Pitch Deck

RIVER WALK SAN ANTONIO WEB APP

San Antonio, Texas

Jaka
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River Walk – The Future Flows Here

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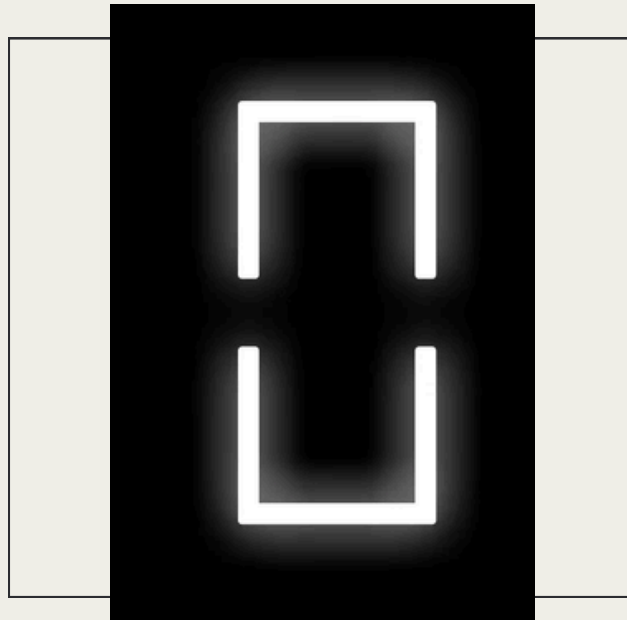
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INTRODUCTION

Software Developer
Jaka Bernat

I'm a Texas A&M Computer Science graduate with a passion for building innovative web and mobile solutions, focusing on user-centric design and tangible impact.

Smart Home
Switchless

I developed a next-generation smart home solution and successfully raised funds on Kickstarter, creating a more seamless and secure user experience.

Web Development
Texas A&M

Managed and optimized 20+ university websites (HTML, CSS, ReactJS). Oversaw web development and project management to ensure modern, user-friendly platforms.

HOA App
Sam

Currently building an AI-driven app to automate HOA processes — centralizing property management and improving communication between homeowners and managers.

