

1

UNION MOODS

Michelle

Kelly

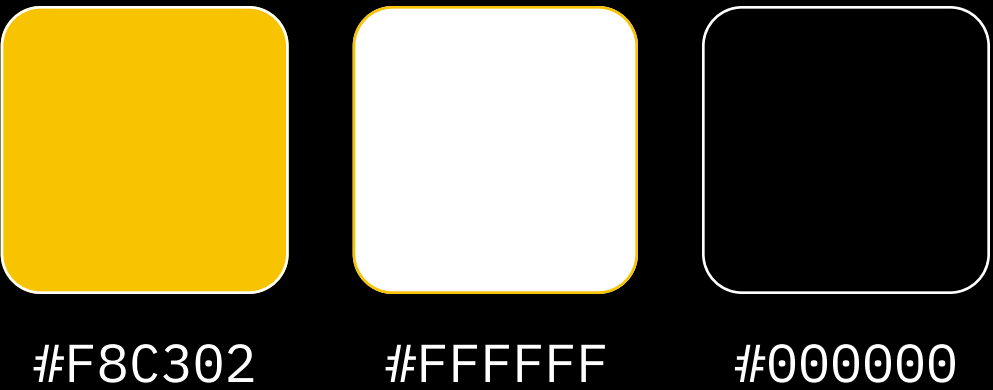
Tyler

Logo

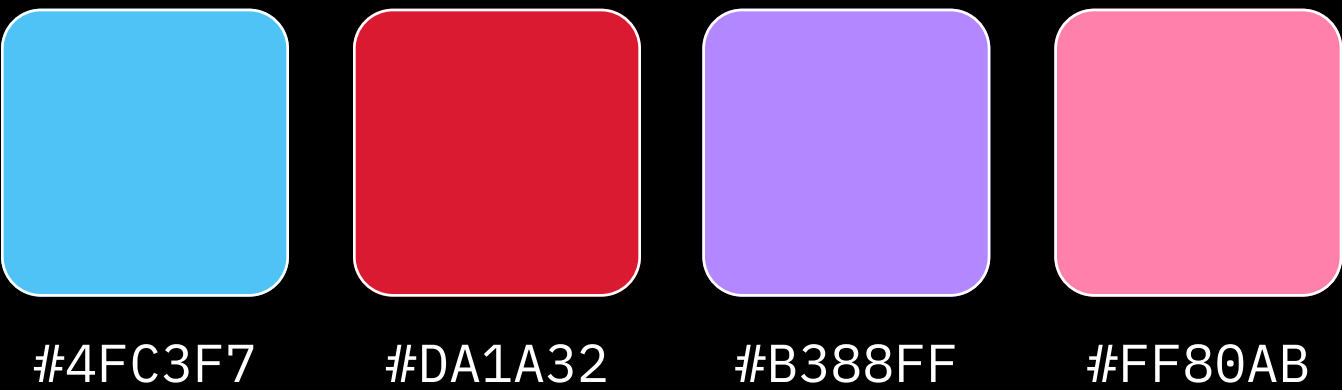


Colour Palette

Primary Colours



Secondary Colours



Typography

