## **Project title : Personal Blog on IBM Cloud Static Web Apps**

Problem Definition and Design Thinking Document

Problem Definition:

The project's main objective is to create a personal travel blog hosted on IBM Cloud Static Web Apps. This blog aims to share travel experiences, tips, and visually appealing photos to inspire and assist others in exploring the world and creating unforgettable memories. The project can be divided into the following key components:

Design Thinking:

To successfully address this problem, we will follow a structured approach through the following phases:

1. Content Planning:

- Understand the Audience: Identify the target audience for the blog (e.g., fellow travelers, adventure enthusiasts, family and friends).

- Define Content Categories: Plan the blog's structure, including sections for travel stories, travel tips, photo galleries, and possibly an interactive map displaying visited locations.

- Content Calendar: Create a content calendar outlining when different posts will be published to maintain a consistent flow of content.

2. Content Creation:

- Research and Personal Experiences: Gather information from personal travel experiences, research, and interviews with other travelers.

- Engaging Stories: Craft engaging and informative travel stories that transport readers to the destinations.

- Practical Tips: Share practical travel tips, including budgeting, packing, and cultural insights.

- Captivating Photos: Curate and edit high-quality photos that enhance the visual appeal of the blog.

3. Website Design:

- User-Centric Design: Create an aesthetically pleasing and user-friendly layout that prioritizes a seamless user experience.

- HTML, CSS, and JavaScript: Utilize these technologies to build the website, with a focus on responsive design for various devices.

- Interactive Elements: Incorporate interactive elements, such as a user-friendly navigation menu, photo sliders, and a dynamic map displaying visited destinations.

4. IBM Cloud Setup:

- Account Creation: Sign up for an IBM Cloud account if not already done.

- Static Web App Creation: Create a Static Web App on IBM Cloud to host the travel blog.

- Domain Setup: Configure a custom domain name for the blog if desired, ensuring a professional and memorable web address.

- Security: Implement security measures to protect the website from potential threats.

5. Content Management:

- CMS Selection: Choose a suitable Content Management System (CMS) or static site generator that aligns with the project's requirements. Options like Jekyll, Hugo, or a headless CMS may be considered.

- Content Upload and Updates: Populate the blog with content, and establish a workflow for easily adding new blog posts, updating existing content, and managing comments (if enabled).

- SEO Optimization: Implement SEO best practices to ensure the blog is discoverable by search engines.

- Performance Optimization: Optimize the website's performance for faster loading times and a smoother user experience.

- Backup and Version Control: Implement regular backups and version control to safeguard content and track changes.

Next Steps:

1. Conduct thorough research on target audience preferences and competitor analysis to refine content strategy.

2. Create wireframes and design mockups for the website layout and interactive elements.

3. Begin the development of the website using HTML, CSS, and JavaScript.

4. Set up an IBM Cloud account and create the Static Web App.

5. Evaluate and select an appropriate CMS or static site generator.

6. Start content creation and upload, adhering to the content calendar.

7. Implement security measures and SEO optimization.

8. Monitor and gather feedback for continuous improvement.

9. Regularly update and maintain the blog.

This approach combines creative content creation, thoughtful web design, secure hosting, and efficient content management to ensure the successful creation of a personal travel blog that engages and inspires its audience.