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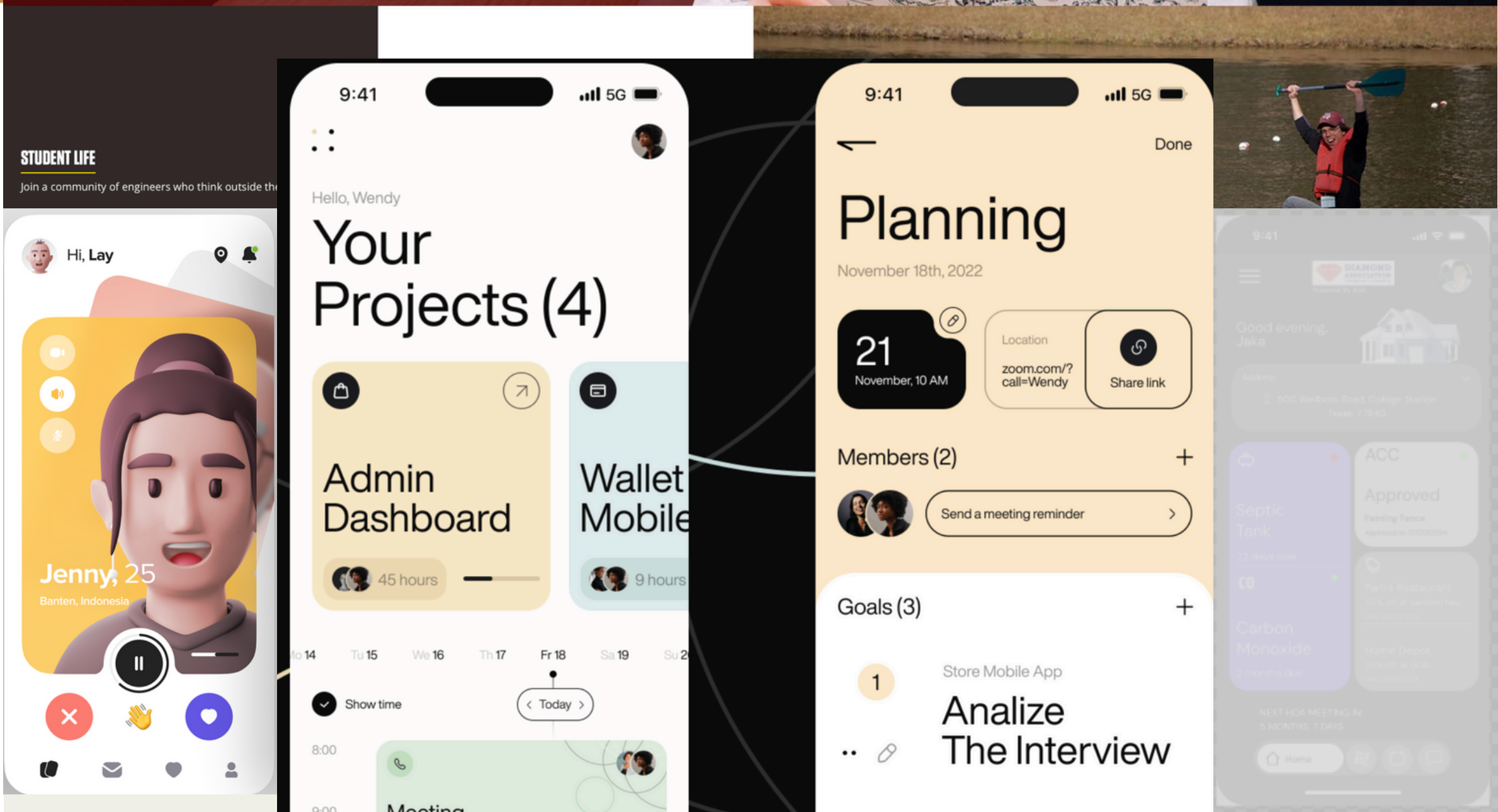