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**Cloud Application Development- Group 1**

**Project 1: Personal Blog on IBM Cloud  
Static Web Apps**

**Phase 5: Project Documentation and  
Submission**

## **Project Summary: Personal Blog**

### **Blog name: "Travel Tales"**

#### **Objective:**

The "Travel Tales" project aimed to create a captivating and user-friendly travel blog that shares inspiring travel stories, captivating photos, and travel-related information. The primary objective was to provide a seamless user experience, a smooth navigation system, and a contact feature for user interaction.

The primary objective of this project is to create a visually appealing and user-friendly travel blog titled "Travel Tales" and deploy it on IBM Static Cloud. "Travel Tales" will serve as a platform for sharing engaging travel stories, captivating photos, and travel-related information with the audience. The project aims to provide a seamless user experience, a smooth navigation system, and a contact feature for user interaction.

#### **Design Thinking Process:**

##### **Empathize:**

The design process begins with understanding the target audience's needs and preferences. In this case, the audience includes travel enthusiasts and those seeking travel inspiration.

##### **Define:**

Create a visually appealing blog with captivating images and travel stories. Implement a smooth navigation system, including a user-friendly menu bar. Provide a contact option to enable interaction with the audience.

##### **Ideate:**

During this phase, ideas and concepts are generated for the blog's design and structure:

Consider various design elements, such as color schemes and typography.

Brainstorm ideas for layout and structure, including the home page and individual blog posts.

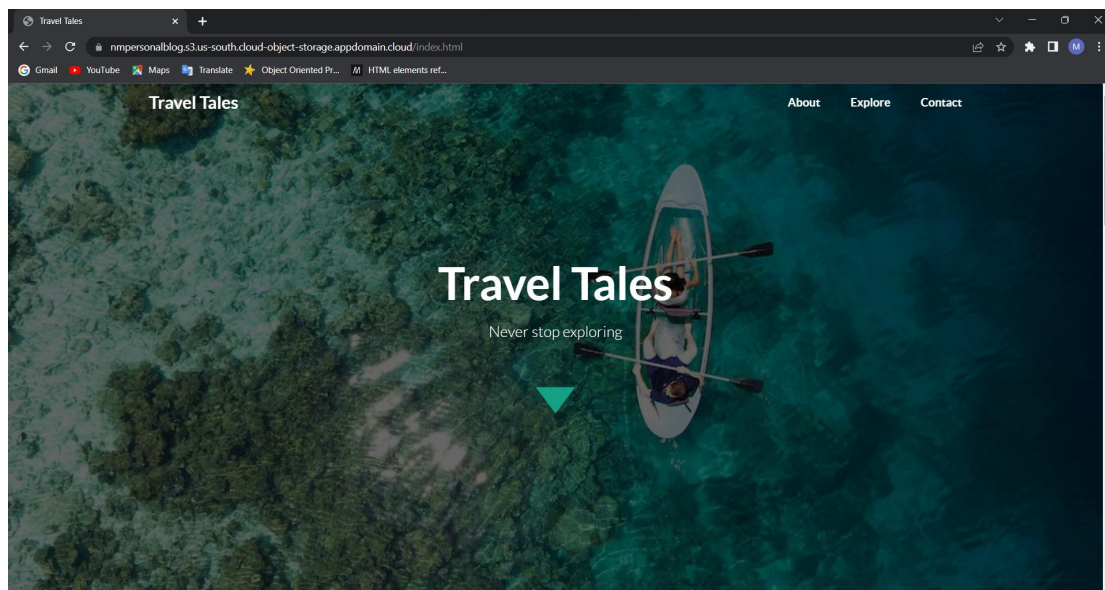
### **Website Structure:**

The Travel Tales Blog website is organized with a clean and straightforward structure designed to provide an excellent user experience. Here is an in-depth breakdown of its structure:

#### **Homepage:**

**Objective:** The homepage serves as the central hub, providing users with an overview of available content and easy navigation to explore blog posts.

