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PROJECT ANALYST - FAST FOOD APP

PROBLEM

He has had lower profits in recent months at his fast food restaurant. The client needs a system that helps increase sales and reach more customers, including people who find it difficult to get to the restaurant, such as teenagers, young people, or adults. He needs an app that is user-friendly and responsive.

OVERVIEW

Lately, you have noticed that the fast food market has been updating, creating web applications that allow you to interact easily with diners, but you have not had this facility, so you would like to be able to increase your sales.

The application would like to display the catalog, payment methods, customer reviews, ingredients, prices, beverages, and personalized meals (if you are allergic to any ingredient, it will be removed from the dish that contains it).

With the application, you will surely get better profits.

BACKGROUND

Currently the restaurant handles orders and sales either in-person or over the phone. this often leads to delays and mistakes, especially when trying to serve multiple customers at once. there's no digital record of sales or products, making it difficult to track information and manage operations effectively.

These limitations hurt the business's efficiency and make it hard to reach new customers who prefer the convenience of ordering online from their devices. In today's market, many other restaurants are already using web applications that let customers easily view menus, customize their meals and make payments-significantly enhancing the overall experience.

Give this situation, implementing a web application is essential to optimize the restaurant's management, automate the ordering process and improve communication between customers, staff and management.

- The system will display the full catalog of food and drinks
- allow for meal customization based on preferences or dietary restrictions
- record sales digitally and improve inventory control.

ANALYST COMPARISON

Current Situation (Without the System)

The restaurant currently operates through in-person and phone orders, which often result in delays, miscommunication, and human error. Additionally, there is no digital tracking system for orders, products, or sales, making it difficult to monitor performance, identify best-selling items, or manage inventory efficiently. The business is limited to serving only local customers who can physically visit or call, which restricts its market reach and profitability. Moreover, its marketing efforts are minimal and traditional, lacking modern digital tools to attract and retain younger audiences such as teenagers and young adults.

Competitors and Market Trends

- Leading fast-food chains like KFC, McDonald's, and Burger King already use interactive web and mobile apps that allow customers to:
 - Browse the full catalog of food and drinks.
 - Customize meals (remove allergens or unwanted ingredients).
 - Pay online via multiple secure payment methods.
 - Receive real-time updates on promotions and order status.
- These systems enhance customer satisfaction, brand loyalty, and sales volume, setting a new industry standard that smaller restaurants must follow to stay competitive.

Proposed System (With the Web Application)

- Implementation of a responsive and user-friendly web app that centralizes all restaurant operations.
- Main features:
 - Digital menu display with images, descriptions, and prices.
 - Customization options for meals based on preferences or allergies.
 - Online ordering and payment gateway integration.
 - Digital sales records for performance analysis and inventory management.
 - Customer feedback and review section to improve service quality.
 - Promotions and loyalty system to encourage repeat purchases.

- Accessible on mobile, tablet, and desktop, allowing customers to order from anywhere.

Criteria	Current Method	Proposed Web Application
Order Management	Manual via phone or in person	Automated, faster, with digital records
Customer Reach	Local only	Regional/national, through online access
Error Rate	High due to manual handling	Low, with automated order entry
Sales Tracking	Paper-based, disorganized	Real-time digital analytics
Customer Engagement	Minimal	Interactive app with reviews, promos, and loyalty
Efficiency	Time-consuming	Optimized and scalable