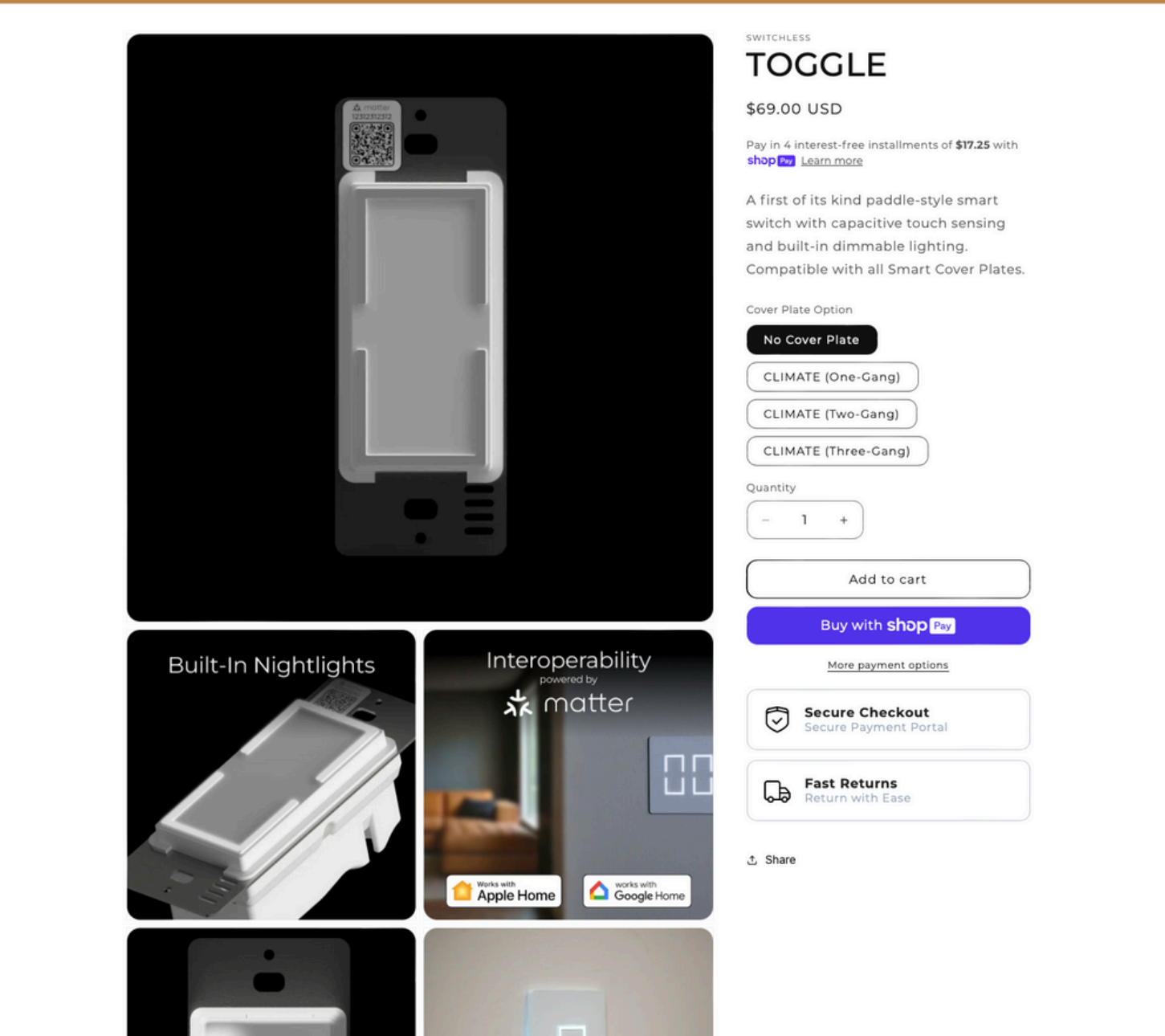