**Navigation Links:** The homepage features navigation links that lead users to individual blog posts, categorized by various travel destinations and experiences. These links are prominently displayed, making it simple for users to choose their preferred travel story.



#### **Individual Blog Posts:**

**Objective:** Each blog post is an immersive experience, sharing a unique travel story, captivating photos, and personal insights.

**Content and Images:** Each blog post consists of detailed content written in Markdown format, enabling easy editing and maintenance. The use of Markdown also allows for straightforward formatting, including

headings, lists, and embedded images, providing an engaging reading experience for visitors.

**Categories:** Blog posts are categorized based on travel destinations and experiences, making it convenient for users to find content that aligns with their interests.

### Navigation Bar:

**Objective:** The navigation bar is a persistent element that enhances the user experience by providing seamless navigation across the website.

**Menu Items:** The navigation bar features menu items that direct users to different sections of the website, including the homepage and individual blog posts. It ensures that users can easily switch between pages without having to return to the homepage.



### Contact Options:

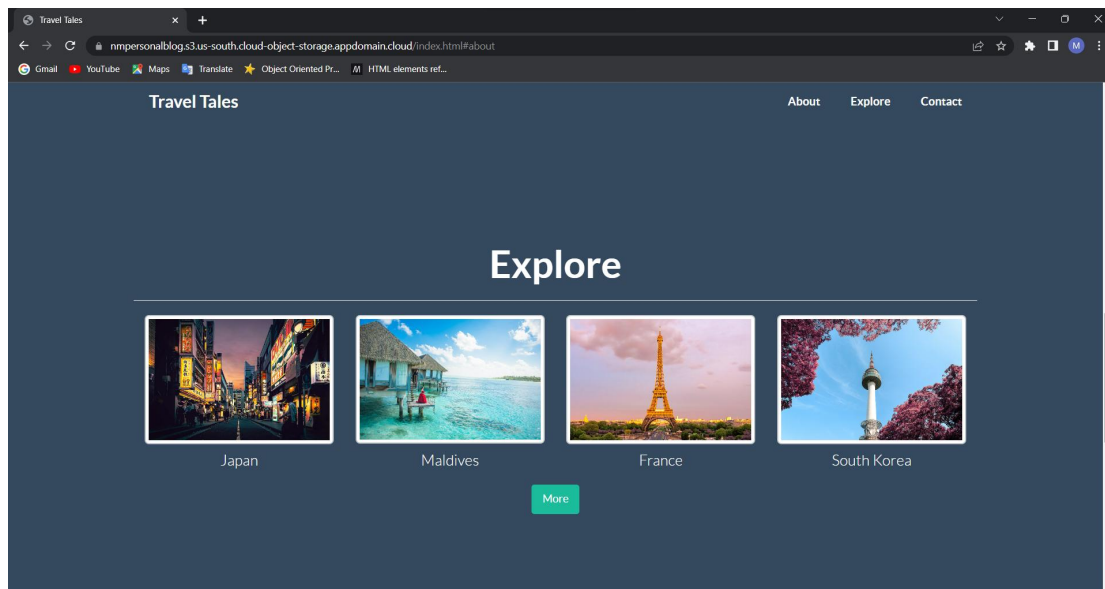
**Objective:** Providing contact options allows for user engagement, feedback, and communication.

**Contact Form:** The website offers a contact form or email link that enables users to get in touch with the website owner, share their own travel stories, or provide feedback. This direct communication channel enhances user interaction.

A screenshot of a web browser showing a contact form titled 'Get In Touch'. The form has a dark blue header with 'Travel Tales' and navigation links 'About', 'Explore', and 'Contact'. The main content area is light gray and contains the title 'Get In Touch' in a large, bold, dark blue font. Below the title, there is a label 'Email address' above a text input field with the placeholder 'Email'. Below that is a label 'Message' above a larger text area with the placeholder 'Message'. At the bottom of the form is a dark blue 'Submit' button. The footer of the page is dark blue and contains the text 'Copyright © Travel Tales 2023'.

