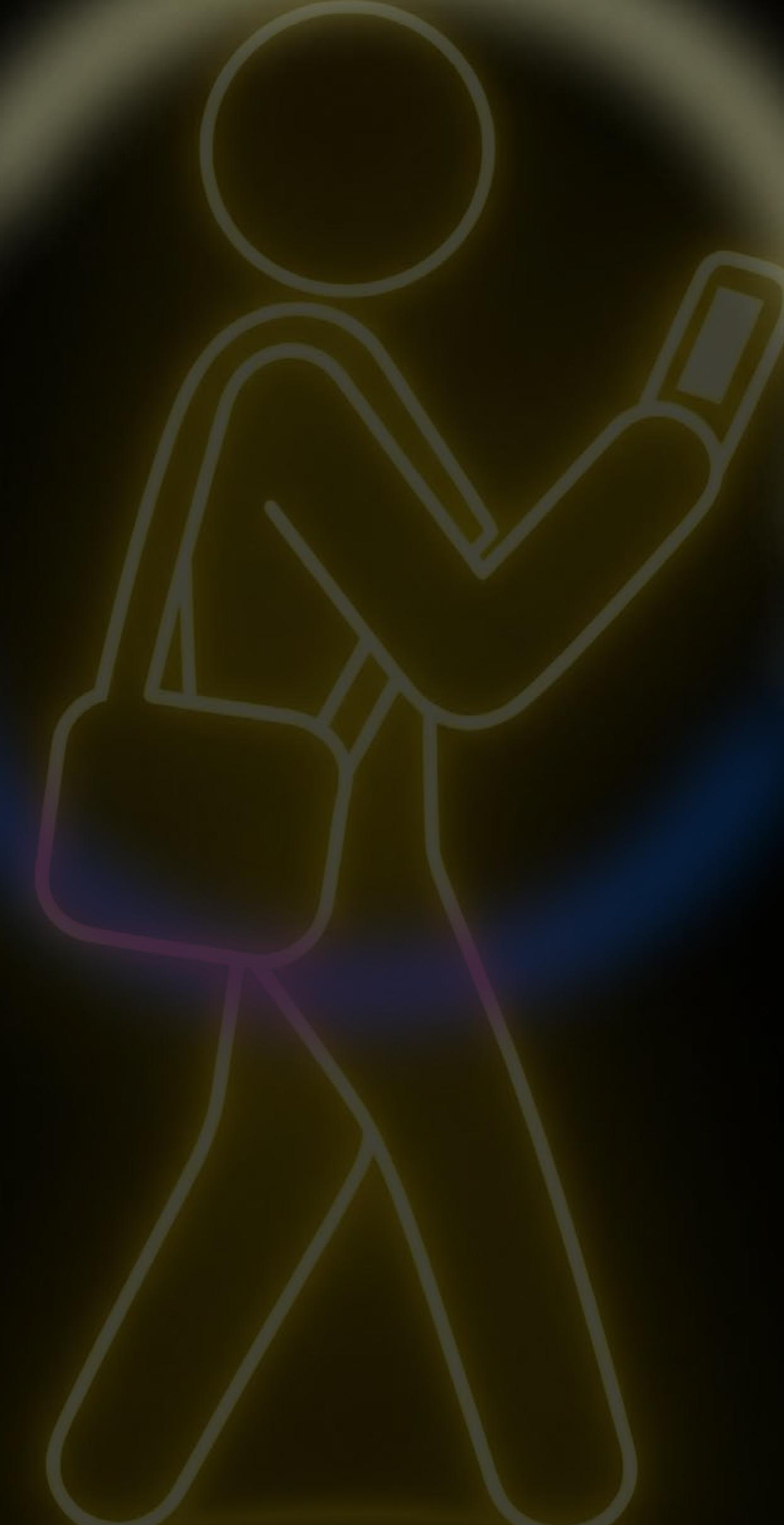


Kelly Van

Age 21 | UX Design
Student | Toronto, ON



Finch West



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.