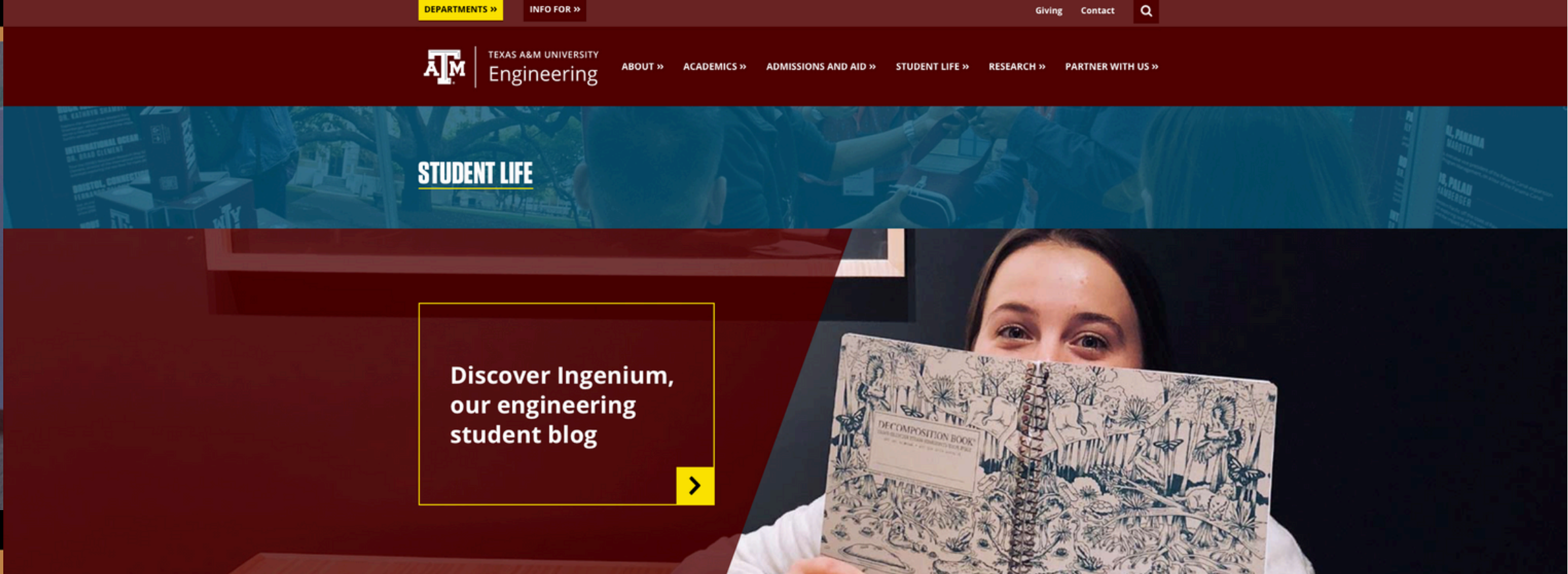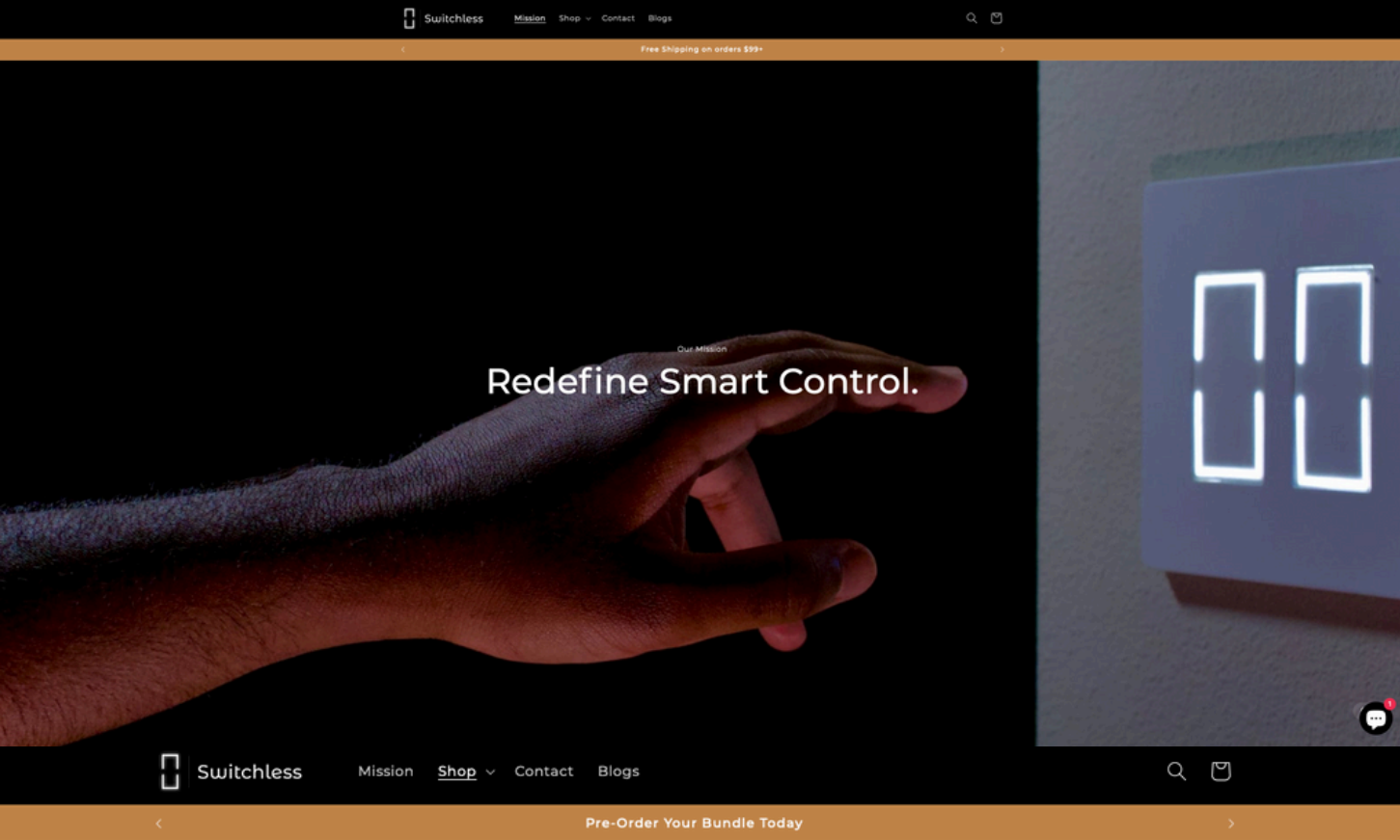
OUR MISSION