## Explore Page:

- The "Explore" page is designed to provide users with a list of blog titles that link to their respective blog posts. It enables easy navigation and discovery of travel stories.
- The page includes a list of blogs with clickable titles and brief descriptions. Users can click on a blog title to access the full blog post.
- The page is built using HTML and CSS. The list of blogs is generated dynamically from the content management system.
- Users can interact by clicking on blog titles to read the full travel stories.

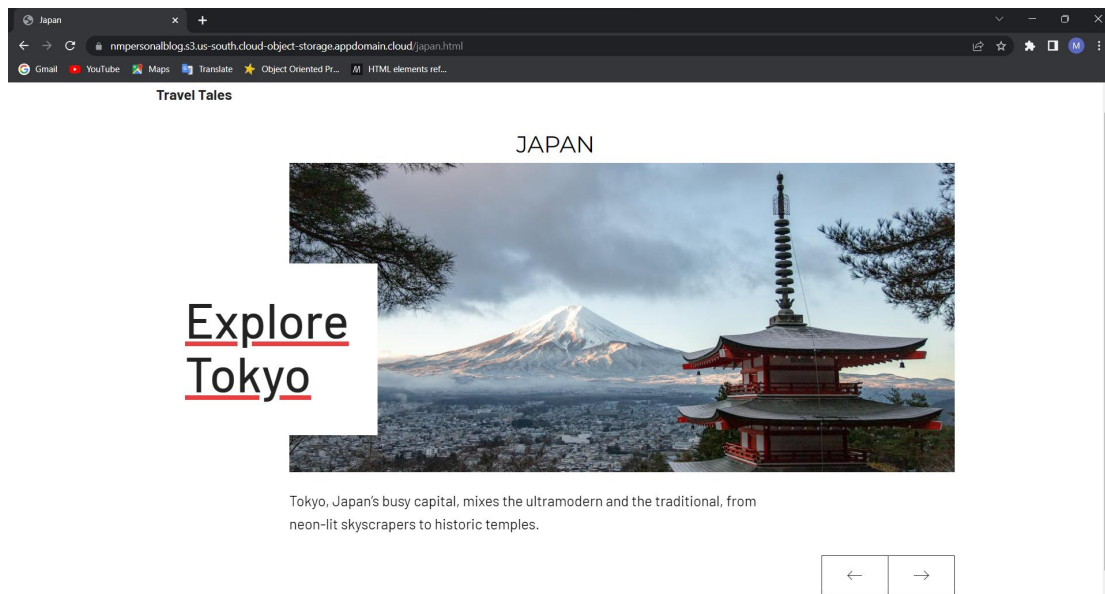


## Content Creation:

### **Blog Posts:**

**Objective:** Content creation for the Travel Tales Blog is at the heart of the project, as it aims to inspire, inform, and entertain visitors with captivating travel stories and experiences.

**Markdown Format:** Blog posts are authored in Markdown format, which offers a straightforward way to create and edit content. This format provides a consistent structure with easy-to-use features such as headings, bullet lists, and hyperlinks.



**Engaging Content:** Each blog post is carefully crafted with engaging narratives, travel anecdotes, and personal reflections. Descriptive language, vivid imagery, and storytelling techniques are employed to transport readers to the featured travel destinations and experiences.

**High-Quality Images:** Visual storytelling is a key component of each blog post. High-quality images that accompany the content are carefully selected to immerse readers in the journey. These images are usually sourced from the author's own travels or reputable image repositories.

