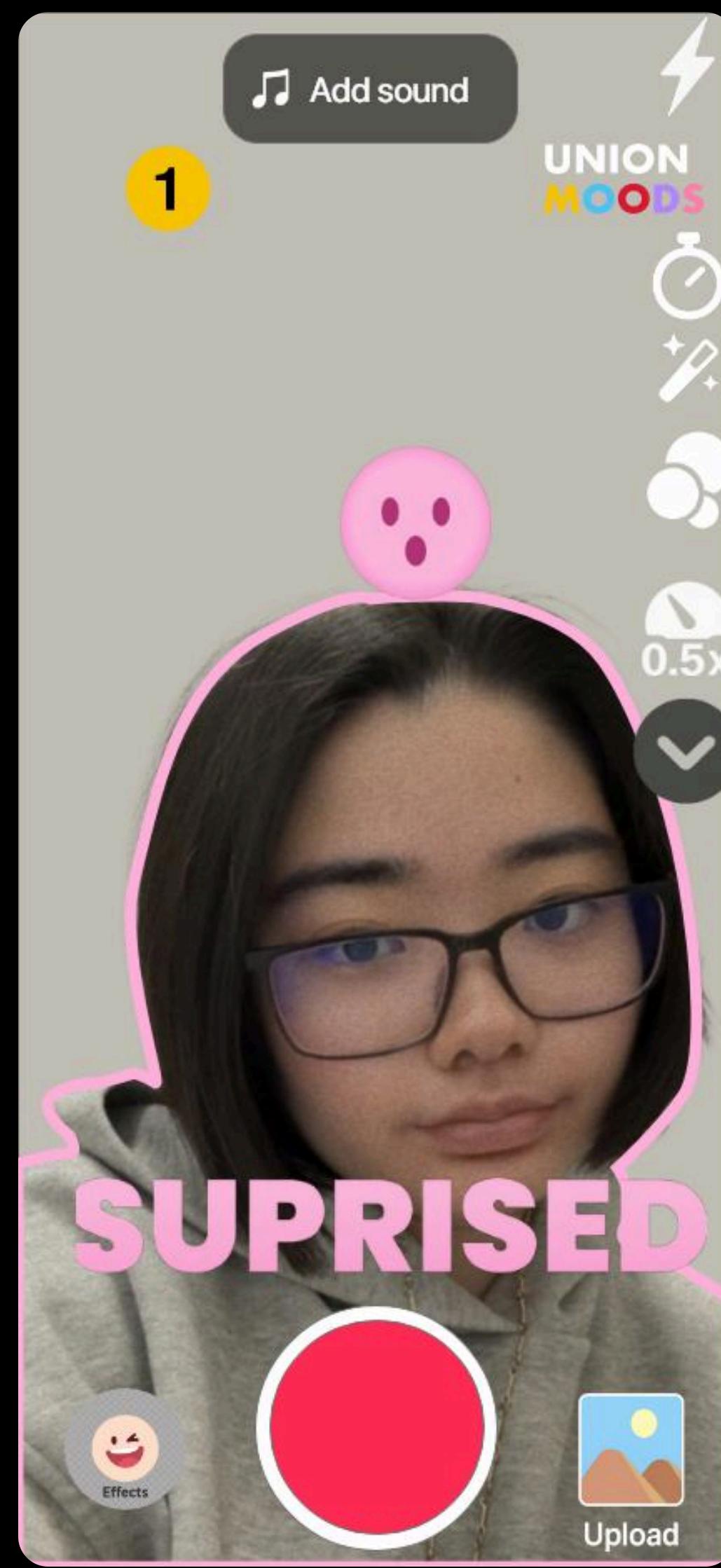
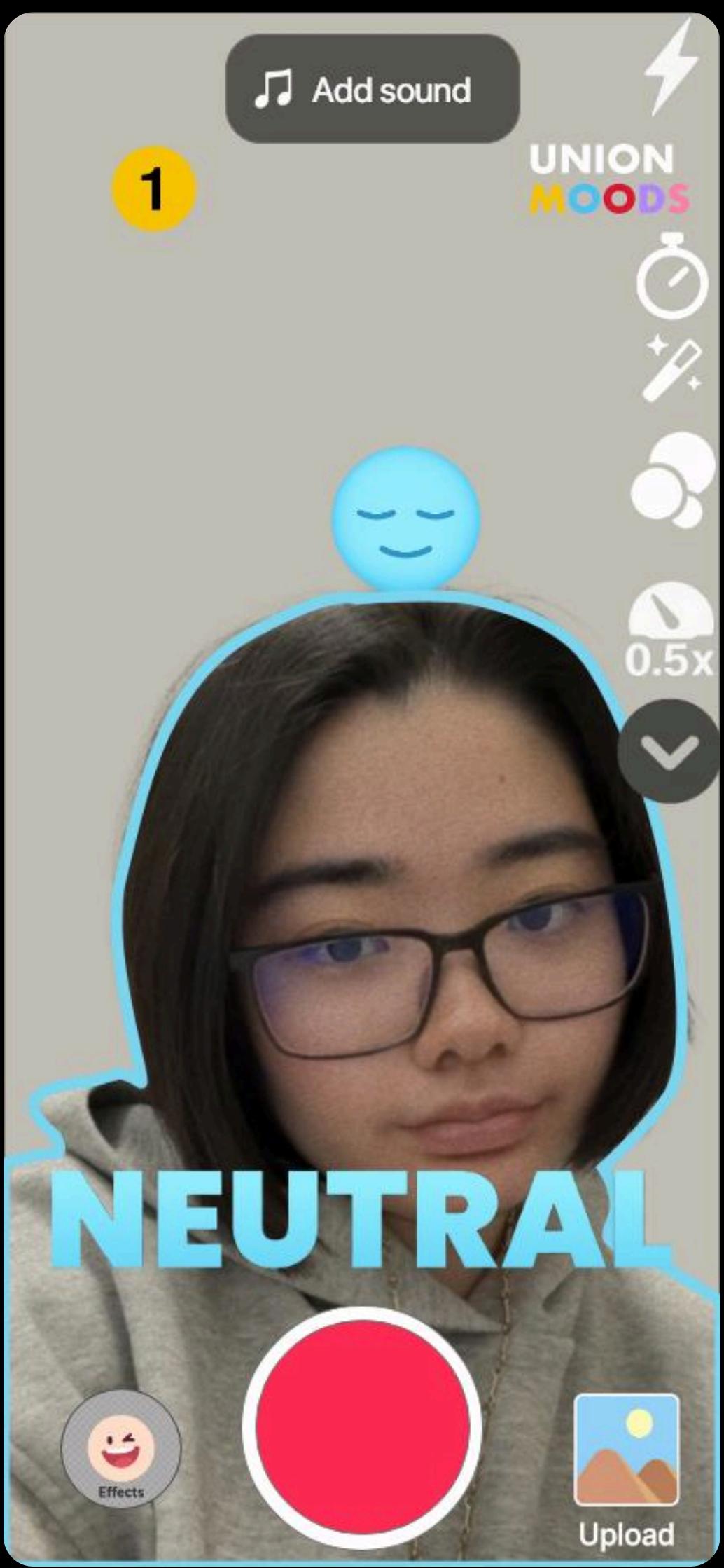
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UNION  
MOODS



