**PERSONAL BLOG ON IBM CLOUD STATIC WEB APPS**

**PROBLEM DEFINITION:**

The problem statement for this project is to create a personal travel blog hosted on IBM Cloud Static Web Apps. The blog's primary purpose is to share travel adventures, tips, and captivating photos with the goal of inspiring others to explore the world and create unforgettable memories.

**DESIGN THINKING:**

**Content Planning:**

For our travel blog project, it's essential to define our niche and target audience while planning content categories like destination guides, travel tips, and personal stories. We conduct keyword research, create a content calendar, and choose content types. We prioritize high-quality visual content, maintain a consistent writing style, and plan for audience engagement and promotion. We optimize content for SEO and, if desired, strategize for monetization through affiliate marketing or sponsored content. We commit to a regular posting schedule, incorporate evergreen content, and use analytics to refine our content strategy. This approach ensures the creation of an impactful and engaging travel blog tailored to our audience's needs and interests.

**Content Creation:**

In our project, we will create compelling travel stories, offer valuable travel tips, and curate stunning photos from our journeys. These elements are at the heart of our blog, designed to engage, educate, and captivate our readers, inspiring them to embark on their adventures with the insights and experiences we share.

**Website Design:**

In the website design phase, we will focus on crafting an aesthetically pleasing and user-friendly layout for our travel blog. We will utilize HTML and CSS to create a visually engaging and responsive design that ensures a seamless experience across various devices. Additionally, we may incorporate JavaScript to add interactive elements that enhance user engagement and navigation on our blog. The design will prioritize easy navigation, clear categorization of content, and a visually appealing presentation of our travel stories, tips, and photos. Our goal is to create a visually compelling platform that not only showcases our adventures but also provides a seamless and enjoyable reading experience for our audience.

**IBM Cloud Setup:**

In this phase of our project, we will establish our online presence by setting up an IBM Cloud account and creating a Static Web App to host our travel blog. This pivotal step involves configuring the project settings, connecting our blog's GitHub repository, specifying build parameters, and allowing for potential custom domain configuration. With IBM Cloud Static Web Apps, we ensure a reliable and scalable hosting environment for our blog, laying the foundation for our travel storytelling and engagement with a global audience.

**Content Management:**

In our project, we have selected Strapi as the content management system (CMS) for our travel blog. Strapi offers unparalleled flexibility and customization, allowing us to tailor content types to match the diverse nature of our blog, from articles and travel destinations to multimedia elements. With its API-first approach, Strapi not only streamlines content management for our blog but also opens up possibilities for future expansion across various platforms. Its robust authentication and role-based access control ensure the security of our data. Strapi's extensive plugin system further enables us to extend functionality as needed. This choice of Strapi as our CMS empowers us to curate and deliver content to our audience in a dynamic and tailored manner, enhancing the overall user experience.