

# Personal Blog On IBM Cloud Static Web Apps

Date	30 September 2023
Team ID	3420
Team Name	Proj_227259_Team_1
Project Name	Personal blog on IBM cloud static web apps

## Problem Definition:

- 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.

## Design thinking :

Personal blog  
Empathize &  
Discover

### Personal Blog Empathy Map canvas

#### 1. Define Your Target Audience:

- Who are your ideal readers? Be specific about demographics (age, gender, location, etc.) and psychographics (interests, behaviors, values).

#### 2. Identify Their Needs:

- What problems or challenges are your readers facing? Try to list their pain points and aspirations related to your blog's niche.

#### 3. Understand Their Goals:

- What are your readers trying to achieve by visiting your blog? Consider both short-term and long-term goals.

#### 4. List Their Obstacles:

- What obstacles or barriers might they encounter in achieving their goals? These

could be internal (e.g., lack of knowledge) or external (e.g., time constraints).

### 5. Explore Their Emotions:

- How do your readers feel when they face these challenges or obstacles? Are they frustrated, anxious, excited, hopeful, or something else?

### 6. Define Their Influences:

- What sources of information or inspiration do your readers turn to? This could include books, websites, influencers, or social media.

### 7. Create Empathy Statements:

Based on the information gathered above, create empathy statements that capture your understanding of your readers' experiences and emotions. For example:

- "I understand that my readers are busy professionals who struggle to find time for self-improvement."
- "My readers are looking for practical solutions to their problems and want to feel inspired and motivated."
- "They often feel overwhelmed and uncertain when trying to make important decisions in their lives."

#### 8. Validate Your Assumptions:

To ensure your empathy canvas is accurate, consider conducting surveys, interviews, or audience research to gather direct feedback from your readers. This will help you refine your understanding of their needs and emotions.

#### 9. Use the Empathy Canvas to Inform Content:

Now that you have a better understanding of your audience's needs and emotions, define your target audience:

- Who are your ideal readers? Be specific about demographics (age, gender, location, etc.) and psychographics (interests, behaviors, values).

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## 9. Use the Empathy Canvas to Inform Content:

Now that you have a better understanding of your audience's needs and emotions, use this information to create blog content that addresses their challenges, provides solutions, and evokes the desired emotions. Tailor your blog posts, articles, and other content to resonate with your audience on a deeper level.

## 10. Iterate and Update:

Regularly revisit and update your empathy canvas as your blog evolves and your audience changes. Stay connected with your readers and adapt your content to continue meeting their needs and expectations.

By creating and using an empathy canvas for your personal blog, you can build a more meaningful and authentic connection with your audience, leading to increased reader engagement and loyalty.