HAPPY





# 1 UNION MOODS

## Face Binding

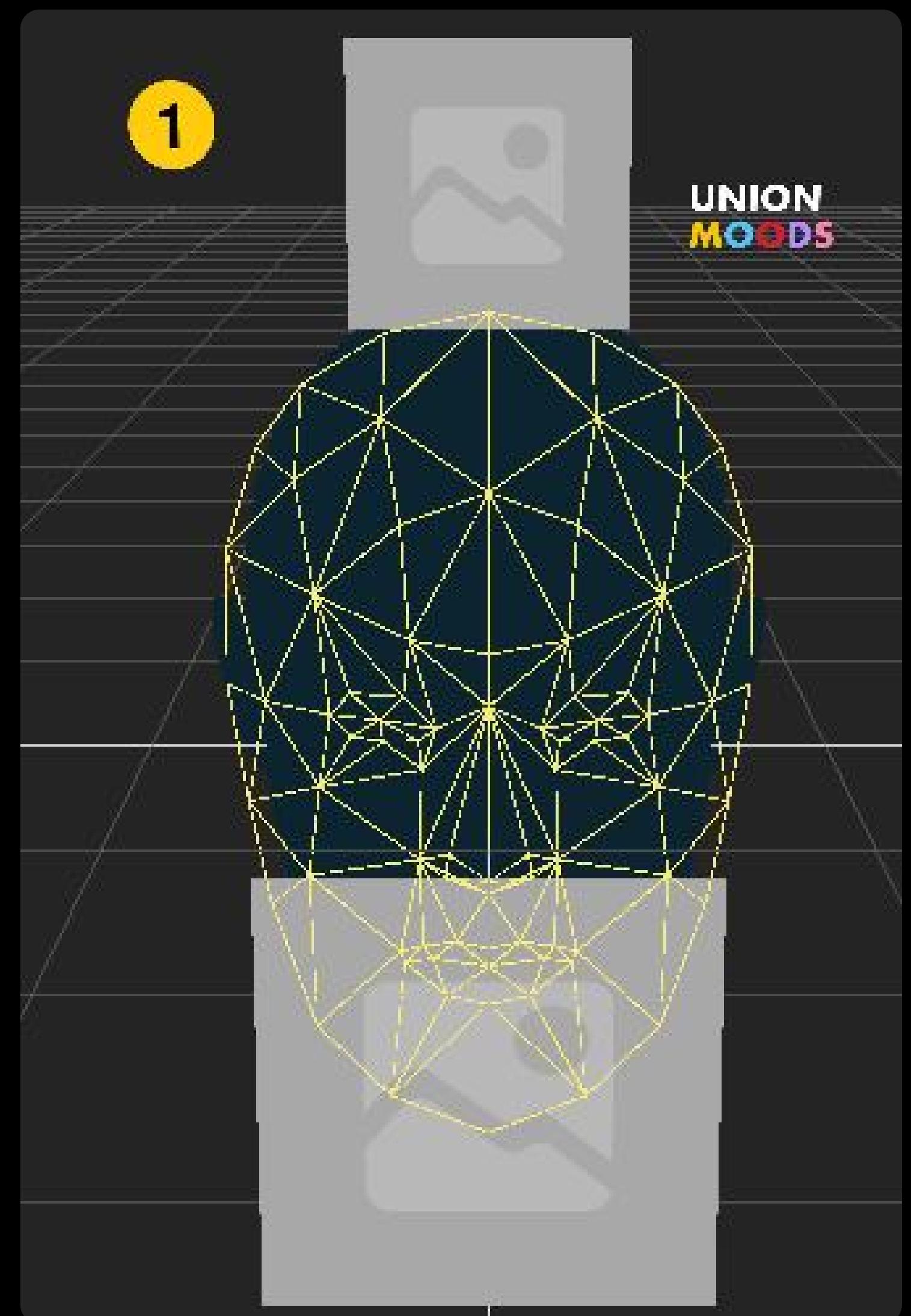
Tracks and anchors the emoji face graphics to the user's head.

## Outline

Links the user's detected emotion to a corresponding colour which appears around them.

## Screen Images

Displays the assets and images that are driven by the visual scripting logic.



# 1 UNION MOODS

## Detect

Face tracker reads expression values (smile, eyebrows, mouth).

