

Project Report Format

1.

1.1 Project Overview

The objective of this project is to create a functional and engaging blog website using the WordPress platform. WordPress is a versatile and user-friendly content management system that allows for easy content creation, customization, and management.

1.2 Purpose

Here are some common purposes for starting a WordPress blog:

- Sharing Information: Share your knowledge, expertise, or personal experiences on a particular topic with a wider audience.
- Educating Others: Inform and educate readers about a specific subject, industry, or niche.
- Promoting a Business: Utilize the blog as a marketing tool for your business or services, providing valuable content to attract potential customers.
- Building an Online Presence: Establish an online presence and personal brand, showcasing your skills or interests.
- Earning Income: Monetize your blog through various methods like ads, affiliate marketing, or selling products and services.
- Engaging a Community: Create a platform for like-minded individuals to connect and engage in discussions around a shared interest.
- Documenting a Journey: Chronicle your personal journey, whether it's related to travel, health, lifestyle changes, or any other significant life event.
- Advocacy and Awareness: Raise awareness and advocate for specific causes, social issues, or charity work.
- Networking: Connect with others in your industry or field, potentially leading to collaborations or career opportunities.
- Creative Outlet: Express your creativity and passion for writing, photography, or other creative pursuits.

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

The challenge is to establish an engaging and functional blog using the WordPress platform that meets the specific needs of the target audience, while ensuring seamless navigation, user-friendly design, and compelling content creation and management.



Empathy map

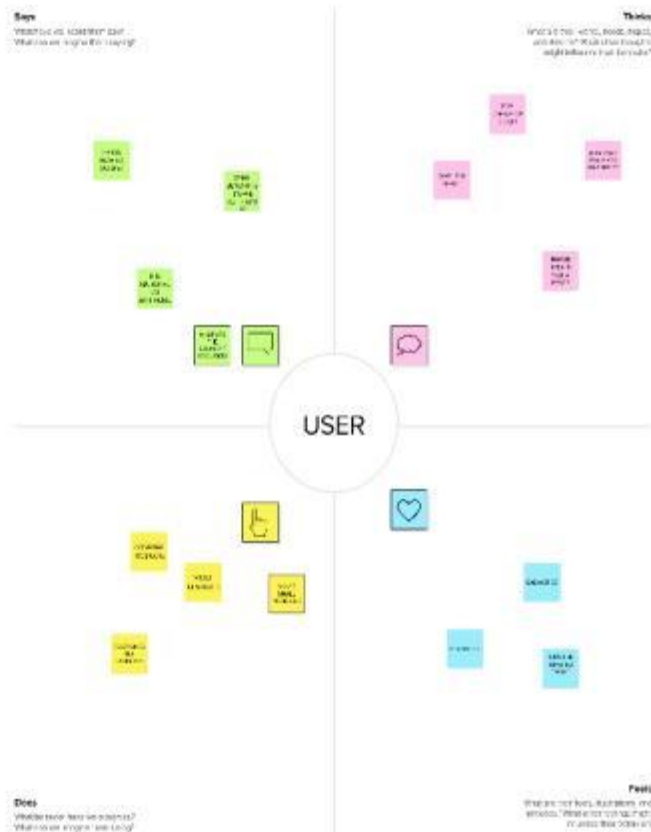
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Show template feedback](#)




Build empathy

The information you add here should be representative of the observations and research you've done about your users.



2.3 Ideation & Brainstorming

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

45 minutes to prepare
1 hour to collaborate
3-8 people recommended

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Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

45 minutes

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

Think about the problem you're focusing on solving in the brainstorming session.

Learn how to use the facilitation tools

Use the FACILITATION SUPERPOWERS to run a happy and productive session.

[Open article](#) →

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

15 minutes

Problem

How might we [your problem statement]?

Key rules of brainstorming

To run an efficient and productive session

1 Stay on topic

2 Defers judgement

3 Go for volume

4 Encourage wild ideas

5 Listen to others

6 If possible, go visual

Brainstorm

We're sharing our ideas that come to mind. How will we use your problem statement?