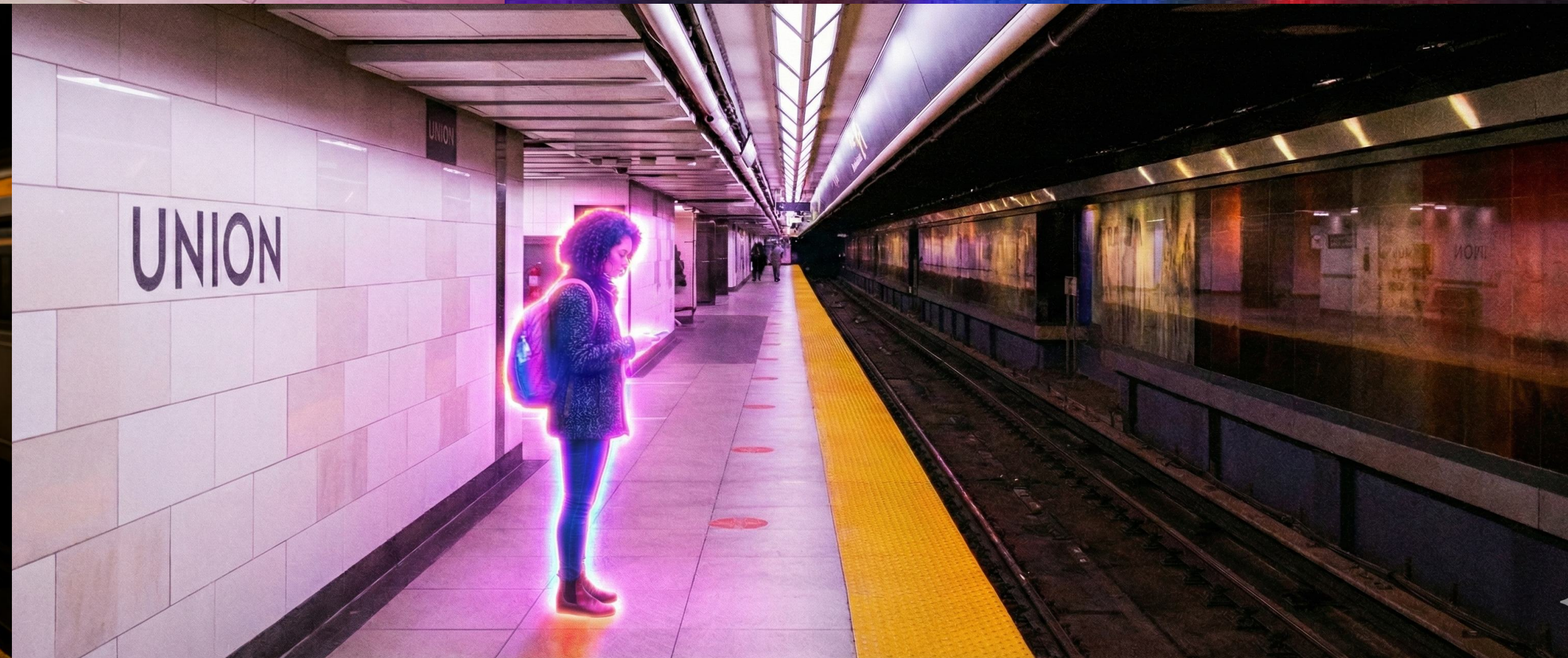
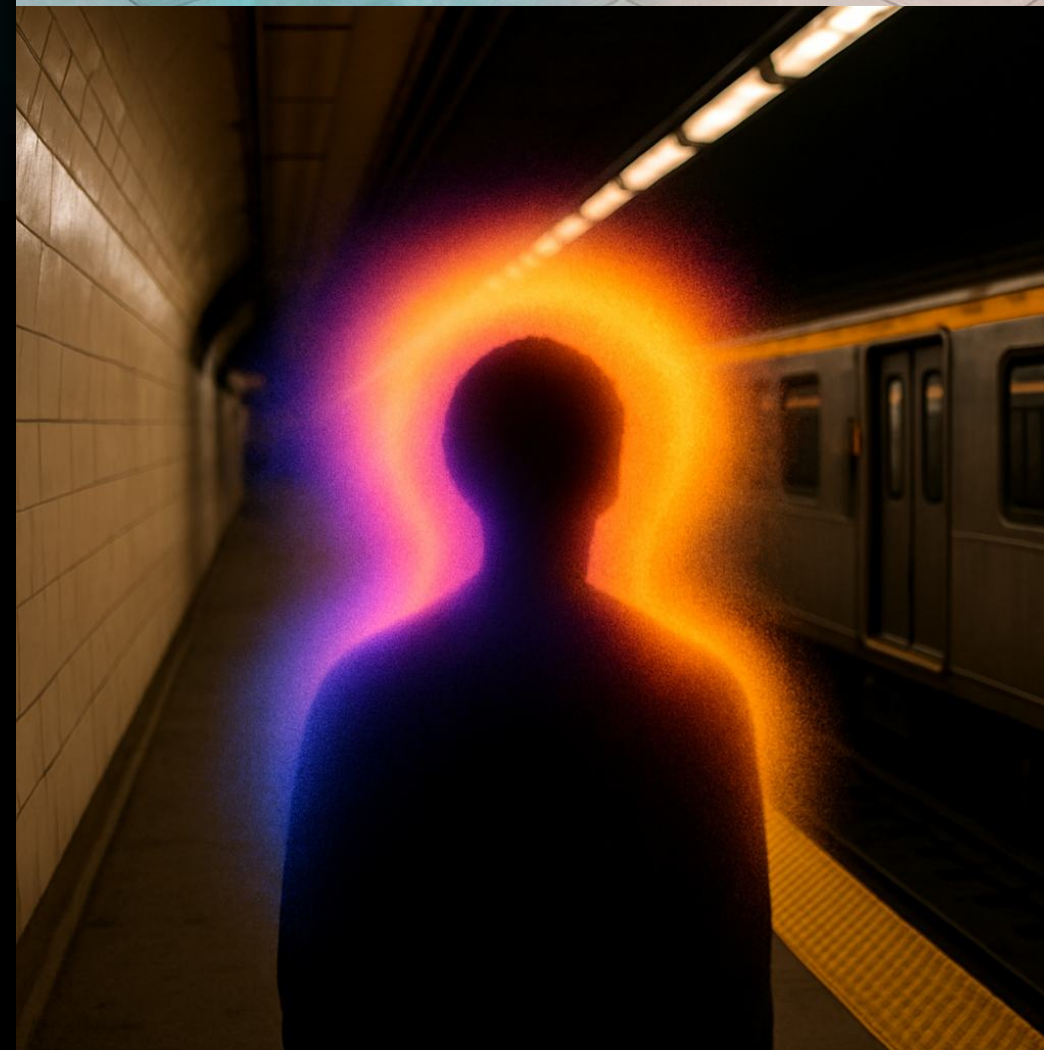
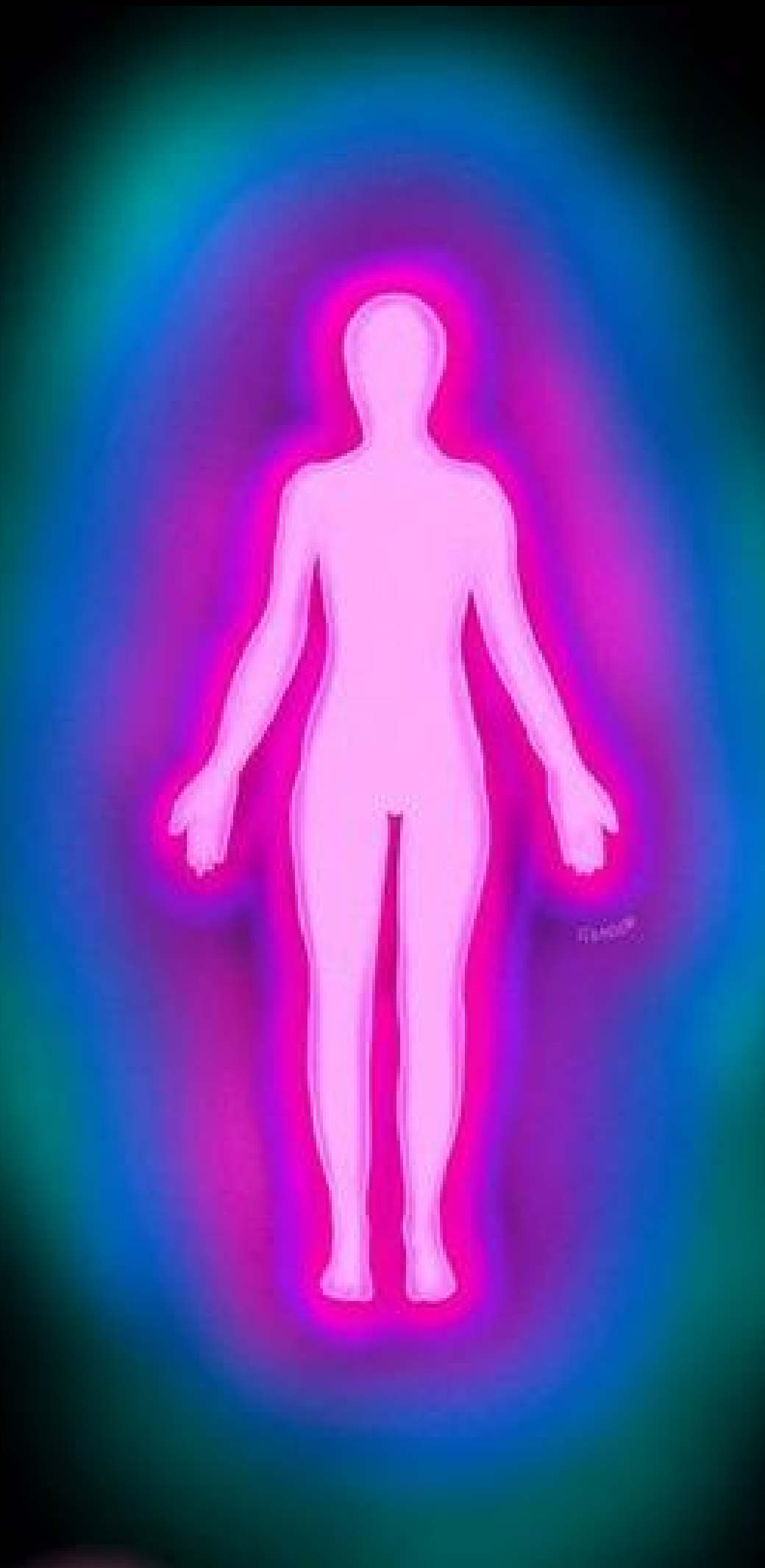
Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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.



