

Statement of Work (SOW)

Project Title: Italian Restaurant Website Development

Prepared for: Cheryl Engstrom

Prepared by: Group 5

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1. Project Purpose

This project involves designing and developing a responsive and modern website for a new Italian restaurant. The goal is to establish an online presence, attract local customers, and facilitate digital services such as menu viewing, reservations, and future integrations for online ordering.

Project Overview

This project involves designing and developing a modern, mobile-responsive website for an Italian restaurant. The primary goal is to create an engaging online presence that reflects the brand's identity and allows customers to easily view the menu, make reservations, and learn about the restaurant. The website will include 12 essential pages, integrate social media, support search engine optimization (SEO), and showcase professional photography. The project will be managed by PM and executed in close collaboration with the restaurant owner and creative contributors such as a photographer, videographer, and copywriter.

2. Scope of Work

In-Scope (Phase 1):

- Website Design & Development of 12 pages: Home, About, Contact/Reservations, Menu, Gallery, Blog or Specials, Testimonials, Events or News, Social Media Page, Location/Map, Careers, Legal/Privacy Policy.
- Responsive Web Design (mobile, tablet, desktop)
- Content Strategy: content layout, tone, and structure planning
- Photo/Video Integration (25 photos + optional video banner)
- SEO Fundamentals: meta descriptions, alt tags, page titles
- Social Media Integration
- Basic Reservation Form
- Training Session for Website Maintenance

Out of Scope (may be added later for an additional fee):

- Custom e-commerce backend
- Full delivery platform setup/management
- Multilingual versions
- Loyalty programs

3. Deliverables

- Fully functional 12-page website, responsive on all devices
- Website content including layout, tone, and structure
- 25 high-quality photographs and optional video banner
- Integrated social media and basic reservation form
- SEO setup with meta descriptions, titles, and alt tags
- Staff training session for website maintenance
- One testing and QA report prior to launch
- Domain connection and website launch package

4. Project Timeline

Phase	Key Tasks	Assigned To	Timeline
Discovery	Client interview, requirement gathering	Project Manager	May 4–6 (Days 1–3)
Design	Wireframes, UI mockups, color palette, logo usage	Designer	May 7–13 (Days 4–10)
Content & Photography	Copywriting, 25 photos, asset curation	Copywriter, Photographer	May 11–June 10 (Days 8–38)
Development	Coding, mobile optimization, backend setup	Developer	May 14–June 24 (Days 11–52)
Feature Integration	UberEats/DoorDash links, Shopify embedding	Developer	June 17–June 30 (Days 45–58)
Final QA & Testing	Functionality check, bug fixes, speed testing	QA Tester	July 1–21 (Days 59–79)
Launch	Domain setup, public launch, staff training	Project Manager	July 22–Aug 30 (Days 80–120)

5. Responsibilities

Stakeholder	Role
Cheryl Engstrom	Restaurant Owner – Provides branding, content input, and final sign-off

Chef	Prepares food for photography/videography, provides menu details
Project manager	Oversees project timeline, coordinates team tasks, manages communication with client
Web Developer	Builds and maintains website, implements integrations, ensures functionality
Photographer	Captures professional food and location images
Videographer	Produces promotional video content
Graphic Designer	Designs layouts, visual elements, and brand-aligned site assets
Copywriter	Creates engaging, SEO-friendly content for all web pages
QA Tester	Reviews and tests site performance, device compatibility, and bugs
Delivery Platform APIs	Provides technical access for UberEats, DoorDash, or Shopify integration

6. Budget & Payment Terms

- Total Project Budget: \$25,000 (estimate)
- Platform Fees: \$20–\$50/month (Wix, Squarespace, or WordPress hosting)
- Payment Schedule:
 - 50% upon contract signing
 - 25% at mid-project (after content and photo approval)
 - 25% upon delivery and launch

7. Success Metrics

- Fully responsive and functional website launched and live by August 30, 2025.
- Formal written approval from the client on the final website design and functionality.
- Restaurant staff successfully trained to perform basic website updates (menus, news).
- Seamless integration of third-party services (UberEats, Shopify, etc.) as applicable.
- Successful implementation of Google Analytics tracking.
- Website adheres to basic accessibility best practices.

8. Assumptions & Dependencies

- Client will provide all necessary content (menu details, About Us text, Legal/Privacy Policy content, logo files, brand guidelines, etc.) in a timely manner as requested by the project team.
- Third-party service providers (UberEats, Shopify, etc.) will supply functional and accurate embed codes or API documentation as required for integration.
- Client has secured or will promptly purchase the website domain name and provide necessary access for DNS configuration, or will authorize the development team to do so.
- All feedback and approvals from the client will be provided within a reasonable timeframe to avoid project delays.

9. Terms & Conditions

- This SOW includes a maximum of two rounds of revisions per phase of the project. Additional revisions may be subject to additional fees.
- The final website will be delivered to the client only upon receipt of the full and final payment as outlined in the payment schedule.
- Upon full payment, all intellectual property rights to the website design and code will be transferred to the client.

- A confidentiality agreement will be signed by both parties

10. Signatures

Client

Signature: _____

Name: Cheryl Engstrom

Date: _____

Project Team (Group 5)

Signature: _____

Name:

Date: _____