45 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a conference title label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

45 minutes

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

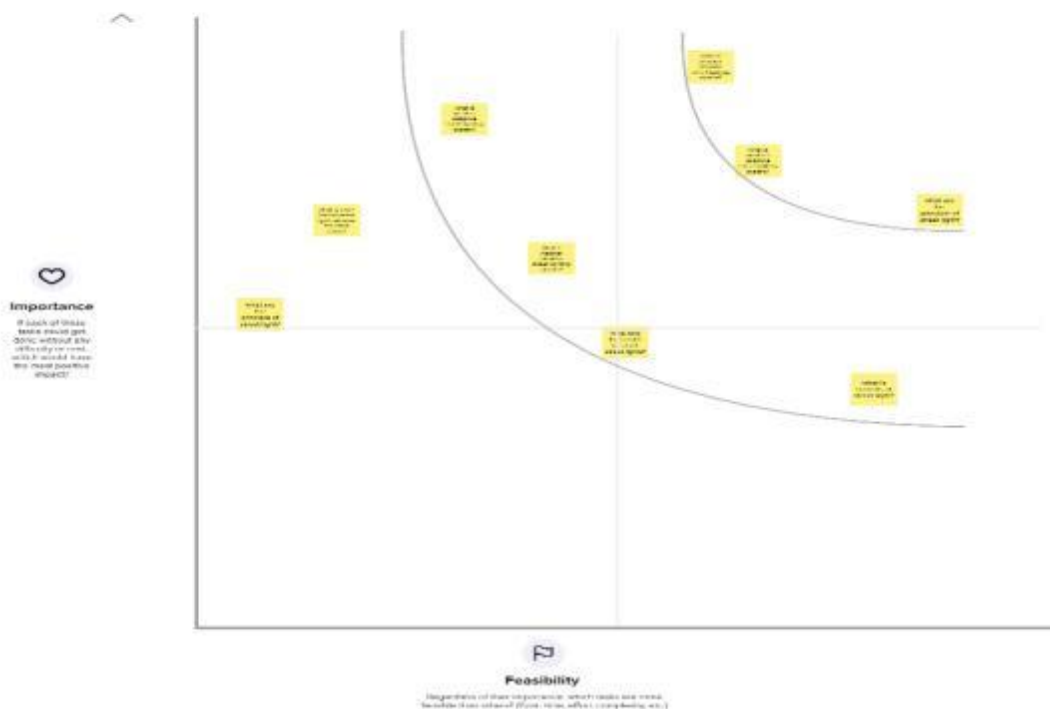
Person 7

Person 8

Prioritize

Your team should all be on the same page about what's important in moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

Ⓒ 29 minutes

[illegible]

2.4 Proposed Solution

Brainstorm: Begin by brainstorming keywords and concepts related to your brand's identity, mission, or product.

Check Availability: Verify the availability of your chosen name as a domain (for a website) and on social media platforms.

Legal Checks: Ensure the name isn't trademarked or used by another company.

Finalize: Select a unique, memorable, and meaningful name that resonates with your brand's values and audience.

Brand Email:

Domain Purchase:

Choose a domain registrar like GoDaddy, Namecheap, or Google Domains.

Search for available domains and purchase the one that matches your brand name or a relevant keyword.

Email Hosting:

Sign up for an email hosting service that allows custom email addresses with your domain (e.g., Google Workspace, Microsoft 365, Zoho Mail).

Follow the setup instructions provided by your chosen email hosting service to configure your custom email addresses (e.g., `contact@yourbrandname.com`).

3. REQUIREMENT ANALYSIS

3.1 Functional requirement

Define your brand's identity, values, and target audience.

Research to ensure your chosen brand name is unique and not trademarked.

Steps:

Open Canva and create a new design.

Use Canva's text tool to experiment with different fonts, styles, and colors to create a visually appealing brand name.

Make sure the brand name aligns with your brand's identity.

Brand Mail (Assuming you mean an email address associated with your brand):

Functional Requirements:

Decide on the email address format (e.g., info@yourbrand.com).

Purchase a domain name that matches your brand name.

Set up an email hosting service (e.g., G Suite, Microsoft 365) to create branded email addresses.

Steps:

Register a domain name through a domain registrar (e.g., GoDaddy, Namecheap).