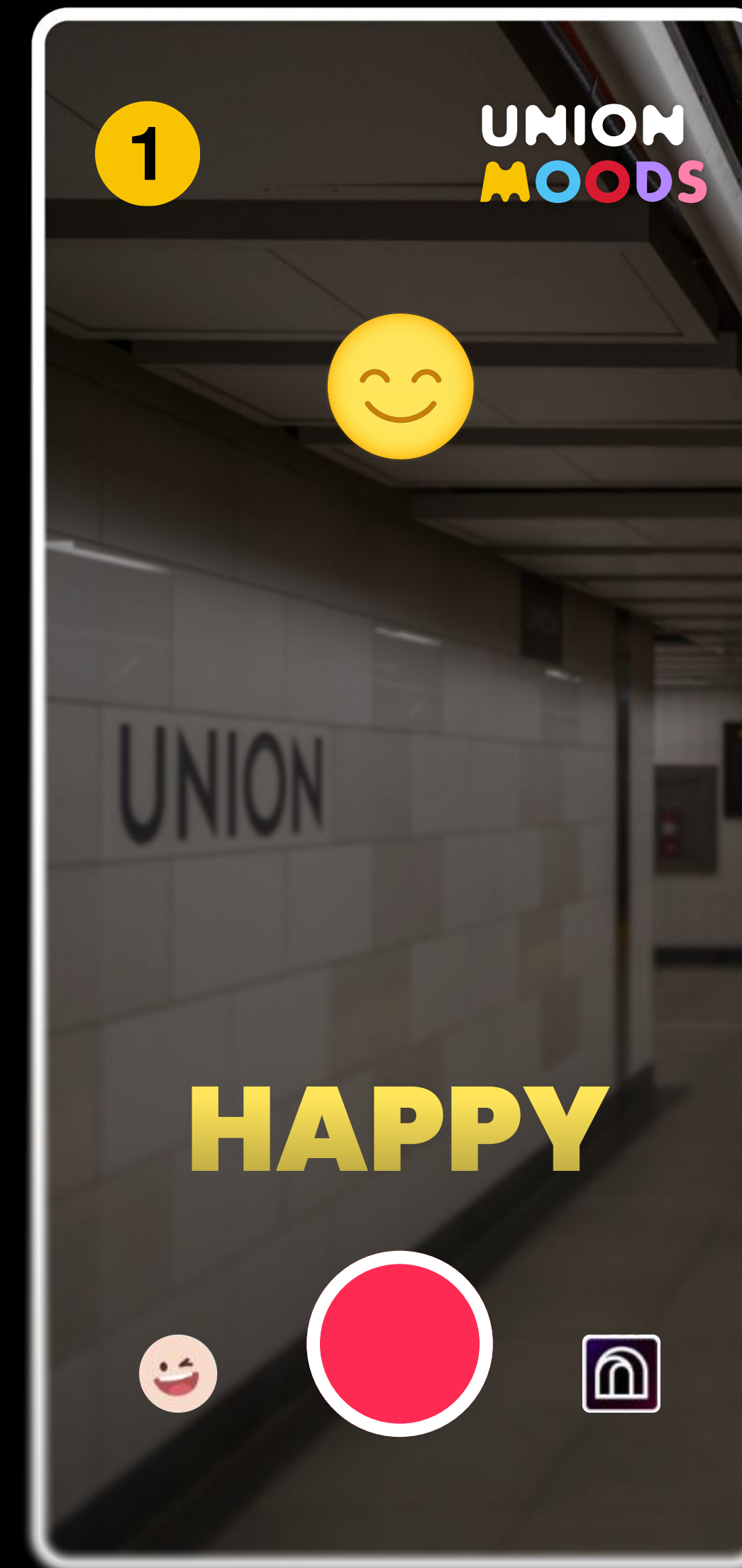
1 UNION MOODS

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.

