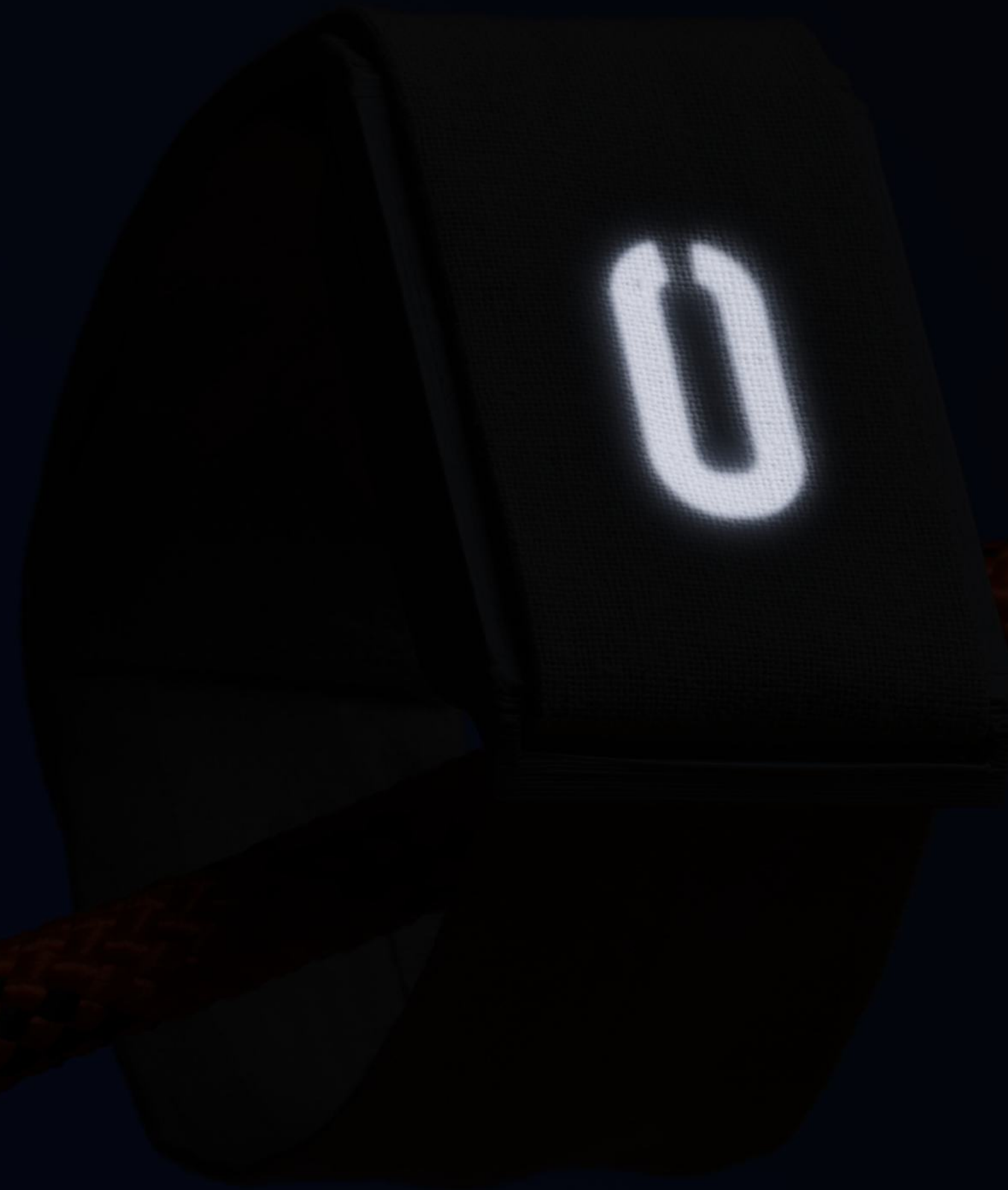


Thea

*the sense you were
missing*



PROBLEM

Living with allergies

Trigger ambiguity

ALLERGIC REACTIONS ARE OFTEN DIFFICULT TO TRACE BACK TO A SINGLE, CLEARLY IDENTIFIABLE CAUSE.