To enhance the visitor experience at the River Walk in San Antonio through an interactive web app that encourages engagement beyond the stroll. By connecting visitors with local businesses, exclusive offers, and cultural events, we aim to boost tourism and increase local spending.

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PROBLEM

The River Walk is one of San Antonio's top attractions, but many visitors stick to the main paths — overlooking local businesses, events, and cultural gems just steps away.

- **Limited Engagement:** Tourists often stay on the most popular stretches and miss out on nearby shops, restaurants, and hidden experiences.

- **Low Visitor Spending Spread:** Most spending is concentrated in a few areas, limiting the economic benefit for the wider local community.

- **Underutilized Local Opportunities:** Small businesses, events, and cultural spots off the main route struggle to attract foot traffic due to lack of visibility and digital presence.

SOLUTION

To address the limited engagement and missed opportunities along the River Walk, I propose an interactive web app that encourages exploration beyond the main path by:

- Highlighting local businesses, attractions, and events in a visually engaging and user-friendly way.

- Providing an accessible, real-time guide that helps visitors discover more about what River Walk has to offer.

- Enhancing visitor engagement through personalized recommendations and exclusive offers.

By creating a seamless digital experience, we can increase tourist engagement, promote local businesses, and drive higher visitor spending throughout the River Walk area.

OPENING PAGE OVERVIEW

- **Bottom Navigation:** A clean, intuitive menu featuring three main options—Explore, Categories, and Events.

- **Guided Exploration:** Each section highlights River Walk's top attractions, cultural spots, local businesses, and hidden gems.

- **User-Friendly:** Quick discovery ensures visitors can find what they need and dive deeper into the River Walk's unique experiences with just a tap.
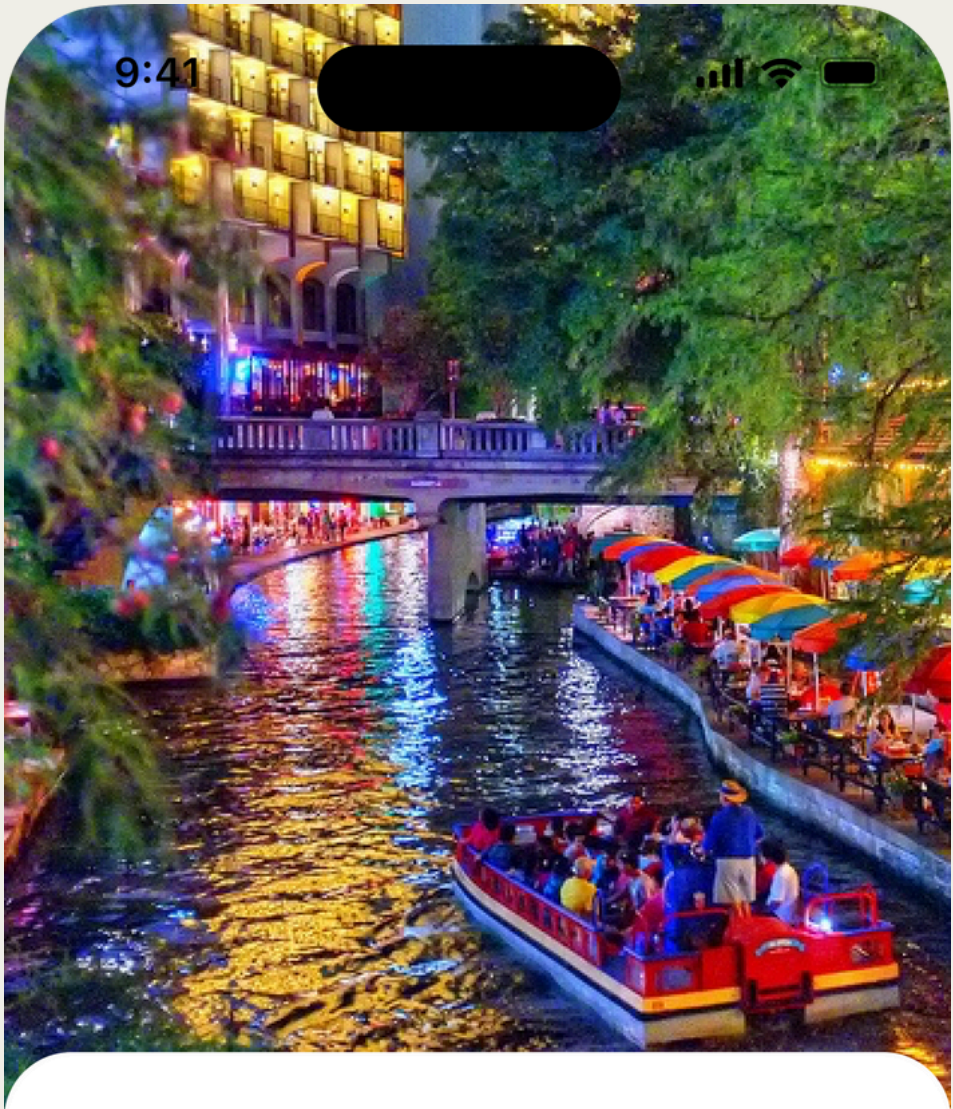
River Walk – The Future Flows Here

Select a section to explore what the River Walk has to offer.

Explore:
Discover hidden gems, local businesses, and must-see spots along and beyond the River Walk to experience the full charm of San Antonio.

Categories:
Find top dining, art, culture, shopping, and historical highlights — all in one easy-to-use guide.