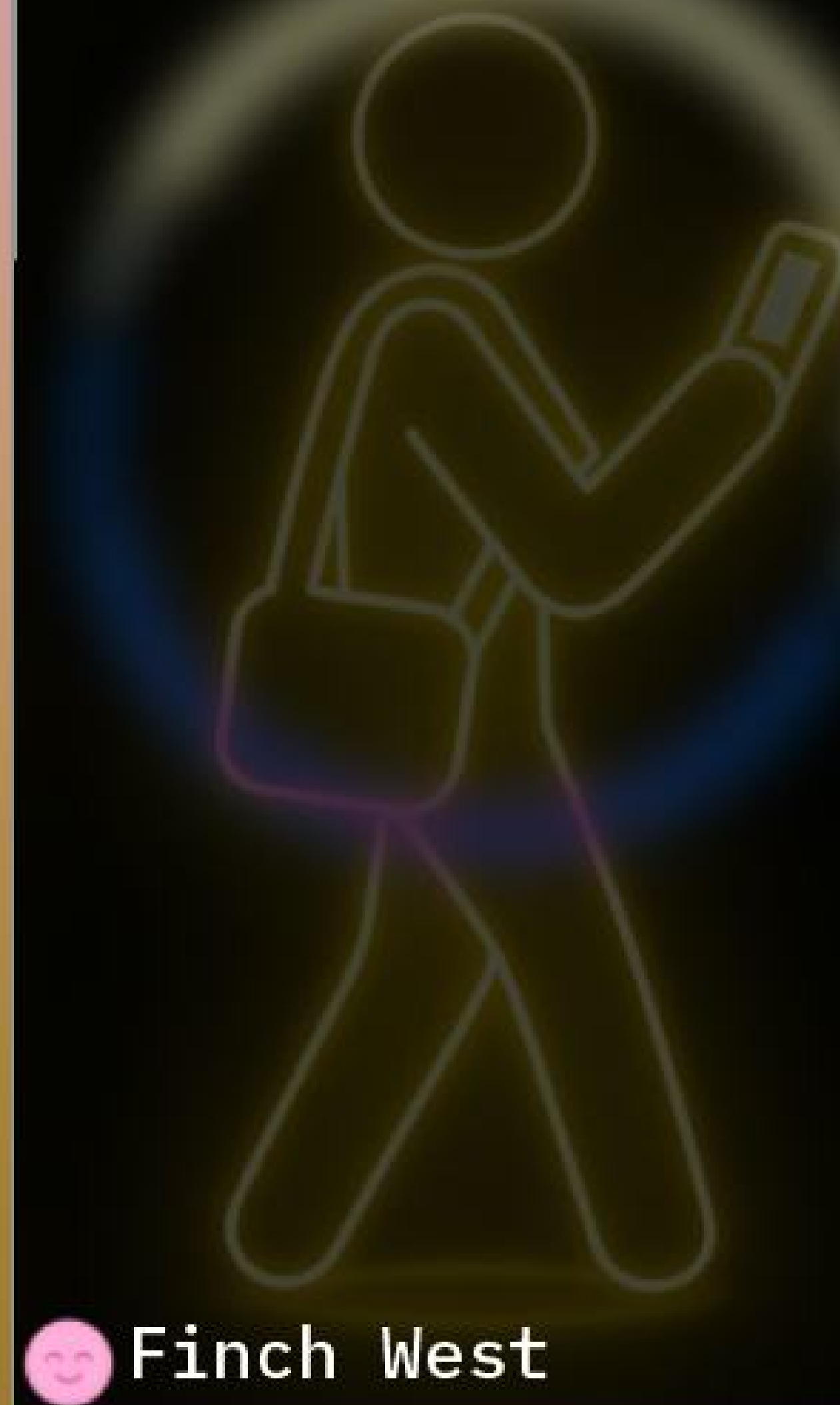
Our Emotional Goal

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



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



 Finch

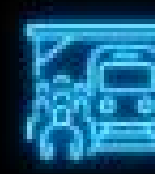
Personality & Traits

-  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

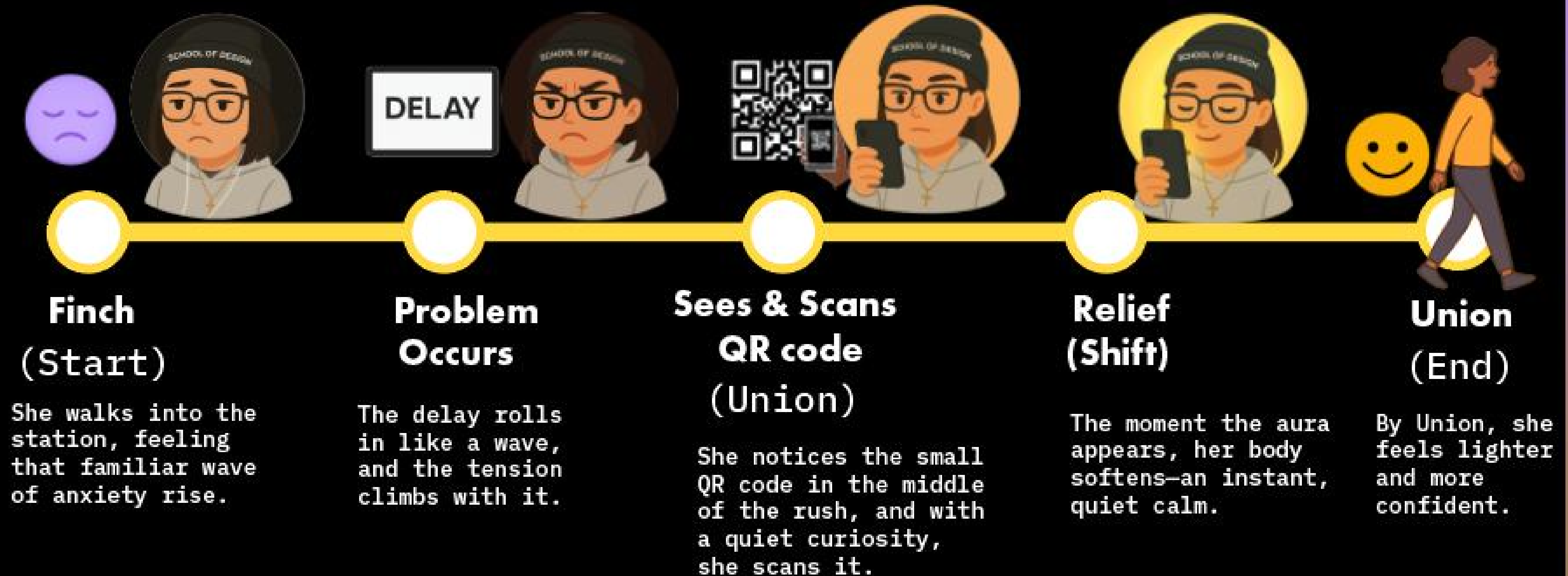
-  Line 1: Finch → Union
-  Union feels busy + heavy
-  Processes emotions while commuting

