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Project Charter – BiteSite

Management Summary

BiteSite is a school project aimed at developing a web-based platform that enables restaurants to create and manage their own websites without requiring advanced technical knowledge or a large budget. The application functions similarly to a website builder but is specifically tailored to the needs of restaurants, with additional functionality like newsletters, easy menu management, reviews and reservation management.

The project addresses the problem that many small and medium-sized restaurants either do not have a website or rely on outdated solutions. BiteSite is a technically modern alternative by offering a specialized web editor and management solution in one.

Project Context

The project is conducted as part of a school module and is classified as an internal project. This project charter defines the objectives, scope, organization, and approach of the project and serves as the formal authorization for its execution

Justification of the Project

Small restaurants often face problems with software solutions because of limited money. New restaurants often do not know how to present themselves online. During the opening there are a lot of things to do, and you might not have the time to consider making a website. Without a proper online presence guests might not find information about the opening times, menu, location or reservations. For an employed programmer, every change fist requires contacting them and even then, it could take a while for it to be implemented. With missing knowledge when creating a website can be negative and look unattractive for potential customers. Without a good website, Google can hardly find the restaurant, which in practice means less customers. Without an integrated reservation system, you lose customers and have more effort on the phone. Unprofessional or obsolete websites can scare off potential customers. As well as websites that don't work properly on the phone.

Projectgoal

The main goal is to develop a functional website that allows users to create, manage, and publish a website from scratch or using a template. Thanks to an easy-to-use dashboard, the operator can make changes, such as to opening hours, or view table reservations.

Specific: The project involves the development of a web-based platform where users can create and manage accounts and sign up for various subscription models. Depending on the subscription they choose, users will be able to create, edit, delete, and publish their own website for their restaurant, either using templates or from scratch. In addition, automated processes will be implemented to send newsletters to subscribers. The platform also includes a reservation system where incoming table reservations can be viewed, accepted, or declined. Restaurant customers can rate the restaurant, subscribe to the newsletter, and make table reservations on the website hosted by us. The goal of the project is to provide a fully functional platform by the specified date that supports all of the above functions reliably, user-friendly, and without manual intervention.

Measurable: The successful implementation of these features will be verified by their full functionality. Specifically, this means that users can create accounts, purchase subscriptions, create websites, manage them, and publish them. Restaurant customers should be able to reserve a table and sign up for the newsletter.

Attractive: The goal is extremely attractive because it targets a large market and incorporates automated processes.

Realistic: The implementation of the mentioned requirements is realistic. The necessary technologies and resources are available, and the scope of work has been clearly defined. With well-planned development and appropriate milestones.

Time-Bound: The website with the specified functionalities will be completed by the deadline. This deadline represents a clear timeframe within which all technical work will be completed, and the features will be made available.

Project Scope

The project includes the development of a web application that provides a visual editor for creating restaurant websites.

Out of Scope:

- Individual customer implementations

- Complex payment or e-commerce systems

- Long-term commercial operation beyond the school project

Prerequisites

- Availability of the development infrastructure

- Access to server and database resources

- Continuous availability of the project team

Key Stakeholders

- **Project Sponsor:** Stefan Lagger

- **Project Team:** BiteSite Project Group

- **Target Users:** Small and medium-sized restaurants, with potential applicability to larger restaurants

Assumptions

- The defined project scope remains stable

- No critical technical blockers occur

- Team members can fulfil their assigned roles

Project Budget and Financing

As this is an internal school project, no monetary project budget is defined. The project is financed through the working time of the project team members.

Planned Project Duration

Planning and prototyping started in late summer 2025. Coding began on 29.01.2026, with the final submission deadline set for 02.05.2026.

We start developing on the

- **Submission Date:** 02.05.26

Major Risks

The biggest problem we might face is lack of time. Another risk are any technical issues complexities for example the direct hosting of a created website.

Dependencies between frontend, backend, and database components

Project Goal – What Will Be Delivered

The project will deliver a web application that allows restaurants to create and manage their own websites through a specialized website editor. The final product will be accessible via a web browser and will not require local installation.