Events:
Stay updated on festivals, local events, and exclusive experiences happening throughout the River Walk district.

EXPLORE SECTION

- **Highlights the Best of the River Walk:** Showcases top attractions, hidden gems, local businesses, and cultural hotspots beyond the main path.

- **Real-Time Navigation:** Allows users to track their location live on the map for seamless self-guided exploration.

- **Seamless Experience:** Ensures visitors never miss a must-see destination and enjoy an interactive journey through the River Walk and surrounding areas.

Explore:
Discover hidden gems, local businesses, and must-see spots along and beyond the River Walk to experience the full charm of San Antonio.

CATEGORIES SECTION

- **Intuitive Navigation:** Easily explore the River Walk's top areas of interest — dining, culture, shopping, entertainment, and more.

- **Organized Topics:** Clearly labeled categories help visitors find exactly what they're looking for at a glance.

- **"Trading Places" Feature:** Spotlights standout local businesses and evolving destinations to ensure travelers discover fresh, must-visit spots along the River Walk.
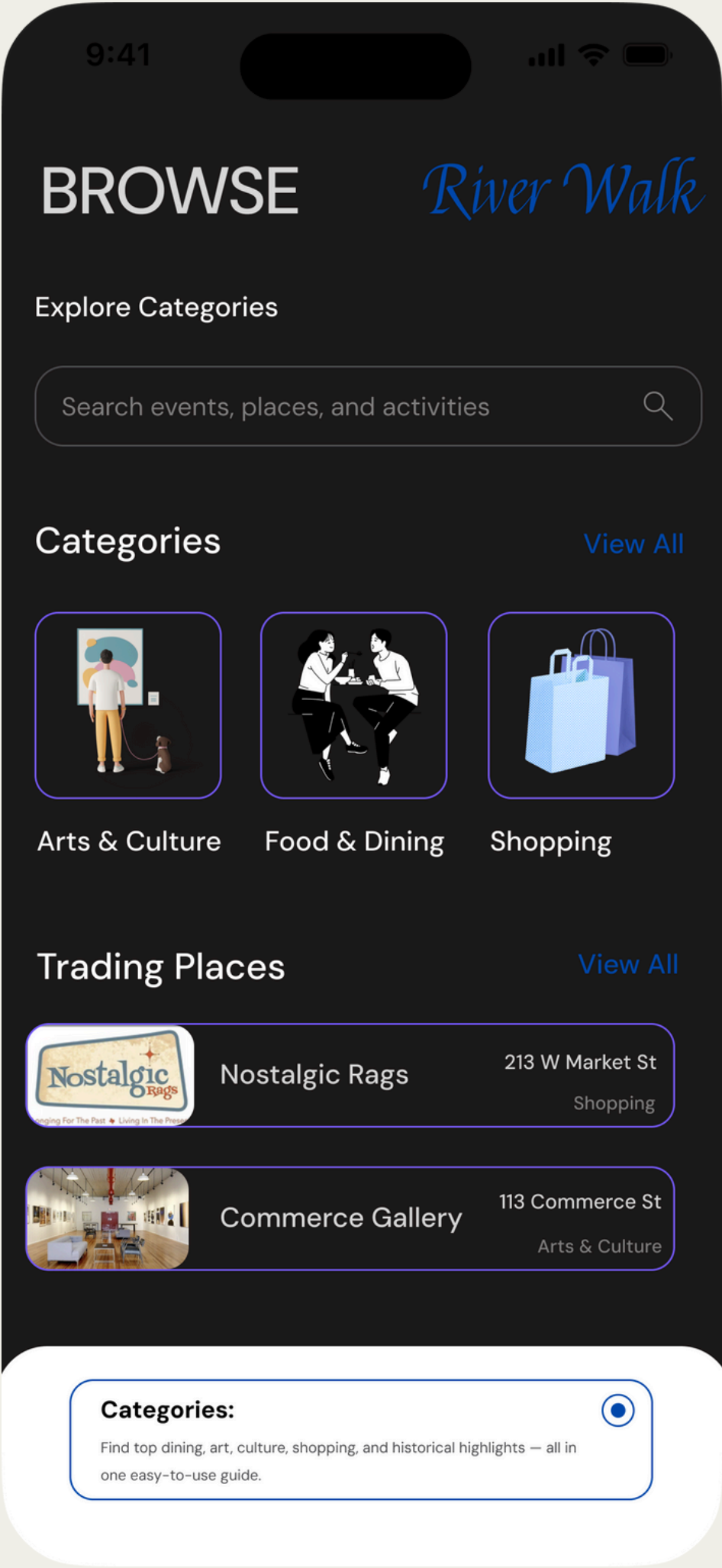
EVENTS SECTION

- **Stay Informed:** Lists River Walk festivals, cultural events, live music, and community happenings.