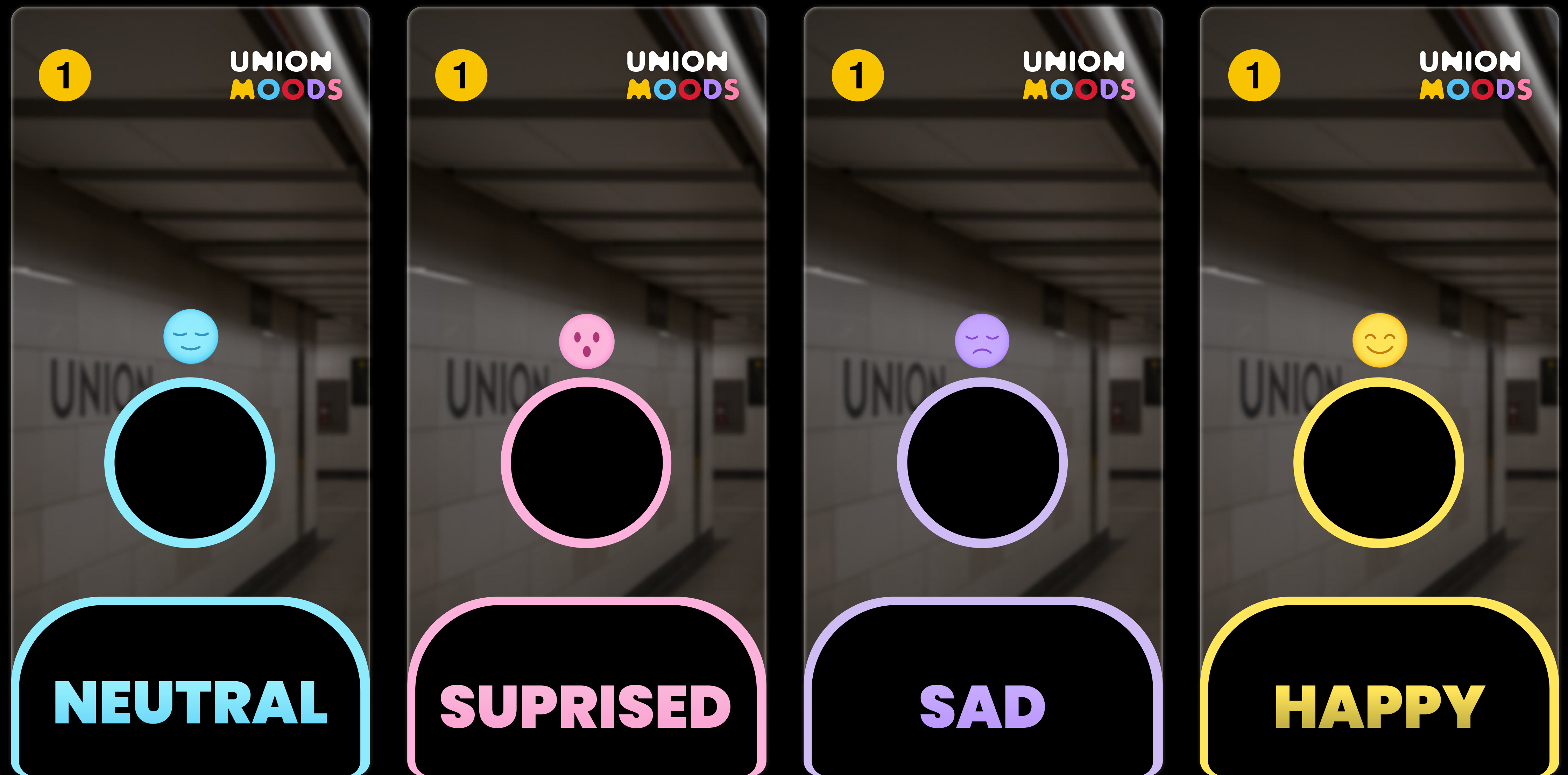
UnionMoods Supports

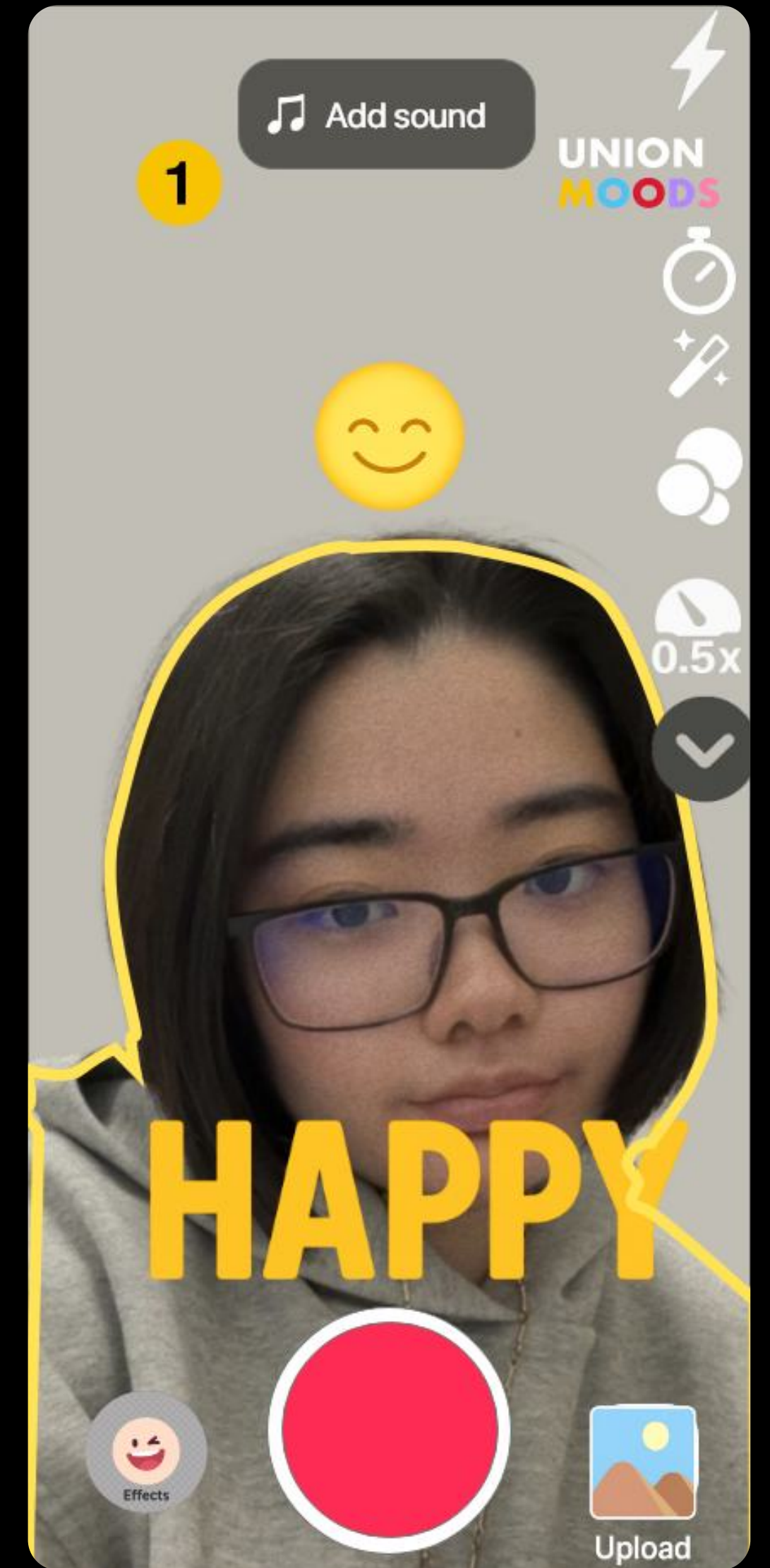
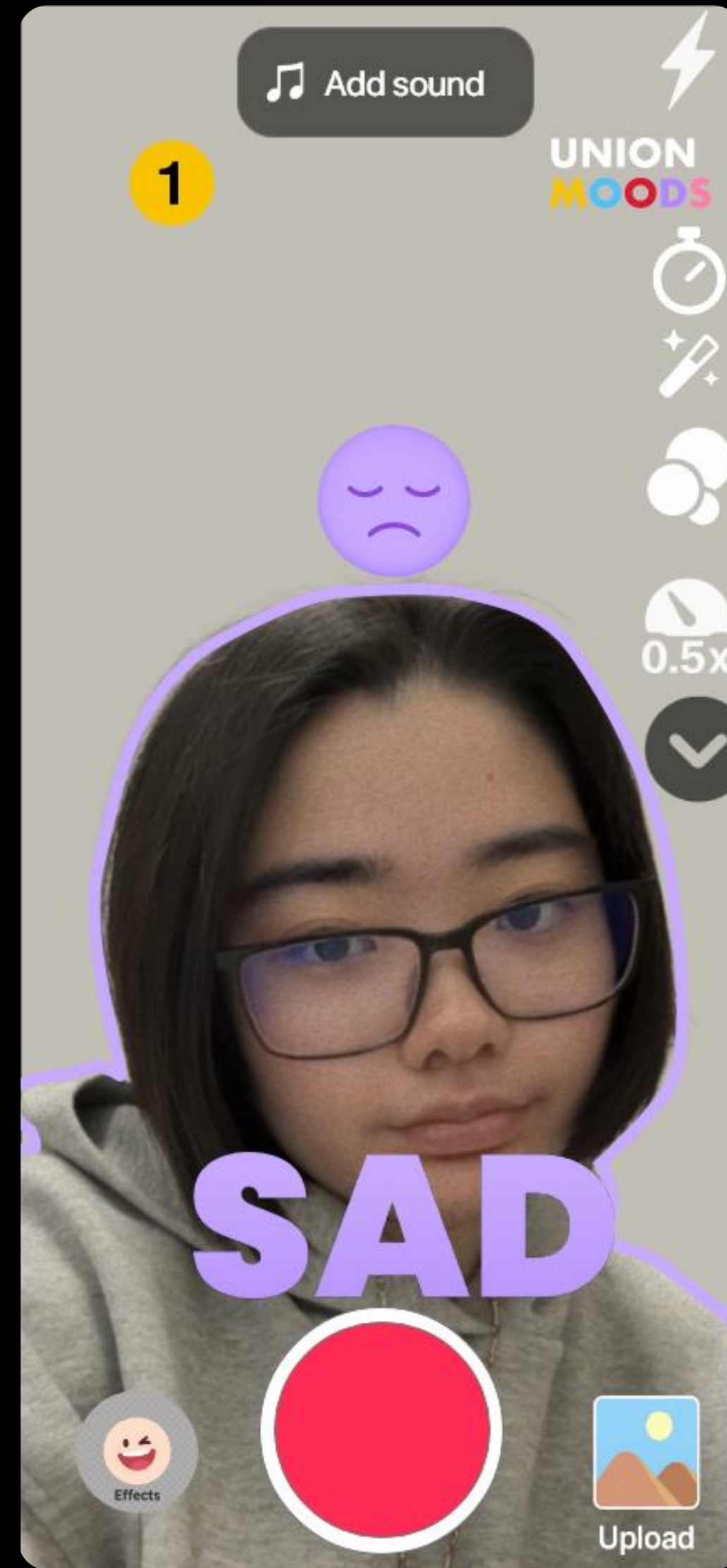
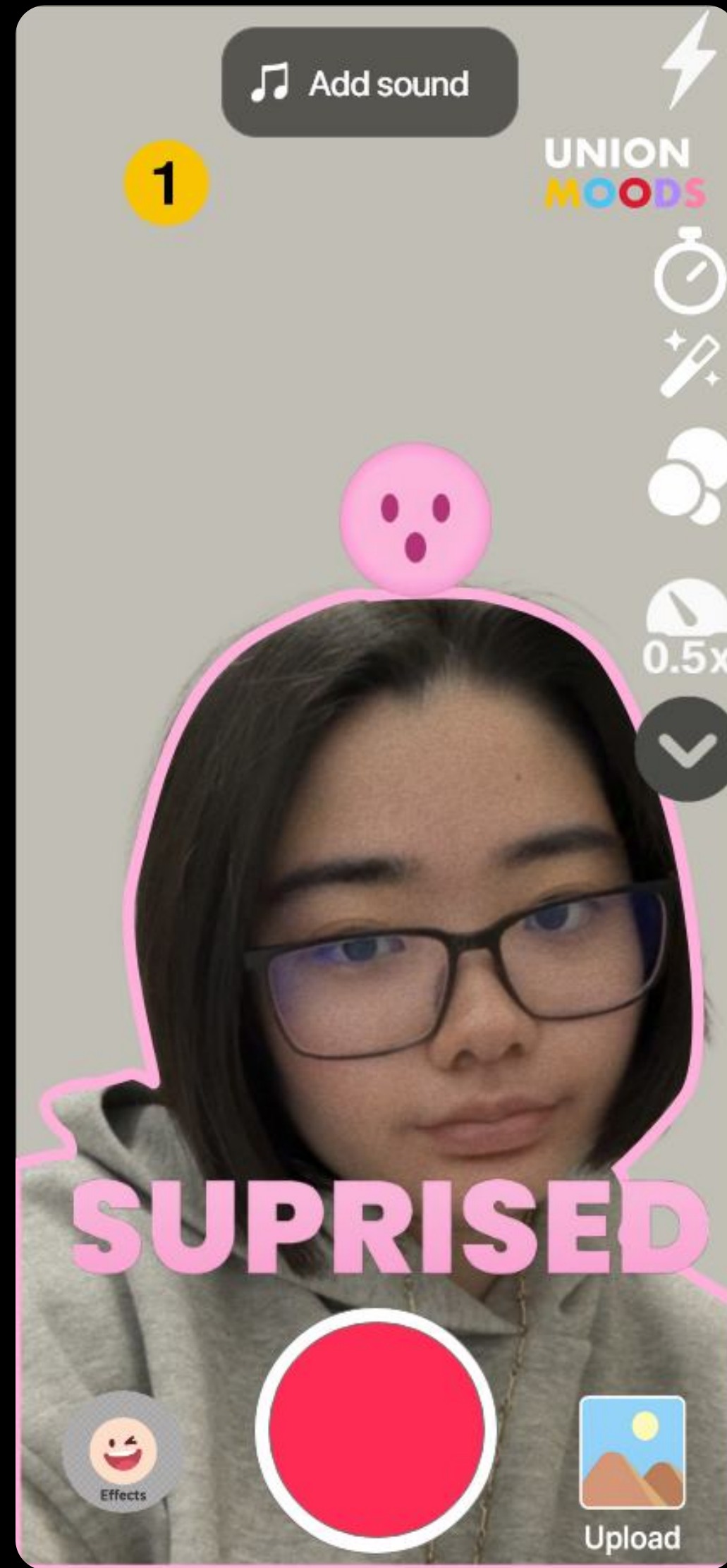
