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

**Project Definition:**

The Personal Blog Project aims to create an engaging online platform for sharing travel experiences, tips, and recommendations. It seeks to inspire and inform readers about various destinations while providing a space for personal reflection and storytelling.

1. **Objectives:**

* Increase the blog's readership and reach a wider audience.
* Provide high-quality, informative, and engaging travel content.
* To establish an active and supportive community of travel enthusiasts.

1. **Audience Analysis:**

* Target Audience: Define the primary and secondary target audience demographics, interests, and preferences.
* Audience Needs: Summarize the key insights gathered during the empathize stage regarding user expectations and pain points.

1. **Content Strategy:**

* Travel story:Share your personal travel experiences, including challenges, and memorable moments. Include photos.
* Travel Tips and Guides: Create informative guides on various aspects of travel, such as packing tips, budgeting advice, destination guides, and travel safety.
* Community Engagement: Encouraging readers to share their own travel stories and tips in the comments section.

1. **Design Considerations:**

* Visual Design: Outline the blog's visual identity, including branding elements, color schemes, typography, and imagery.
* Layout: Define the layout and navigation structure to ensure a user-friendly experience

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* Responsiveness: Ensure the blog is responsive, adapting to various screen sizes.
* User Experience (UX): Describe UX principles for interaction and engagement.

1. **Feedback and Improvement Loop:**

* Continuously gather feedback from your audience through surveys, comments, and social media interactions.
* Use feedback to refine your content, website design, and user experience.

1. **Website Performance:**

Speed Optimization: Implement performance optimization techniques to ensure fast page loading times, including image optimization, content caching.

1. **Project Timeline:**

Phase 1 -Problem Definition and Design Thinking: [21/9/23 - 29/9/23]

Phase 2 - Innovation: [29/9/23 - 7/10/23]

Phase 3 - Development Part1: [7/10/23 - 13/10/23]

Phase 4 - Development Part2: [13/10/23 - 20/10/23]

Phase 5 - Project Documentation & Submission: [20/10/23 - 27/10/23]

**Conclusion:**

This design document serves as a blueprint for creating a personal blog on IBM Cloud Static Web Apps. It outlines the project's objectives, audience analysis, content strategy, feedback and improvement loop, website performance, and project timeline. Following this plan will help ensure a successful blog that resonates with the target audience and achieves its goals.