- **User-Friendly:** Browse events by date, view quick descriptions, and plan your River Walk experience with ease.

- **Business Participation:** Local businesses can sign up to showcase their involvement, offering visitors a look at who's participating and any event-specific deals or promotions.

- **Maximize Opportunities:** From seasonal celebrations and parades to live mariachi and boat shows, visitors always have something exciting to discover.
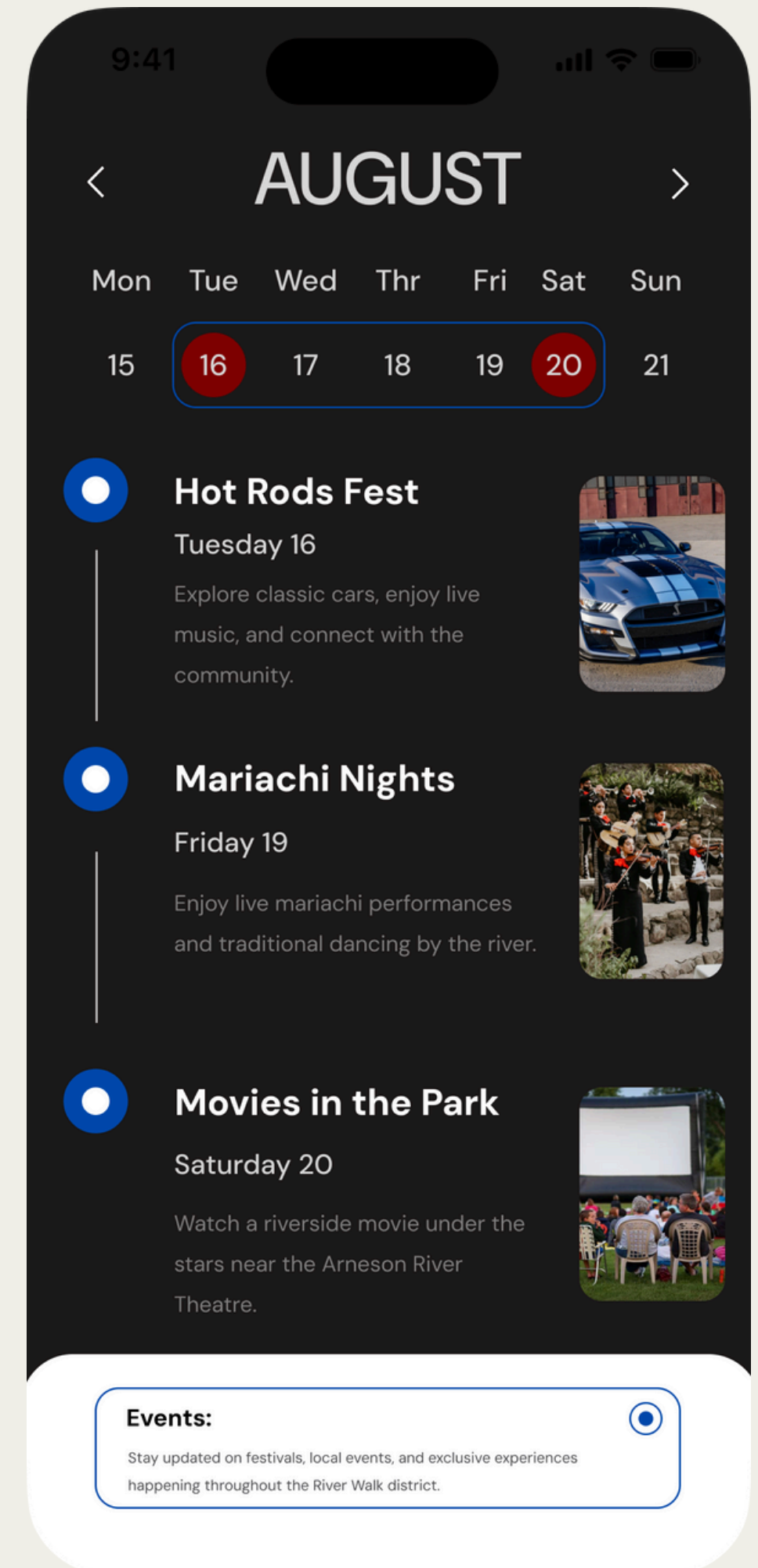
CLICKABLE BUSINESS

- **Interactive Map:** Each business along the River Walk is clickable, letting users instantly view details about that location.