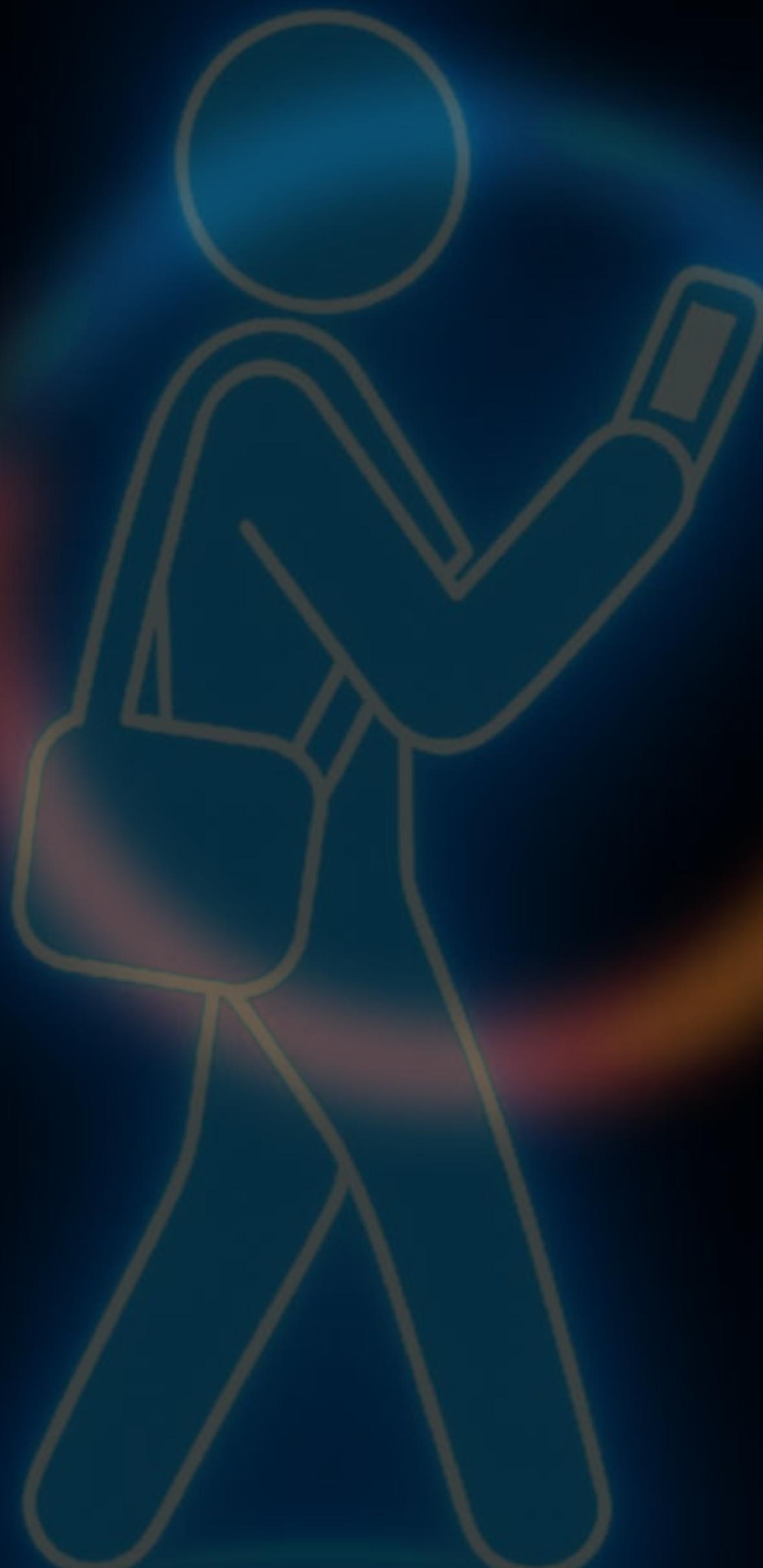
Influences her design eye.



Brings excitement to her commute.

Michelle Miyata

Age 25 | UX Design
Student | Toronto, ON



Finch

Personality & Traits



Quiet, observant,
emotionally attuned



Sensitive, caring, calm
energy



Notices small shifts in
mood + atmosphere

Commute



Line 1: Finch →
Union



Union feels busy +
heavy



Processes emotions
while commuting

Needs & Pain Points



Overstimulation (crowds,
noise)



Emotional overwhelm from
school



Wants grounding +
feeling seen

UnionMoods Supports



Gives a soft pause
during the rush



Helps her feel
understood and
balanced



Creates calm +
grounding at Union