

# **ThisSide**

**There are moments in life when a simple confirmation—“I’m safe”—can mean everything. Whether it’s a late-night commute, a solo walk home, or just the everyday movements of those we care about, peace of mind shouldn’t be a luxury. ThisSide was created to bridge the emotional and physical distance that life inevitably places between us and the people we love. It’s not just about tracking locations—it’s about staying connected in a way that feels effortless, intuitive, and deeply personal.**

**When designing ThisSide, I envisioned an experience that was seamless, unobtrusive, yet powerful. Users shouldn’t feel like they are “monitoring” someone; instead, they should feel reassured. The interface had to be clean, inviting, and familiar, ensuring that anyone—from tech-savvy individuals to those less comfortable with apps—could use it with ease.**

**To achieve this, I chose MapKit as the core framework for displaying locations. Apple's MapKit not only provides a visually smooth and accurate mapping experience, but it also integrates effortlessly with iOS, ensuring real-time updates that feel as natural as checking a text message. The goal was to remove friction—no unnecessary taps, no overwhelming details—just a clear, instant view of where your loved ones are.**

**But ThisSide is more than just a map. It's about connection. That's why I designed features like Ping, allowing users to send quick notifications to check in or ask for a response. It's not about invading privacy; it's about fostering a sense of security—knowing that if you need someone, they're just a tap away.**

**Additionally, I wanted to ensure the app worked even when life gets unpredictable. With offline map functionality, users can still see last-known locations, offering reassurance even in low-connectivity situations.**

**At its heart, ThisSide is built on a simple yet profound truth: distance doesn't have to mean disconnection. Whether you're a parent ensuring your child made it home safely, a friend checking in on a late-night traveler, or someone who just wants to feel close to the people they care about, ThisSide is designed to bring you peace of mind.**

**Because in the end, safety isn't just about where you are—it's about knowing someone is looking out for you.**