- **Pop-Up Card:** Displays exclusive offers, upcoming events, and an intro photo or video from the business owner.

- **Seamless Exploration:** Encourages users to discover hidden gems, local shops, and unique experiences — deepening engagement with the River Walk's vibrant community.

RECOMMENDATIONS LIST

- **Top 5 Picks:** Each card showcases the top five recommendations from employees, locals, or nearby business owners.

- **Local Insights:** Highlights nearby attractions, must-try restaurants, iconic viewpoints, and hidden River Walk gems.

- **Easy Discovery:** Helps visitors quickly find authentic spots, memorable dishes, and unique experiences along and beyond the River Walk.

Top 5 Recommendations from employees:

1. **Order the Enchilada Trio:** A staff favorite—get one of each (chicken, beef, veggie) with our house-made sauces.
2. **Catch Mariachi Fridays:** Live mariachi music every Friday at 7 PM on the patio.
3. **Sip the River Rita:** Our signature frozen margarita—ask for the mango swirl.
4. **Take a River Walk Stroll:** Exit the back patio and enjoy a relaxing evening walk by the water.
5. **Shop La Villita After Lunch:** Explore artisan shops just a short walk from the restaurant.

BUSINESS & COMMUNITY BENEFITS

Increased Visibility for Local Businesses

- Showcases River Walk shops, restaurants, and attractions to drive foot traffic.

- Encourages exploration beyond the most tourist-heavy areas.

Engagement and Retention

- Prompts visitors to discover additional businesses.

- Boosts local spending and strengthens the River Walk economy.

Data Insights for Business Growth

- App analytics reveal visitor patterns and high-interest locations.

- Helps businesses refine deals, promotions, and offerings.

Support for Local Events

- Highlights festivals, live music, art shows, and cultural experiences.

- Fosters engagement and draws more attendees to River Walk happenings.

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DEVELOPMENT PLAN

TIMELINE: APPROXIMATELY 6 MONTHS

Research & Planning
Month 1

- **Objective:** Identify key River Walk businesses, landmarks, and finalize app features.
- Conduct research by connecting with local businesses and tourism partners.
- Finalize content needs (offers, intro videos, event data, etc.).

Design & Prototyping
Month 2

- **Objective:** Design the app UI and interactive layout.
- Create early mockups and wireframes.
- Collect feedback from stakeholders and refine the interface.

Development & Integration
Month 3-4

- **Objective:** Build the interactive map, clickable business profiles, and geolocation features.
- Integrate event listings and business detail cards with offers/videos.
- Ensure smooth user navigation between features.

Testing & QA
Month 5

- **Objective:** Test app performance across devices and screen sizes.
- Fix bugs and polish interactions based on user feedback.
- Finalize onboarding and in-app flows.

Launch & Monito
Month 6

- **Objective:** Launch the app and begin gathering live user data.
- Distribute QR codes to participating River Walk businesses.
- Monitor behavior, gather feedback, and make final adjustments.

WHAT'S INCLUDED?

1. Interactive Web App Development:
   - **Custom-Designed Map:** A beautifully illustrated map of the River Walk for a visually engaging, immersive experience.

   - **Real-Time Geolocation:** Helps visitors navigate the River Walk and discover nearby attractions as they move.

   - **Categories & Events:** Organized sections that highlight must-visit places, live music, cultural events, and dining spots.

   - **Clickable Business Profiles:** Showcasing exclusive offers, intro videos, and upcoming specials from River Walk businesses.

WHAT'S INCLUDED?

2. User Engagement & Analytics:
- Tools to monitor visitor interaction and track business performance along the River Walk.

- Actionable insights to help businesses tailor offerings and promotions based on visitor behavior.

3. Testing & Quality Assurance:
- Comprehensive testing across devices to ensure a smooth, bug-free experience in high-traffic tourism areas.

- Continuous refinements based on early user and business feedback before public launch.

WHAT'S INCLUDED?

4. Launch & Initial Support:
- Full launch of the River Walk app, with QR codes distributed to participating local businesses for easy visitor access.

- Post-launch monitoring and technical support for 1–2 months to ensure stability, fix issues, and optimize performance based on real user feedback.

Thank you!

Q & A

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