Sign up for an email hosting service and configure your branded email addresses.

You can design a professional email signature in Canva to match your brand's visual identity.

3 2 Non-Functional requirements

Performance: Ensure that the domain name you choose for your brand is easy to spell, type, and remember. Avoid using special characters or overly long names.

Security: Select a domain registrar and hosting provider that offer robust security features to protect your brand's online presence.

Brand Mail (Email):

Performance: Choose an email hosting service that offers a high uptime guarantee and responsive support. This ensures that your brand's communication is reliable.

Security: Ensure that your email service provider offers strong encryption and spam filtering to protect sensitive information and maintain the integrity of your brand communications.

Scalability: Consider the potential growth of your brand. Make sure the email hosting solution can scale with your needs as your brand expands.

Brand Logo (Design):

Performance: When using a tool like Canva to design your brand logo, ensure you have a fast and reliable internet connection to avoid lag and interruptions during the design process.

Security: Protect your design assets and logo files. Use secure storage solutions, and consider watermarking or encrypting sensitive logo files to prevent unauthorized access.

Scalability: Design your logo in a format and resolution that can be easily scaled for various applications, such as websites, social media, and printed materials.

Additionally, it's important to consider non-functional requirements related to the tools you use, such as Canva:

Performance: Make sure you have a computer or device that can run Canva smoothly. Use a browser with good performance for web-based applications.

Security: Be mindful of the privacy settings of your Canva account and design files. Use strong, unique passwords, and enable two-factor authentication for added security.

Scalability: Canva offers various subscription plans with different levels of features and collaboration options. Choose a plan that scales with your brand's design needs.

4.3 USER STORIES:

1. As a blogger, I want to create a new WordPress blog so that I can share my thoughts and ideas with a global audience.
2. As a content creator, I want to choose a suitable theme for my WordPress blog to reflect my brand and style.
3. As a writer, I want to easily add and edit blog posts in WordPress to keep my content up to date.
4. As a website owner, I want to customize the layout and design of my WordPress blog to make it visually appealing.
5. As a blogger, I want to add multimedia content such as images and videos to my blog posts to enhance the reader's experience.
6. As a site administrator, I want to install essential plugins in WordPress to improve the functionality and performance of my blog.
7. As a blogger, I want to organize my blog posts into categories and tags to help readers find relevant content.
8. As a website owner, I want to optimize my WordPress blog for search engines to increase visibility and attract more readers.

9.As a blogger, I want to enable comments and engage with my readers by responding to their feedback on my blog posts.

7. ADVANTAGES

User-Friendly: Wordpress is beginner-friendly, making it accessible to users with little to no design experience.

Cost-Effective: Wordpress offers free design tools, and their Pro version provides additional features at a reasonable cost.

Templates: Wordpress provides pre-designed logo templates, helping you get started quickly.

Customization: You can personalize your logo with various design elements to match your website identity.

Download Options: Wordpress allows you to download your logo in various formats suitable for web and print.

8.DISADVANTAGES

Limited Customization: Canva's templates have limitations in terms of customization, which may result in generic-looking branding.

Common Elements: Since Canva is widely used, some design elements might be recognizable as Canva-made, reducing uniqueness.

Ownership and Licensing: There may be restrictions on the use of Canva-generated content, and you might not have complete ownership or rights to your designs.

Lack of Professionalism: While Canva can be great for personal projects, it may not convey the level of professionalism expected for certain businesses.

Dependency: Relying solely on Canva may make your brand's identity vulnerable to changes in Canva's services or pricing.

9.CONCLUSION:

The process of establishing a website name, website email, and website logo in wordpress is a pivotal step in defining and presenting your brand identity to the world. It involves careful consideration of your brand's core values, target audience, and visual representation. Once you've selected a brand name that resonates with your mission, secured a domain, and set up custom email addresses, the creation of your brand logo in wordpress allows you to bring your website visual identity to life.

PROJECT LINK:(website link)

WEBSITE LINK: <https://sksubasenthil6.wordpress.com/>

BLOG LINK: <https://sksubasenthil6.wordpress.com/2023/10/19/the-ultimate-wander-list-top-10-must-travel-places/>