## Decide

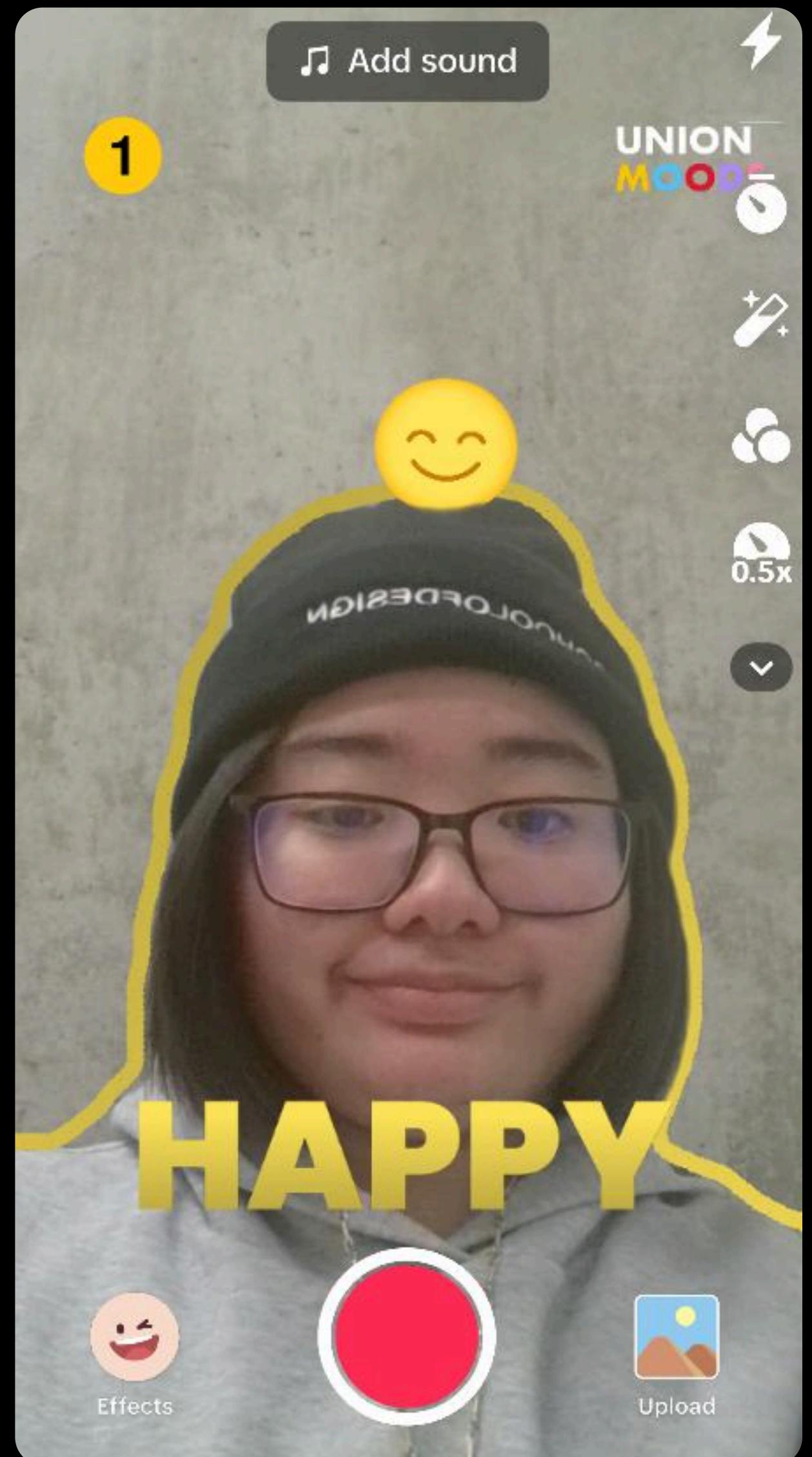
Patch editor / script compares values and picks one emotion state.

## Trigger

When the state changes, it swaps the aura PNG/colour for that emotion.

