

## Project Design Phase-I

### Proposed Solution

Date	03 November 2023
Team ID	NM2023TMID03705
Project Name	Creating Blog using Wordpress Platform
Maximum Marks	4 Marks

LEAD	: RANGITH R	(NMID: AE8DA17F85AF28BAA424ACACC216D3FC)
TEAM MEMBER 1	: NAGARAJ T	(NMID: FBC834709C248AEAC0042EE11817411B)
TEAM MEMBER 2	: NEERATHILINGAM K	(NMID: 524A414068AD00993E04721FAEC850A3)
TEAM MEMBER 3	: ROSHAN RAM B	(NMID: B4361DDAB3AAC679B054E340FA139105)

### Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement	In this project, we aim to create a dynamic and user-friendly blog using the WordPress platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, optimize for SEO, and implement a user-friendly content management system, enabling effortless content creation and management. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.
2.	Idea / Solution description	The "Yoga Bliss Blog" is a WordPress-based platform aimed at providing valuable content and resources related to yoga, wellness, and healthy living. The blog's goal is to inspire and educate individuals about the physical and mental benefits of yoga, and how it can enhance their overall well-being.
3.	Novelty / Uniqueness	Offer well-researched and insightful articles that delve deep into the philosophy and science of yoga. Collaborate with experienced yoga instructors, practitioners, and wellness experts to provide authoritative content. Distinguish your blog by presenting complex yoga concepts in a simplified and relatable manner.
4.	Social Impact / Customer Satisfaction	This project aims to make a positive social impact by promoting mental and physical wellness through inclusive and diverse content. By providing well-researched articles and building a supportive community, it seeks to educate and inspire readers to adopt healthier lifestyles and embrace sustainable practices. In terms of customer satisfaction, the blog focuses on delivering high-quality, engaging, and personalized content while maintaining transparency and providing responsive support.

5.	Business Model (Revenue Model)	The "Yoga Bliss Blog" employs a diversified revenue model, generating income through affiliate marketing, ad revenue, premium courses and e-books, donations, yoga retreats and events, and sponsored content. This approach ensures financial sustainability while offering readers valuable content, resources, and immersive experiences, such as workshops and retreats, related to yoga and wellness.
6.	Scalability of the Solution	As its readership expands, the blog can easily accommodate increased traffic and engagement by optimizing web hosting, content delivery, and community-building strategies. Additionally, scalability is enhanced through the potential to introduce new revenue streams, such as additional premium courses, e-books, and yoga-related services, to meet the evolving needs and interests of a growing audience.