Late reaction recognition

WHEN SEVERE SYMPTOMS BECOME OBVIOUS, THE AVAILABLE TIME TO RESPOND IS ALREADY LIMITED.

Cumulative causality

REACTIONS OFTEN EMERGE FROM A COMBINATION OF TRIGGERS AND CONTEXTUAL FACTORS RATHER THAN ONE ISOLATED EXPOSURE.

Impaired everyday life

CONTINUOUS SANITIZING, CHECKING, AND AVOIDANCE BEHAVIORS CAN BECOME RESTRICTIVE AND EXHAUSTING.

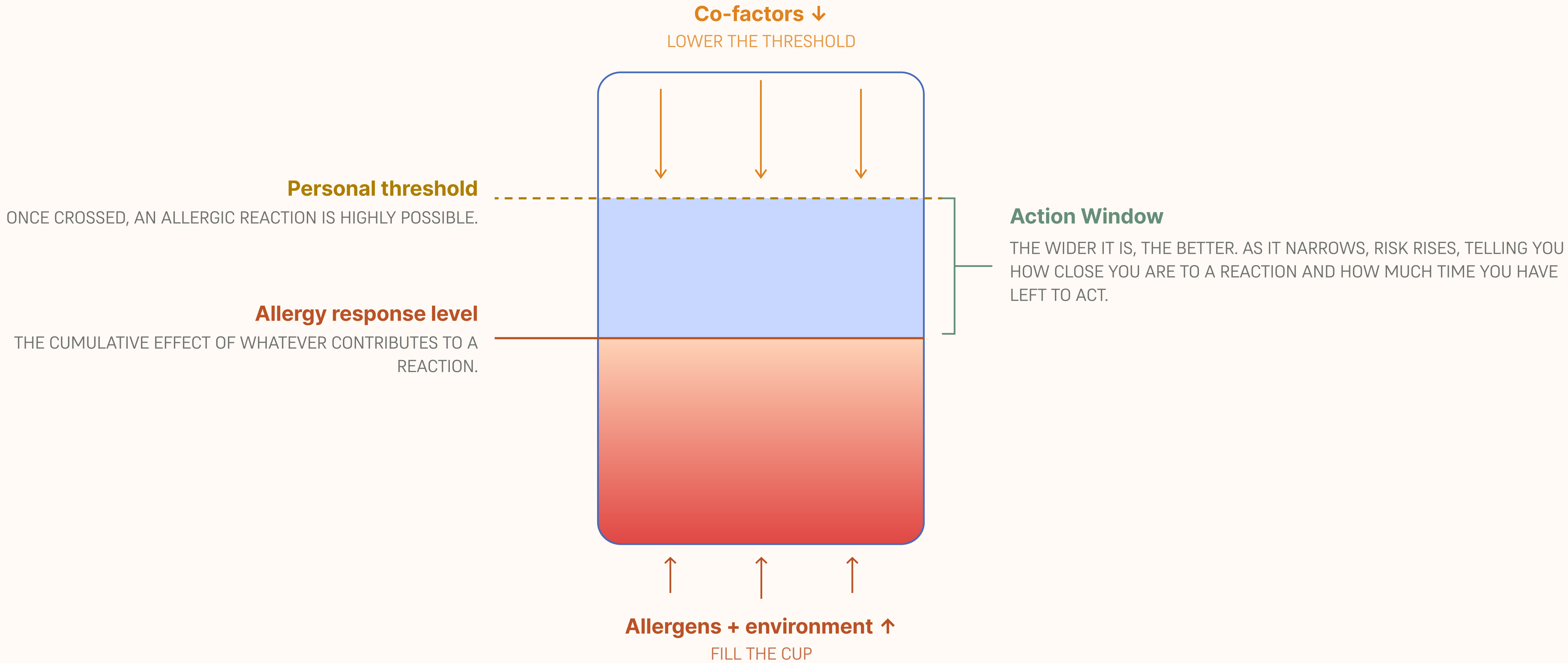
Psychological burden

THE FEAR OF A REACTION CAN SIGNIFICANTLY AFFECT DAILY CHOICES, SOMETIMES AS MUCH AS THE REACTION ITSELF.