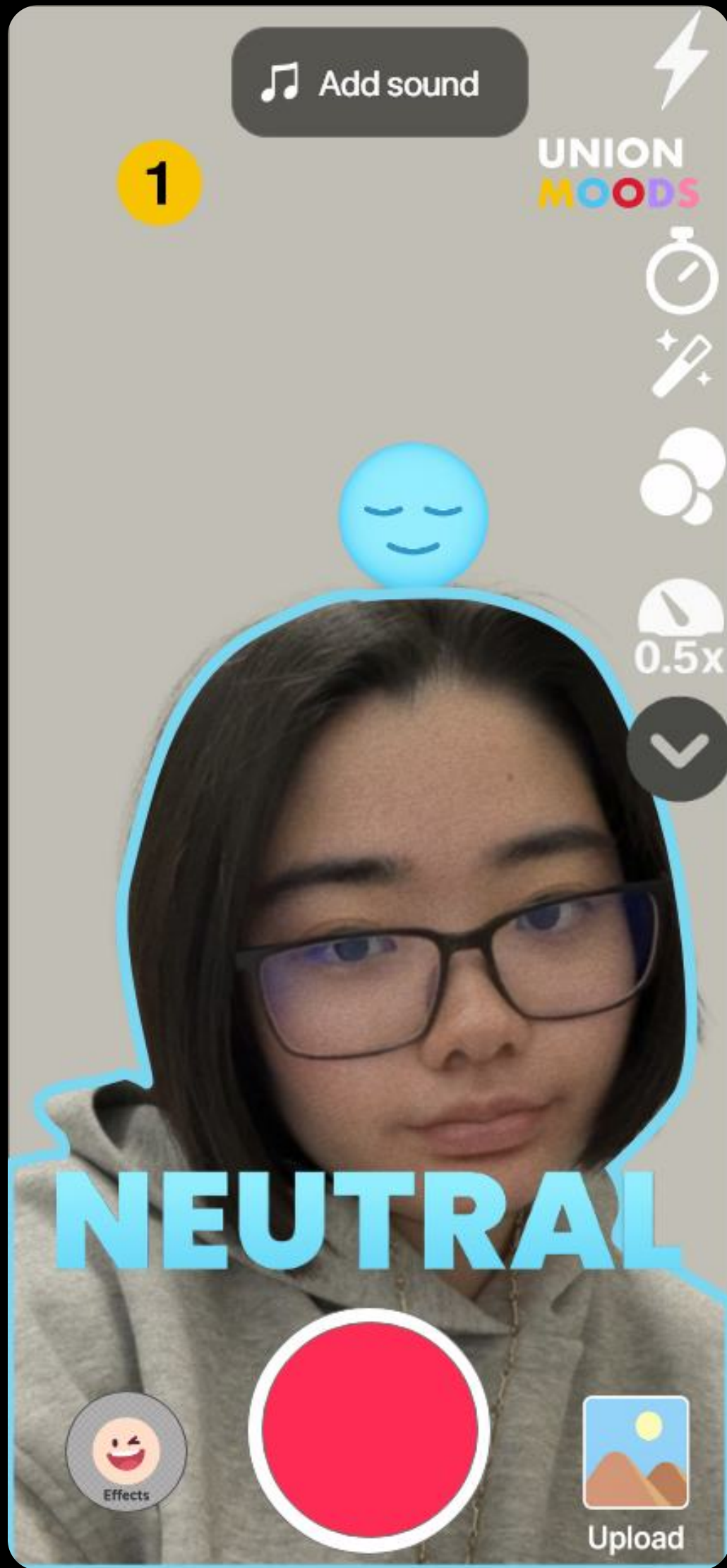
-  Gives a soft pause during the rush
-  Helps her feel understood and balanced
-  Creates calm + grounding at Union



