

Kelly Van

Age 21 | UX Design
Student | Toronto, ON

Personality & Traits



Introverted



Cautious and aware of
surroundings



Notices changes in
familiar places

Commute



Line 1: Finch West →
Union



5-min daily ride



Security incidents
& disruptions

Needs & Pain Points



Annoyed by
delays/shuttles.



Craves more creative
station spaces.



Values awareness and
unobstructed paths.

UnionMoods Supports



A shared topic
with friends.



Influences her
design eye.



Brings excitement
to her commute.



Finch West

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



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



Finch