Project 1: Personal Blog on IBM Cloud Static Web Apps

Phase 2 : Innovation

1.Content Structure:

- Creating a detailed outline for our blog's content structure including categories such as Travel Stories, Tips, Photography, Destinations, etc.
- Developing sample travel stories, and gather captivating photos to visualize how the content will be organized.

2. Content Planning:

- Starting from the beginning of the journey and progressing through each day or significant event. This format allows readers to follow the adventure from start to finish.
- Feature interviews with locals or encounters with interesting people you met during your travels. These stories can provide unique perspectives and insights.
- Adding photo galleries within our blog posts to showcase a series of images related to our travel experiences.
- Using captions or descriptions to provide context or tell a story behind each photo.
- Consider implementing a lightbox or slideshow feature to allow readers to click through the images easily.

3. Website Prototype:

- Creating a simple HTML/CSS prototype using visual studio
- Design the layout, navigation menu, and basic interactive elements (e.g., buttons, links).
- Populate the prototype with sample content to visualize the final result.

4. IBM Cloud Setup:

- Using IBM Cloud Static Web Apps to set up a minimal version of our blog.
- Test the hosting functionality to ensure basic deployment works smoothly for our website.

5. User Testing:

- Share our blog website with a small group of readers or friends.
- Gather feedback on content relevance, ease of navigation, and overall user experience.
- Take note of any suggestions or areas of improvement mentioned by the testers.

6.Technical Testing:

- Test the website on various devices like desktop, tablet, mobile and browsers like Chrome, Firefox, Safari.
- Identify and address any performance or compatibility issues, such as slow loading times or layout problems and ensuring that the blog is mobile-responsive.

7. Feedback Analysis:

- Analyse the feedback received from user testing, paying attention to common themes or recurring issues.
- Prioritize the feedback based on its impact on the user experience and overall goals of the blog.

8. Final Testing:

- Conduct a final round of testing to verify that the blog is fully functional and optimized.

- Test all interactive features, buttons, links and forms.
- Check for any remaining compatibility or performance issues.

9. Launch:

- Once we get satisfied with the blog's design, content, and functionality, we need to launch our blog.
- Configure necessary domain settings or custom URLs.
- Promote the blog on social media to reach our target audience.

Conclusion:

In conclusion, the process outlined above provides a roadmap for the development and launch of a travel blog. By following these steps, we can create a well-structured, engaging and user-friendly platform that not only captures the travel experiences but also connects with our target audience.