- Michelle's Commute







Face Binding

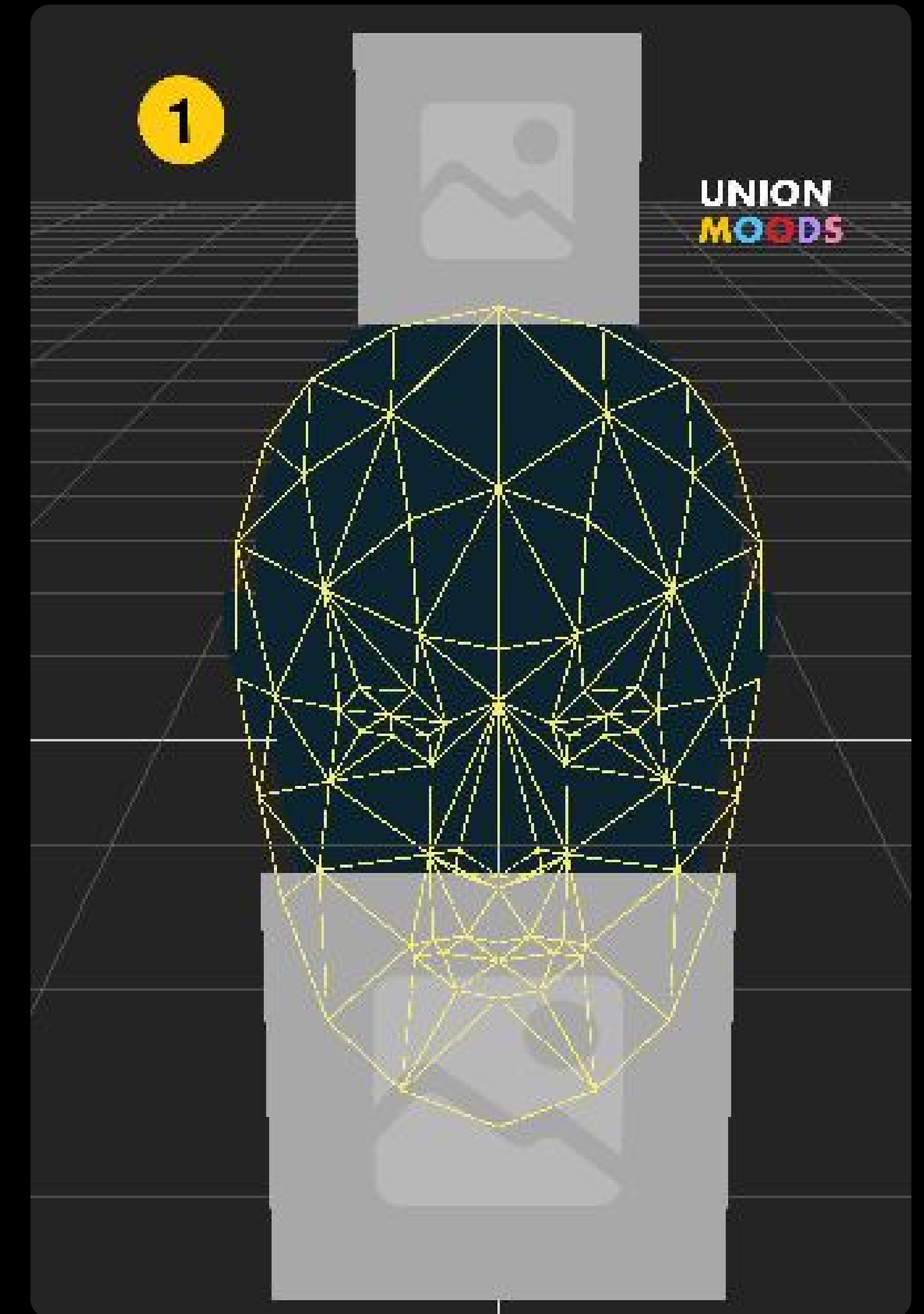
Tracks and anchors the emoji face graphics to the user's head.

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.