SMART Project Goals

- **Specific:** The project involves developing a web-based platform where users can create and manage accounts and sign up for various subscription models. Depending on the subscription they choose, users will be able to create, edit, delete, and publish their own website for their restaurant, either using templates or from scratch. In addition, automated processes will be implemented to send newsletters to subscribers. The platform also includes a reservation system where incoming table reservations can be viewed, accepted, or declined. Restaurant customers can rate the restaurant, subscribe to the newsletter, and make table reservations on the website that was created on our site. The goal of the project is to provide a fully functional platform by the specified date that supports all of the mentioned functions reliably, user-friendly, and without manual intervention.

- **Measurable:** The project is considered successful if users can create, edit, and publish a restaurant website using the platform.

- **Achievable:** The required technologies and competencies are available within the project team.

- **Relevant:** The project addresses a real-world economic and technical problem faced by restaurants.

- **Time-bound:** The project will be completed by 02.05.26.

Approach – How the Project Will Be Executed

The project will be implemented using an iterative development approach supported by a Kanban board. Development will be divided into phases, starting with planning and architecture, followed by implementation and testing.

Modern web 1323ywill be used to ensure maintainability and scalability of the application.

Project Organization

- **Project Sponsor:** Stefan Lagger

- **Project Manager:** Davide Muzzí

- **Deputy Project Manager:** Julian Amschwand

Project Team Roles:

- **Davide Muzzí:** Documentation, Development (primarily Frontend)

- **Julian Amschwand:** Lead Developer (primarily Backend), Server Administration

- **Pascal Bühler:** Development (primarily Frontend)

- **Janik Stucki:** Development (primarily Frontend)

Communication Plan

Communication within the project team is primarily conducted via Discord. Coordination, progress updates, and technical discussions are handled through this platform to ensure continuous information flow and transparency.

Project Planning Overview

The project is structured into the following phases:

1. Mockup (completed)

2. Project Charter

3. Implementation

4. Testing

Detailed planning and task tracking are managed using a Kanban board.

Functionalities

- Create an account
- Login / logout
- Subscribe to a plan
- Display the best rated restaurants created with BiteSite
- Browse project templates and created projects in the home page
- Create new projects
- Change project name, website title and BiteSite subdomain in project dashboard
- Publish and unpublish a project, hosting the website directly on the BiteSite server
- Automatically provide SEO for all published websites
- View visitors of the last 24 hours and 30 days and a rating based on customer reviews, if enabled
- Create and edit a website by inserting predefined components and adjusting elements of them by changing color, font and font size as well as other settings depending on the element
- Insert a special component in the website editor that lets customers subscribe to the newsletter
- Send newsletters to all subscribers to the restaurant newsletter
- Insert a special component in the website editor that lets customers make reservations for the restaurant
- View reservation requests, accepted requests and a reservation history
- Insert a special component in the website editor that lets you easily manage it as a menu from the project dashboard
- Change user information
- Change subscription plan
- Change password
- Make a request for an enterprise subscription plan in a form

User Stories

- As a new user, I want to be able to create an account in order to use the website.
- As a returning user, I want to be able to log into my account in order to use the website.
- As a user, I want to be able to change my account's password.
- As a user, I want to be able to log out of my account for security reasons.
- As a user, I want to be able to delete my account if I no longer require the service.
- As a user, I want to be able to create a new project for my restaurant.
- As a website owner, I want to be able to add tags to my website, so other users can find it more easily.
- As a website owner, I want to be able to save changes from my project.
- As a website owner, I want to be able to view my website's statistics.
- As a website owner, I want to be able to publish my website, so my clients can inform themselves about our restaurants.
- As a website owner, I want to be able to send newsletters to subscribers in order to update them on our restaurant/website.
- As a restaurant client, I want to be able to subscribe to a restaurant's newsletter in order to stay updated.
- As a website owner, I want to be able to check accept or deny reservation requests.
- As a website owner, I want to be able to to check accepted future reservations and the past reservation history.
- As a restaurant client, I want to be able to make reservations at a restaurant through the website.
- As a website owner, I want to be able to check the reviews for feedback.
- As a website owner, I want to be able to turn off reviews at wish.
- As a restaurant client, I want to be able to write a review on the restaurant's website to share honest feedback.
- As a website owner, I want to be able to unpublish my restaurant's website for maintenance or whatever reason.
- As a website owner, I want to be able to delete my project at wish.
- As a user, I want to be able to change my subscription plan at wish.
- As a user, I want to be able to change my account's email address.
- As a user, I want to be able to have an overview of restaurant websites on BiteSite.
- As a user, I want to be able to search for a specific restaurant's website on BiteSite.