HMW support people with severe allergies in recognizing early warning signs, enabling timely action and reducing the fear of unexpected reactions?

INSIGHT

The Cumulative Load Model



Solution

Thea

The sense you were missing

A wearable companion that gives the allergic body a new sense: how close you are to your limit, how fast you're approaching it, and what to do next.

Thea changes the relationship you have with your allergens.

PRIVATE BY DESIGN

AMBIENT BY DEFAULT

ACT BEFORE IT'S TOO LATE

STATUS

What Thea does for you

01 Ongoing monitoring

DEFAULT

When your status is stable, the device remains available to answer questions and process your inputs.

02 Window check

USER TRIGGERED
+ SYSTEM TRIGGERED

Whenever you need to check your current status, you can tap the device.
If your action window changes, the device proactively alerts you with a dedicated status update.

03 Voice update

USER TRIGGERED - VUI

When you sense early symptoms or identify possible allergens that the device cannot detect on its own, you can activate the voice interface to communicate additional information.

04 Allergic reaction support

SYSTEM TRIGGERED - VUI

Narrow or closed window means a reaction may be starting.
Thea switches to urgency mode, and the voice turns direct, guiding you to the right next step.

TOUCH POINTS

How Thea interacts

	MODALITY	Sight	Touch	Voice
	MODE	Light	Haptic	Sound
	WINDOW	Size	Variability	Recalibration
	DEVICE	Ring gauge	Vibration patterns	Speaker and mic



PERSONALITY DESIGN

Thea's voice

A confidant, not an alarm.



Thea stays silent by default. When she speaks, it means something.

Tell her about pollen in the air. The itch that started ten minutes ago. Anything she can't sense on her own.

Warm, unhurried, grounding. She listens, acknowledges, recalibrates.

USE CASE

Laura & the dog

*Laura is allergic to dogs. Her best friend has one.
Dinner there was never really an option.*

Beat 1

Beat 2

Beat 3

Beat 4

Before heading over her friend’s house, Laura checks her window with a gentle tap on Thea.

Wide open. She goes.



At the door, she spots the dog.
Long press: “there’s a dog here.”

Thea recalibrates and starts watching.



Dinner happens, an hour in. Laura’s present. Thea stays quite, just tracking.

A slow pulse. Nothing urgent, just noticed.