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Detect

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

Decide

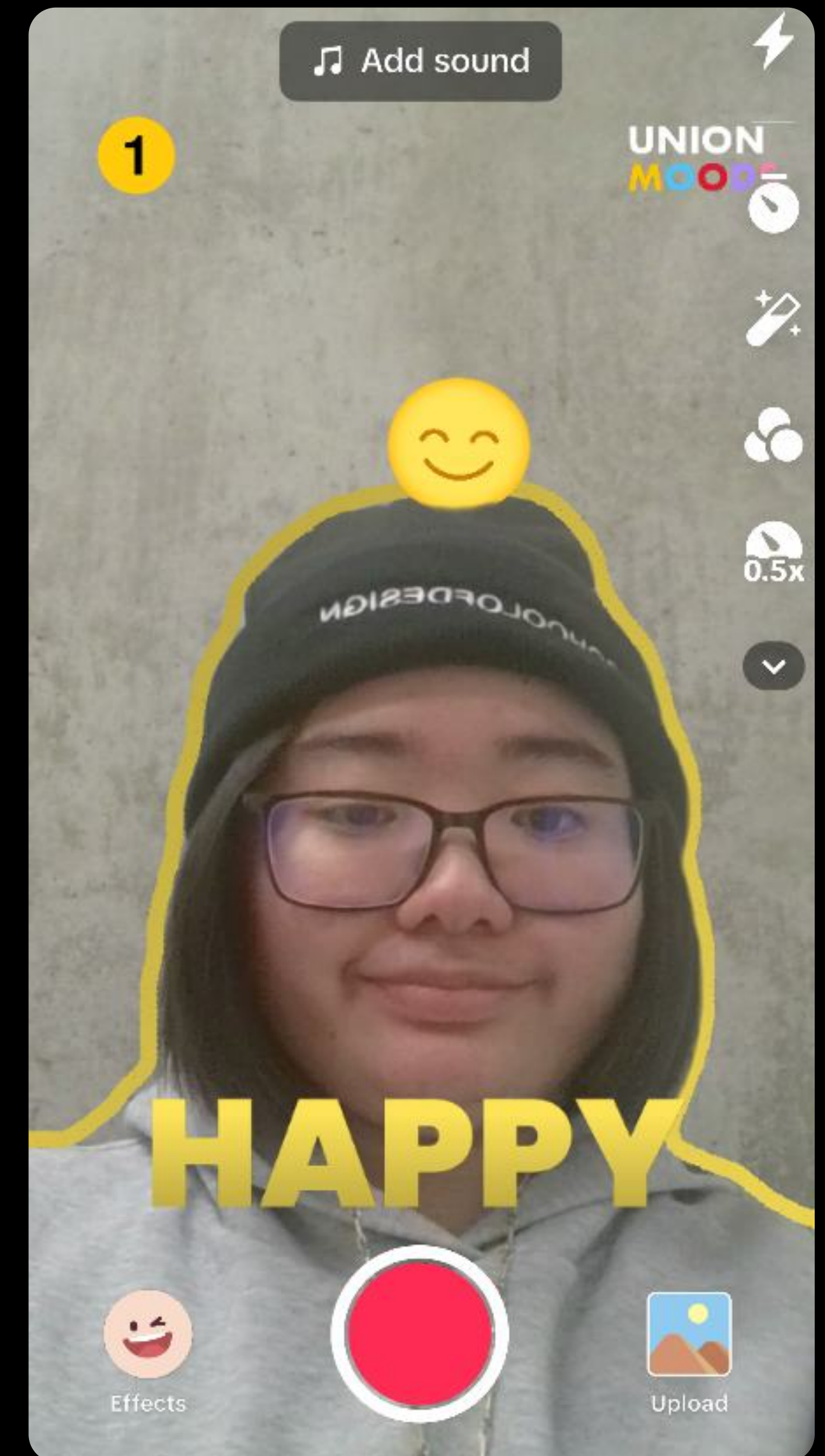
Patch editor / script compares values and picks one emotion state.

Trigger

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

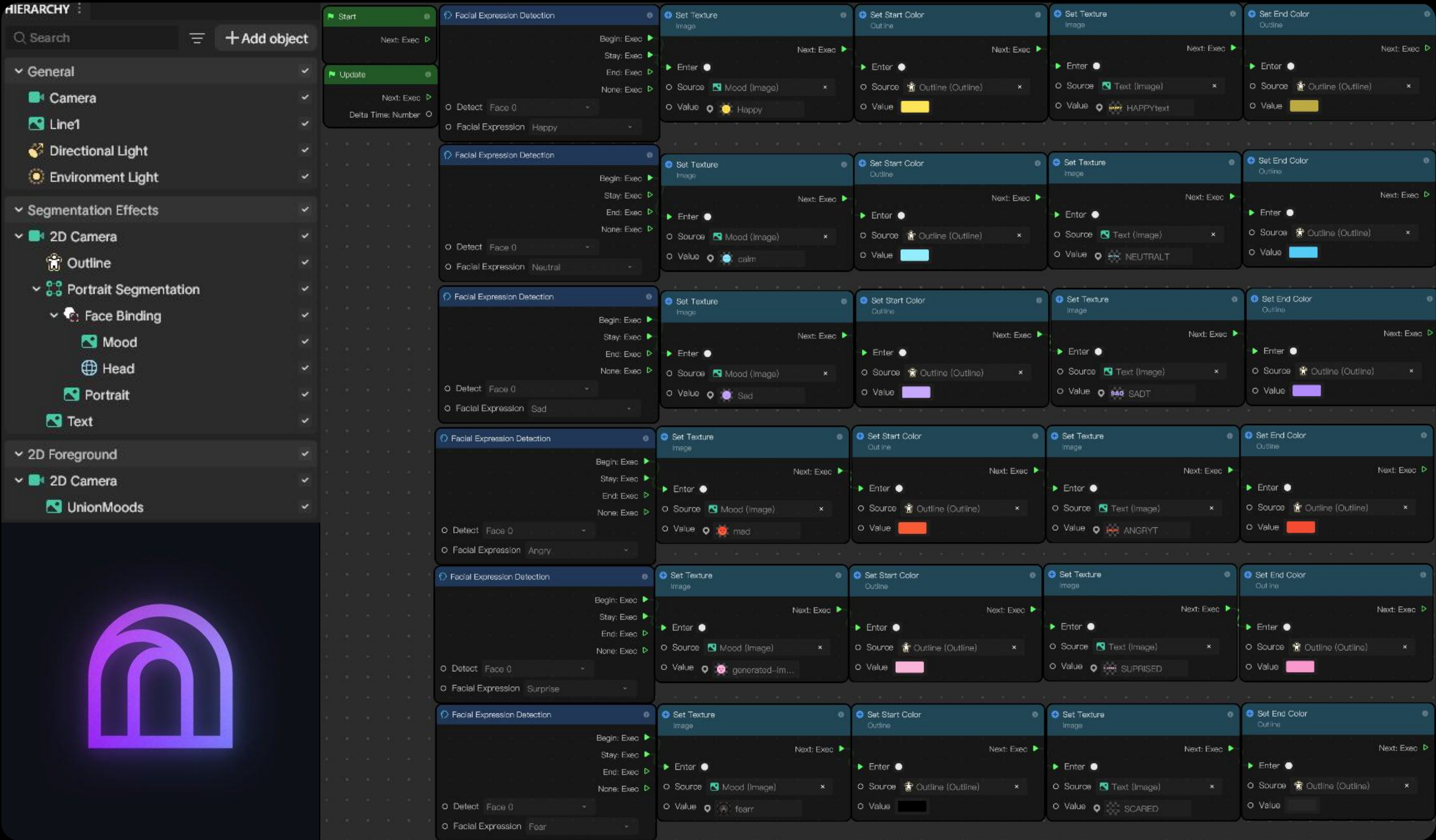
Transition

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



Visual Scripting

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



Assets Used



NEUTRAL



HAPPY



SUPRISED



SAD



SCARED



ANGRY



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/mDUV5uF1P8w>



① UNION MOODS

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



Michelle

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