**Ideation Phase**

**Defining the Problem Statements**

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| **Date** | **27-09-2023** |
| **Team ID** | **4126** |
| **Project Name** | **Personal Blog On IBM Cloud Static Web App** |

**Personal Blog On IBM Cloud Static Web App**

**Problem Definition and Design Thinking**

**Introduction**

The task at hand is to create a personal blog, which has never been easier. Whether you want to share your thoughts, experiences, or expertise with the world, having an online platform is essential. However, not all hosting solutions are created equal, and this is where IBM Cloud's Static Web App service comes into play.

In this blog, we'll embark on a journey to explore the capabilities of IBM Cloud's Static Web App service and how it can be leveraged to build and host a personal blog. IBM Cloud, with its robust infrastructure and developer-friendly tools, offers an ideal environment for web application deployment.

**Problem Statement:**

Objective: Travel bloggers aiming to establish a static website hosted on the cloud encounter the challenge of differentiating themselves in a saturated online travel content market. They often lack a clear strategy to create an engaging and informative platform that effectively captures the essence of their adventures. This results in difficulties in attracting and retaining an audience, as well as difficulties in optimizing their website for reliable and scalable cloud hosting.

**Key Challenges:**

1. Content Differentiation : The online travel content market is saturated with numerous travel blogs and websites. Travel bloggers struggle to stand out in such a crowded space.

2. Content Strategy:

Lack of Clear Strategy: Many travel bloggers lack a well-defined strategy for creating content that effectively differentiates them and engages their audience. Without a clear plan, they may produce generic or scattered content.

3. Audience Engagement:

Capturing Essence: Bloggers need to capture the essence of their adventures in a way that resonates with their target audience. Failing to do so makes it challenging to engage readers and keep them interested.

4. Audience Retention:

Difficulty Retaining Audience: If the content doesn't continuously engage and provide value to readers, travel bloggers may struggle to retain their audience over time.

5. Technical Challenges:

Cloud Hosting Optimization: Optimizing a static website for reliable and scalable cloud hosting can be technically challenging, especially for those who are not experienced in web development and cloud infrastructure..

**Design Thinking Approach**

**Empathize:**

- Start by understanding the needs and preferences of your target audience. Conduct surveys or interviews to gather insights into what potential readers are looking for in a personal blog.

- Speak with experienced bloggers and experts in web development to gain a deeper understanding of the challenges and best practices.

**Action :**

* Segment your audience based on demographics, interests, and travel preferences. Consider factors like age, gender, travel experience, and interests in adventure, luxury, budget, or cultural travel.
* Create detailed user personas that represent different segments of our audience. Give each persona a name, background, and characteristics.

**Define:**

Clearly define the key challenges and goals of our personal blog. This might include aspects like content creation, customization, SEO, or traffic generation.

**Action :**

* Clearly define the primary purpose of our travel blog. Is it to share personal experiences, provide travel tips, promote destinations, or something else?
* Set specific goals for our blog, such as the number of monthly visitors, engagement metrics, or revenue targets (if monetization is a goal).

**Objectives:**

- Objective: Clearly define the primary challenges and goals of creating a personal blog on IBM Cloud's Static Web App service.

- Begin the development of the personal blog, incorporating the finalized design and functionality improvements.

**Ideate:**

- Organize brainstorming sessions with a diverse group of team members, including developers, designers, and content creators.

- Encourage participants to generate creative ideas and solutions to address the identified challenges.

**Action :**

* Sketch out potential layouts and designs for your blog's homepage and individual posts.
* Think about the user journey—how readers will navigate through your blog and find relevant content.
* Explore the use of visuals, such as images and videos, to enhance the user experience and storytelling.Consider the overall aesthetic and branding of your blog, including color schemes and fonts.

**Prototype**

- Develop low-fidelity prototypes of our personal blog using static site generators and design tools.

- Create digital mock-ups or wireframes that visualize the proposed solutions.

**Action :**

**Test**

- Conduct user testing sessions with potential readers and stakeholders to gather feedback on our prototypes.

- Make iterative changes and improvements based on the feedback received.

**Action :**

* Use website performance testing tools like Google PageSpeed Insights or GTmetrix to evaluate the loading speed and overall performance of your blog.
* Optimize images and other media to reduce load times.
* Test your website on various devices and browsers to ensure compatibility.

**Implement**

- Begin the actual development of our personal blog on IBM Cloud's Static Web App service, incorporating the solutions and features identified during the design thinking process.

- Collaborate closely with our team, including developers, designers, and content creators, to ensure seamless integration of design and functionality.

**Evaluate**

- Launch your blog and continue to gather user feedback through usability testing and analytics.

- Monitor key performance indicators such as user engagement, bounce rates, and page load times

**Iterate**

- Use feedback to make continuous improvements to your blog. Implement changes based on user insights and performance data.

- Maintain open channels for feedback, both from users and team members, to support ongoing enhancements.

**Conclusion**

In conclusion, the journey of building a personal blog on IBM Cloud's Static Web App service, guided by design thinking principles, empowers you to transform challenges into opportunities for innovation. By staying user-focused, setting clear objectives, and fostering collaboration, your blog can thrive in the digital landscape, making a meaningful impact on your audience. Happy blogging!