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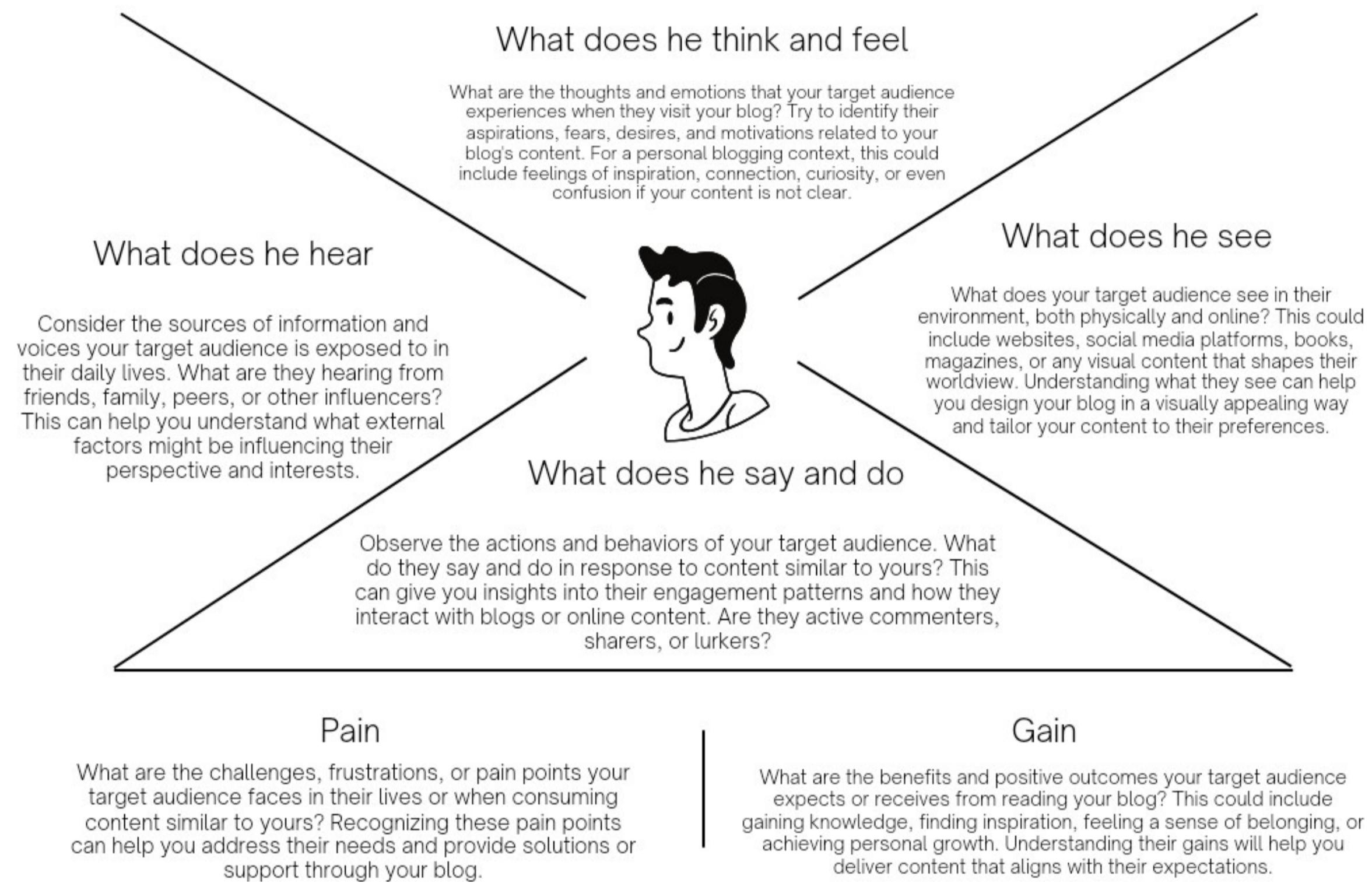
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### Empathy Map

Name: \_\_\_\_\_



# Personal blog

## Brainstorm & Idea Prioritization

### Template

#### Brainstorm & Idea Prioritization personal Blog:

A personal blog is a website or online platform where an individual, often referred to as a blogger, shares their thoughts, opinions, experiences, and expertise on various topics of interest. It is a digital space for individuals to express themselves, connect with readers, and potentially build a community around their interests.

Personal blogs are typically written from a first-person perspective, allowing bloggers to share their personal experiences, insights, and viewpoints on a wide range of subjects.

#### Step 1: Define Your Blog's Purpose

Decide what your personal blog will be about. It could be related to your hobbies, experiences, travel, or any other topic you're passionate about.



#### Step 2: Choose a Blogging Platform

Select a platform to host your blog. Popular options include WordPress, Blogger, and Medium. For this example, let's use WordPress.

### Step 3: Set Up Your Blog

Sign up for a WordPress.com account.  
Choose a domain name (e.g.,  
yourname.wordpress.com). Select a theme that suits  
your blog's style.