### **Technical Details:**

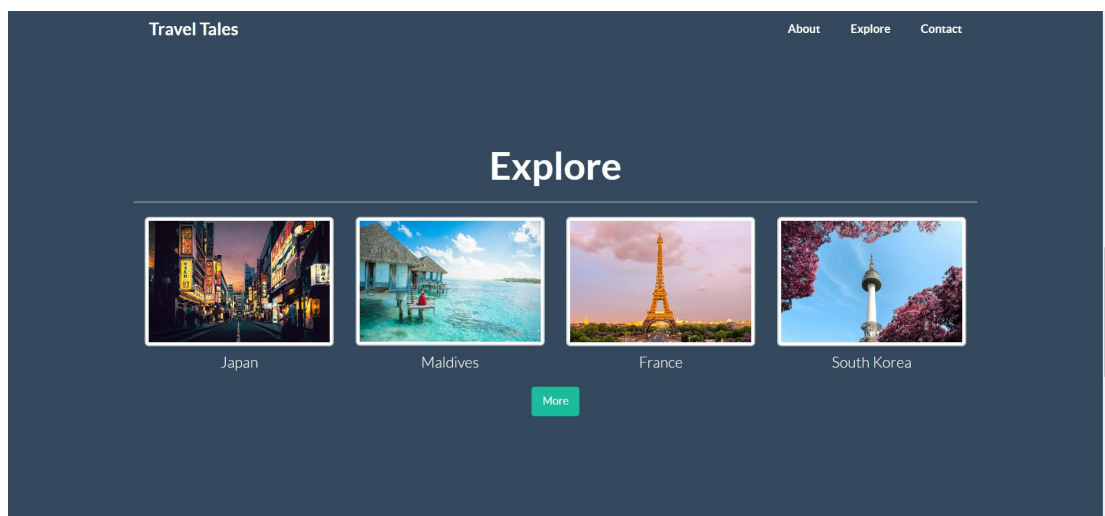
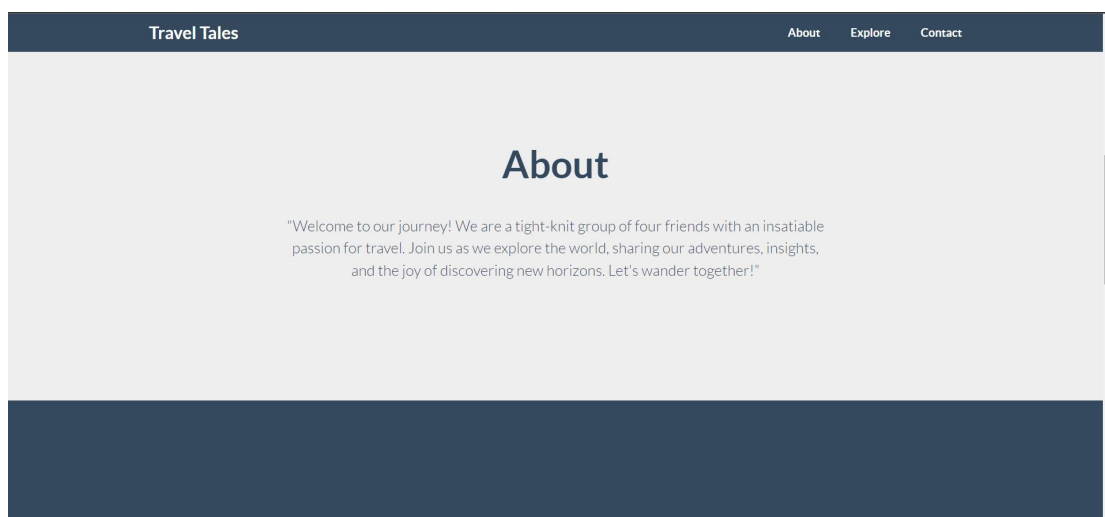
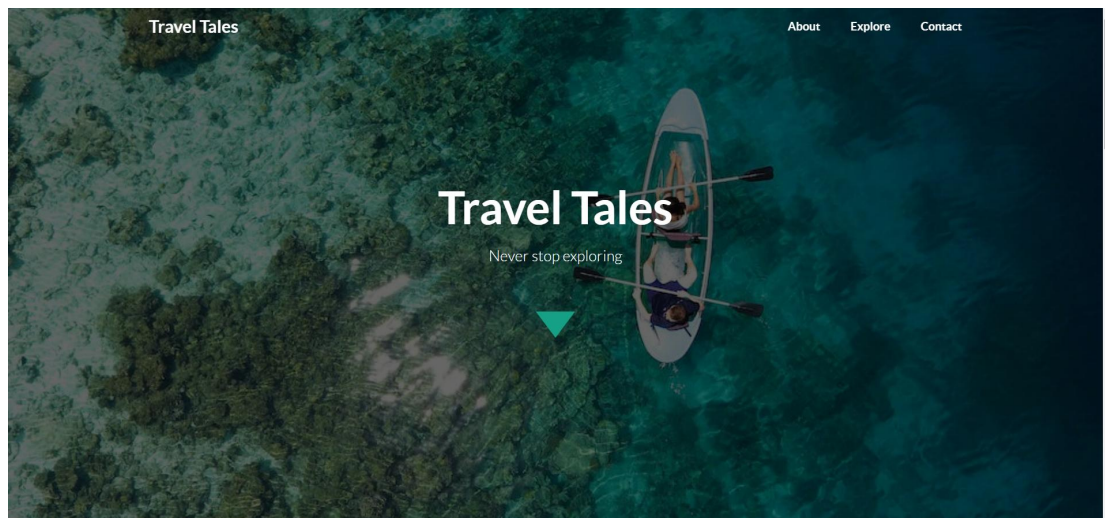
The blog was built using HTML and CSS for structure and design.