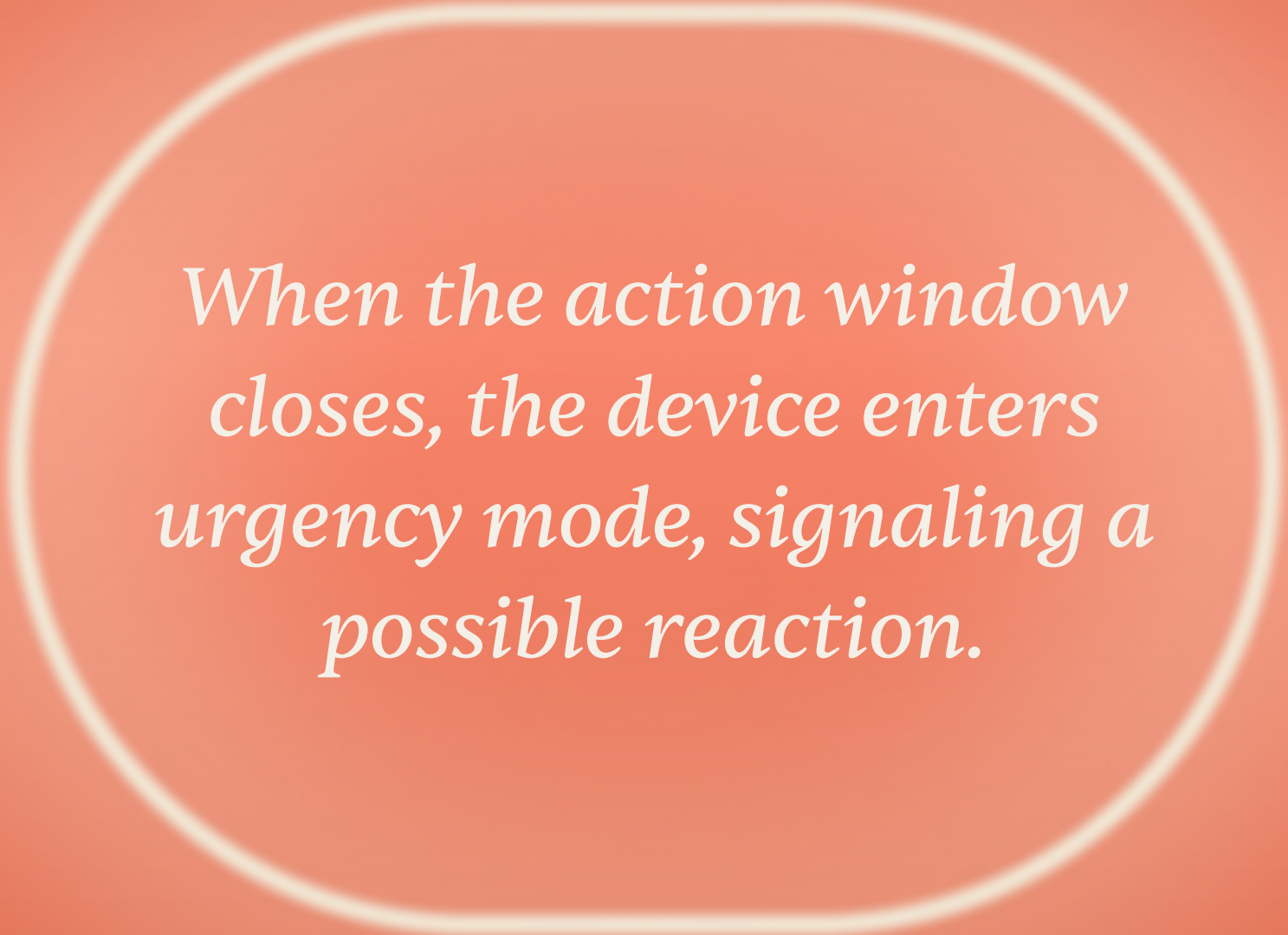


Before the window closes, Thea tells her it’s time. Time to step outside for a bit.

Laura does it.
Window opens back up.



SEVERE ALLERGIC REACTION



*When the action window
closes, the device enters
urgency mode, signaling a
possible reaction.*

UX Transparency & Literacy

What the app doesn't hide

ACT 1

Onboarding

Before anything is tracked, the app teaches the language: the cup model, your calibration, two practice signals so nothing is unfamiliar later.

ACT 2

Your data, always visible

Every trigger, every calibration, every word Thea has spoken and why, all in one place. Review it, export it, delete it, anytime.

ACT 3

The story, after

Following a reaction, the app reconstructs what happened: what led up to it, what you did, how your window responded. A learning moment, not a relived one.

Nothing about Thea is hidden. You just don't have to look unless you want to.

UX TRANSPARENCY & LITERACY

Local AI & ethics



On-device, always

Every model runs directly on the wristband's own hardware. No biometric or environmental data is ever uploaded, processed externally, or seen by anyone, not even Thea's makers.



Full visibility

The app shows exactly what Thea has learned: your triggers, your calibration history, every time she's spoken and why. Review it, export it, delete it.



A companion, not a diagnosis

Thea doesn't detect anaphylaxis, she notices a closing window. She doesn't replace your doctor, she gives you and them better data to talk about.

DEMO TIME :)



Find all our
documentation
& video here!