### Step 4: Create Content

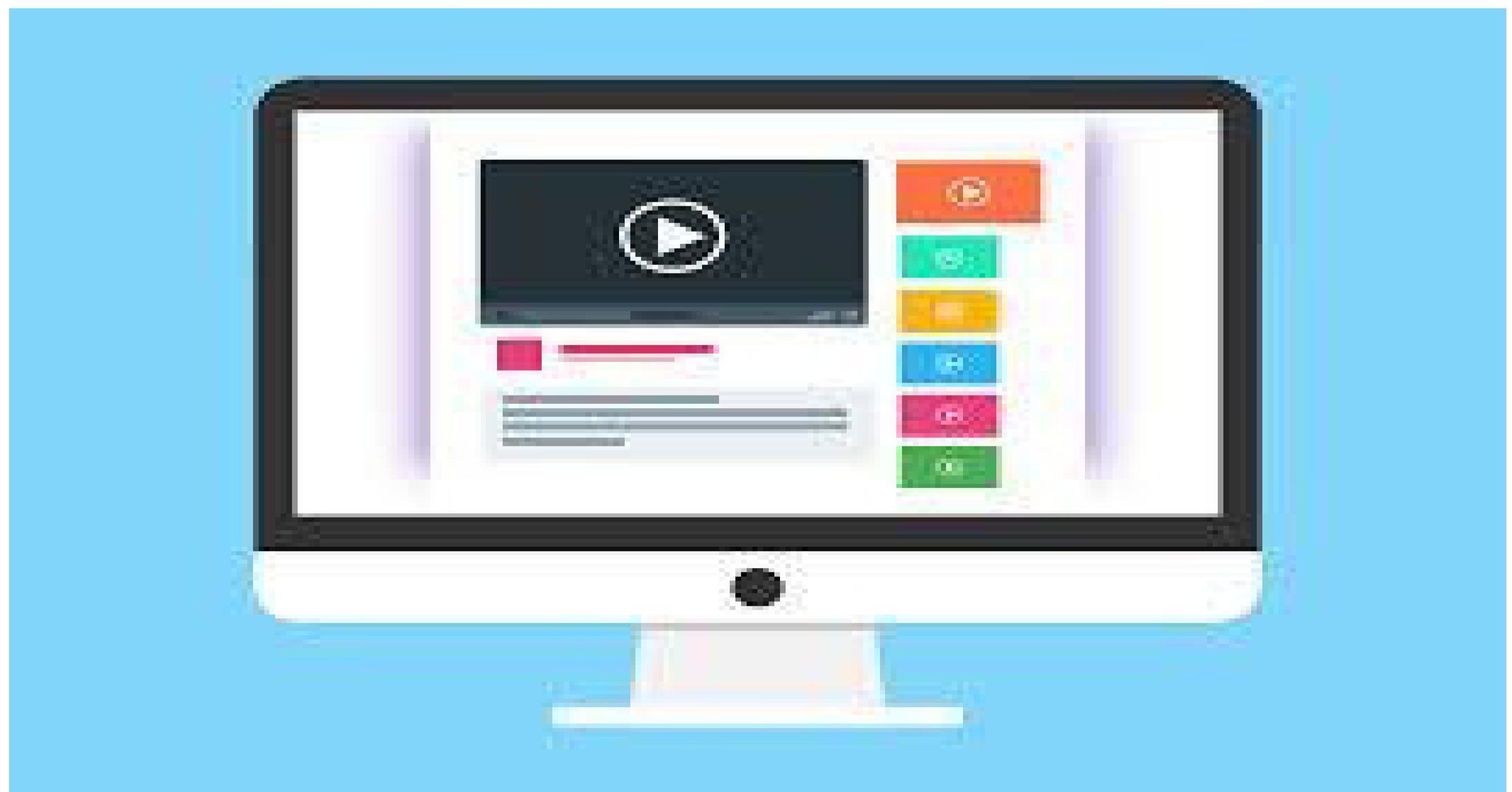
Start writing blog posts. Here's an example:

Title: "My Adventures in Hiking"

Post Content:

### Step 5: Add Media

Enhance your blog with images and videos. Insert relevant photos from your hiking trip to make your blog visually appealing.



### Step 6: Customize and Publish

Personalize your blog by customizing fonts, colors, and layout. Once you're satisfied, hit the "Publish" button to make your blog post live.

### Step 7: Promote Your Blog

Share your blog posts on social media, and engage with your readers through comments and discussions.

### Step 8: Keep Writing

Consistency is key. Keep writing new blog posts to keep your audience engaged and attract more readers.

# Problem Statement of personal blog

Problem Statement(PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Student	Achieve their academic goals	Feeling overwhelmed	Of the pressures of university	Stressed and depressed
PS-2	Teacher	Help students succeed	Feeling overwhelmed by the demands of job	The work was very hard	Frustrated and undervalued
PS-2	Manager	Help employees succeed	Feeling overwhelmed	By the demands	Ineffective
PS-3	seller	Make sales	Which is noteasy	Work hard to relationship with consumers	Frustrated and discouraged

## Problem statement 1



## Problem statement 2



## Problem statement 3



## Problem statement 4

