PERSONAL TRAVEL BLOG ON IBM CLOUD STATIC WEB APPS

SUBMITTED BY

DHANUSH B - 732721104012

PHASE 5 SUBMISSION DOCUMENT

PHASE 5 : Project Documentation & Submission

Project Objective:

The objective of this personal travel blog is to create a visually appealing and informative platform to document the user's travel experiences, share stories, photos, and travel tips with a global audience. The primary goal is to inspire and provide valuable information to fellow travelers.

Design Thinking Process:

1.Empathize:

Understanding the target audience, their interests, and travel needs.

2. Define:

Clearly defining the blog's purpose, key topics, and unique selling points.

3. Ideate:

Brainstorming ideas for website design, features, and content types.

4. Prototype:

Creating a rough sketch or wireframe of the website layout.

5. Test:

Gathering feedback from potential users to refine the design and content strategy.

Development Phases:

1.Planning:

Defining the blog's niche, target audience, and content strategy.

2. Design:

Creating a visual design concept for the website, including the logo and color scheme.

3. Content Creation:

Writing engaging travel articles, selecting high-quality images, and preparing multimedia content.

4. Website Development:

Building the blog using a content management system (CMS) like WordPress or custom development.

5. SEO and Marketing:

Optimizing the blog for search engines, setting up social media profiles, and planning marketing strategies.

6. Testing and Feedback:

Testing the website's functionality, navigation, and responsiveness on various devices.

7. Launch:

Making the blog accessible to the public.

8. Ongoing Maintenance:

Regularly updating content, monitoring performance, and addressing technical issues.

Website Structure:

The blog should have a well-structured layout, including:

✓ Home page with featured posts.
✓ Categories or destinations page.
✓ Individual blog posts with text, images, and possibly videos.
✓ An about page to introduce the author.
✓ Contact page for user inquiries.
✓ Search functionality and social media links.
✓ Comment section for user engagement.

Content Creation:

1. High-quality travel articles with engaging narratives.
2. Stunning photographs and videos.
3. Travel itineraries, tips, and recommendations.
4. Personal anecdotes and insights.
5. User-generated content (e.g., guest posts, comments).

Technical Implementation Details:

Domain and Hosting:

Register a domain name and choose a reliable web hosting service.

Content Management System (CMS):

Select and configure a CMS, if not custom-built.

Design:

Use a responsive and visually appealing theme.

SEO:

Optimize for search engines with relevant keywords, meta descriptions, and structured data.

Security:

Implement security measures to protect the blog from cyber threats.

Performance:

Optimize loading times and image sizes for a smooth user experience.

Mobile Responsiveness:

Ensure the blog is accessible on various devices.

Analytics:

Set up tools like Google Analytics to monitor traffic.

Backup and Updates:

Regularly backup the website and update plugins or themes.

Social Sharing:

Enable social sharing buttons for easy content sharing.

User Interface (UI) Screenshots:

Unfortunately, I can't provide screenshots or images in this text-based format, but you can easily capture screenshots of your blog's UI by using the print screen function on your computer or mobile device.