

Deliverable 1: Cali Spartan Mexican Kitchen

Linn Khant Aung, Amulya Bindu, Mary Vo, Aditya Kancharla, Jonathan Vo, Faqeha Zahir

Section 2 - Group 6

Business Department, San Jose State University

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Professor Jalal Sarabadani

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1.1 Background

Cali Spartan Mexican Kitchen is a locally owned business located on 10th Street in Downtown San Jose. This restaurant includes a sit-down restaurant open from 10AM-10PM and a food truck open from 8:30PM-1AM serving authentic Mexican food, such as tacos, burritos, and quesadillas. Their main customers are San Jose State University students, downtown employees, and local residents, allowing them to reach both daytime and nighttime customers. Cali Spartan has a small staff who takes care of orders, cooking, and payments. But, checkout times are often slow as they only have one cashier and only take cash payments. Despite this, they still get many customers due to the quality of their food and their hours of operation. By improving their payment and ordering system, making their customer experience smoother, and updating their website, Cali Spartan can attract more customers, stay competitive, and operate more efficiently.

1.2 Problem Statement

Cali Spartan Mexican Kitchen has seen low turnaround times for customers to efficiently order and receive their food for either take out or dine in. Their struggle with order to table time stems from the restaurant not including a sufficient payment processor system to take orders as the restaurant only takes cash and receives orders from one cashier. The system in giving customers their designated order numbers are also with manual physical number cards which can make it hard for customers to hear and hold. In addition to not just in store issues, the company also faces website issues in regards to the menu not being organized and little to none social media or online presence.

1.3 Project Scope Statement

This project aims to enhance the speed and efficiency of the customer service by reducing wait times, streamlining the payment process and overall creating a smoother experience for customers. By analyzing current workflows and addressing key pain points, we will implement targeted improvements. These efforts are designed to improve operational efficiency and reduce support costs.

1.3.1 Solution Description

The project will include several solutions to improve service. First, a self-checkout kiosk will be added to the restaurant so customers have another way to order and pay. This will make the lines move faster and reduce pressure on the cashier. Second, customers will get SMS order confirmations, which will send a text when their order is placed and when it is ready. This makes waiting easier and helps avoid mix-ups. Third, the website will include an online ordering option so customers can order and pay ahead of time, saving time and making the process more convenient. In addition, the website will be remodeled to look modern and mobile friendly, with clear menus, prices, and simple layouts that make it easier to use. Finally, the food truck will start accepting card and mobile payments instead of only cash. This change will make it more convenient for customers and prevent the loss of sales.

1.3.2 Solution Rationales

Self-checkout kiosks resolve the bottleneck of having only one cashier and cash-only payments by enabling faster card or contactless transactions. Unlike hiring extra staff, kiosks are a cost-effective long-term solution that reduce wait times without increasing labor costs. SMS order confirmations streamline pickups by alerting customers when food is ready, reducing counter congestion and improving comfort while requiring little staff effort. Online ordering lets customers pay ahead, easing in-store pressure and attracting busy students and professionals. It's more scalable and affordable than adding staff or expanding space. Finally, redesigning the website to integrate ordering and highlight the brand builds a stronger online presence. A modern, user-friendly site is more reliable than social media alone and helps attract and retain customers.

1.3.3 Short-term/Long-term Impact

Shorter wait times and faster service will help Cali Spartan Mexican Kitchen in the short term. As word gets out about the better service through SMS confirmations and more convenient payment methods, overall customer satisfaction will improve significantly. In addition, staff operations will be upgraded, which will allow them to serve more clients in less time, making the business more efficient. Due to the improved overall experience over time, these enhancements will increase consumer loyalty and profit margin and growth. More repeat customers would help the business a lot, and as a result of these improvements and the ease of online ordering, the company will be in a fantastic position to grow faster and expand. Long term, as the number of customers increase, the brand recognition will be strengthened, which establishes a reputation as a cutting-edge, customer-focused eatery. Finally, the integration of modern digital systems will allow important customer data and insights, which will allow the business to make better decisions about marketing, menu planning, and future growth strategies.