

Project: Personal Blog on IBM cloud static Web APP

Phase 1: Problem Definition and Design Thinking

Submitted By:

Sahaya Amir Vishwa M

Eugene Ebenezer A

Sooriya R.C

Stalin J

Santhiyagu Jeffrin C

Praveen S

The project is to create a personal travel blog hosted on IBM Cloud Static Web Apps. The goal is to share travel adventures, tips, and captivating photos to inspire others to explore the world and create unforgettable memories. This involves designing the blog structure, creating engaging content, setting up the IBM Cloud Static Web Apps, and ensuring ease of updating the blog.

Problem Definition:

The project aims to establish a personal travel blog hosted on the IBM Cloud Static Web Apps platform. The primary objective is to share engaging travel stories, practical tips, and captivating photographs from various journeys, inspiring readers to explore the world and create unforgettable memories. This initiative involves designing the blog's structure, curating high-quality content, setting up the hosting infrastructure on IBM Cloud, and implementing an efficient content management system to facilitate easy updates and maintenance.

Design Thinking:

Empathize: Understand Your Audience

- Begin by empathizing with your potential readers. Who are they? What are their interests and needs? What kind of content would resonate with them?
- Conduct user research by seeking feedback from potential readers or conducting surveys to gain insights into their preferences and expectations.

Define: Clearly Define the Purpose and Goals

- Based on your understanding of your audience, define a clear and concise purpose for your blog. What do you want to achieve with it?

- Set specific goals, such as the number of monthly readers, engagement metrics, or the impact you want your blog to have on readers.

Ideate: Generate Content Ideas

- Brainstorm a variety of content ideas that align with your blog's purpose and goals. This could include travel stories, tips, photo galleries, and interactive maps.
- Encourage creative thinking and consider how you can differentiate your blog from others in your niche.

Prototype: Create a Blog Structure

- Develop a rough structure for your blog that incorporates the content categories you've ideated. Sketch out the layout, navigation, and key sections.
- Create wireframes or simple mock-ups to visualize how your blog might look and function.

Test: Get Feedback

- Share your prototype or wireframes with potential readers or peers for feedback. Ask them about the usability, layout, and overall user experience.
- Use this feedback to refine your blog's structure and design.

Iterate: Refine and Enhance

- Based on the feedback received, iterate on your blog's design and structure. Make improvements and adjustments as necessary.
- Continue to gather feedback at various stages of development to ensure your blog meets user expectations.

Implement: Build Your Blog

- Once you've refined your blog's design and structure, proceed with the implementation phase. Create the actual web pages and content.
- Use IBM Cloud Static Web Apps to host your blog and configure domain settings if you have a custom domain.

Evaluate: Monitor Performance

- After launching your blog, continuously evaluate its performance. Monitor metrics like traffic, user engagement, and reader feedback.
- Make data-driven decisions to improve your blog's content and user experience.

Throughout this design thinking process, keep your readers at the center of your decisions. Consider their preferences, needs, and feedback to create a personal blog that resonates with and inspires your audience. Don't hesitate to iterate and refine your blog as you gain more insights and feedback from your readers over time.