## Transition

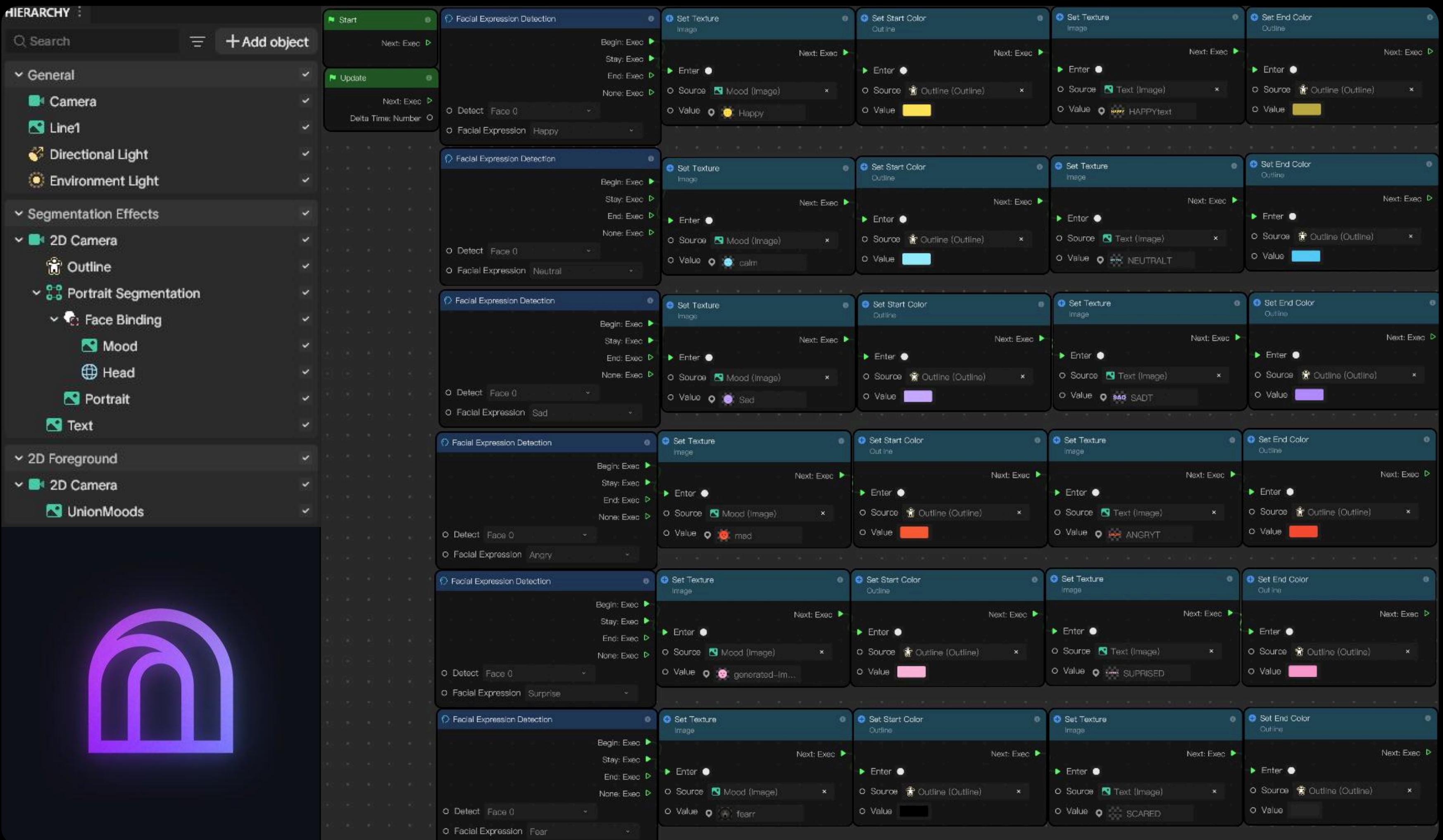
A short fade keeps the aura change soft and stable (no flicker).



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## Visual Scripting

main nodes used are  
Facial Expression  
Detection, Set  
Texture and Set  
(Start/End) Colour



# 1 UNION MOODS

Assets Used



**NEUTRAL**



**HAPPY**



**SUPRISED**



**SAD**



**SCARED**



**ANGRY**



# 1 UNION MOODS

## Production Tools

### Hardware

Mac  
Windows PC

### Software

Tiktok Effect House  
Figma  
Adobe Illustrator

### Platform

Tiktok mobile app

## User Requirements

### Hardware

TikTok-compatible device

### Software

Latest version of the TikTok app installed.

### Platform

Tiktok mobile app with an active account

**QR CODE**  
(demo)





Subways move thousands of riders every day – and every commute carries an emotion.

<https://youtu.be/mDUV5uFlP8w>



# ① UNION MOODS

We're not just moving people,  
we're moving moods.



Michelle

Kelly

Tyler