A smooth navigation system was implemented, enhancing the user experience.

Content is editable using Markdown (.md) files, making it easy to update and manage.

**Deployment:** The "Travel Tales" travel blog was successfully deployed on IBM Static Cloud, making it accessible to a global audience.

## Entire blog Screenshots:





Travel Tales

About

Explore

Contact

Get In Touch

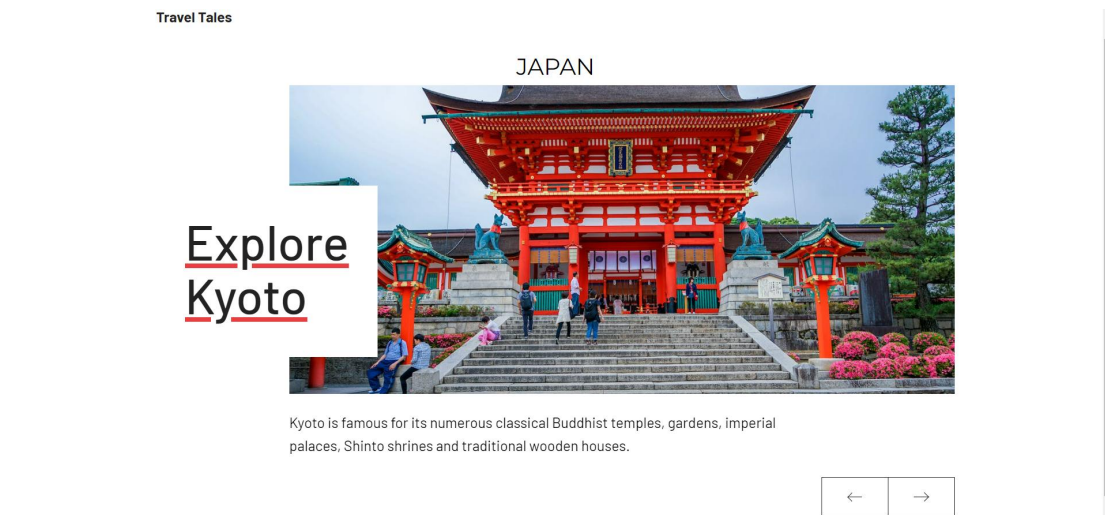
Email address

Email

Message

Submit

Copyright © Travel Tales 2023



### Conclusion:

"Travel Tales" Personal Blog is a well-designed and user-focused travel blog that accomplishes its objective of inspiring and engaging travel enthusiasts. The smooth navigation, captivating content, and interactive features contribute to a memorable user experience. With its deployment on IBM Static Cloud, "Travel Tales" is accessible to a broad audience, offering a wealth of travel inspiration and stories.