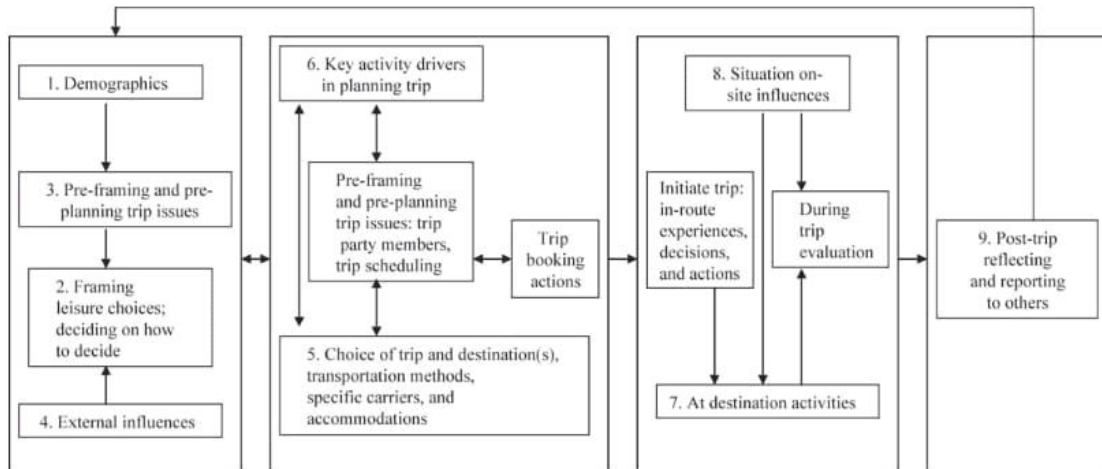


# Travel Blog on IBM Cloud Static Web Apps



**Demo graphics;** for a vlog, or video blog, typically refers to the demographic characteristics of the audience or viewership that the vlogger is targeting or attracting. These demographics provide valuable insights into the type of people who are interested in the vlog's content, which can help vloggers tailor their content to better resonate with their audience. Here's a short explanation of what demo graphics for a vlog might entail:

1. Age: This includes the age range of the vlog's viewers, such as teenagers, young adults, or older individuals.

2. Gender: Understanding the gender distribution of the audience can help vloggers create content that appeals to both male and female viewers or target a specific gender if needed.

3. Location: Knowing where your viewers are located geographically can be useful for tailoring content that might be more relevant to certain regions or time zones.

4. Interests: Identifying the common interests of your audience can guide vloggers in creating content that aligns with their viewers' passions and hobbies.

5. Socioeconomic Status: This includes factors like income level, education, and occupation, which can provide insights into the purchasing power and lifestyle of the audience.

6. Language: Understanding the primary language spoken by your viewers is crucial for creating content in the right language or providing subtitles or translations as needed.

7. Engagement Metrics: Analyzing metrics like watch time, likes, comments, and shares can help vloggers

gauge the level of engagement and satisfaction among their viewers.

"Framing leisure choices" and "deciding on how to decide" are concepts related to decision-making and personal preferences in the context of leisure activities. Here's a brief explanation of each:

### **1. Framing Leisure Choices:**

Framing leisure choices refers to the process of defining, categorizing, or presenting various leisure options or activities in a way that influences how individuals perceive and ultimately choose among them. The framing of choices can significantly impact decision-making in leisure because it shapes how people evaluate the pros and cons of different activities. For example, if a person is presented with the option to spend their free time as either "exploring new hobbies" or "relaxing at home," the framing of these choices may lead them to lean towards one option based on their current mood, preferences, or goals.

### **2. Deciding on How to Decide:**

Deciding on how to decide is a meta-decision, where individuals contemplate and determine their approach to making choices. In the context of leisure activities, this concept involves considering various decision-making strategies, processes, or criteria to help guide one's selection of leisure pursuits. People might ask themselves questions like, "Do I want to decide based on my current mood or long-term goals?" or "Should I consult with friends or family before making a leisure choice?" Deciding on how to decide is an important step in personal decision-making, as it can lead to more informed and satisfying leisure choices.

Pre-framing and pre-planning are two important steps in preparing for a trip or any significant undertaking. They involve setting the stage and laying the groundwork for a successful and well-managed experience. Here's a brief explanation of each:

### **1. Pre-framing:**

- Pre-framing refers to the process of mentally preparing yourself and others for a specific event or situation before it actually occurs.
- It involves setting expectations, establishing a positive mindset, and addressing potential challenges or concerns.
- For a trip, pre-framing might include discussing the purpose of the trip, the goals, and what participants can expect.
- It can also involve discussing potential obstacles or uncertainties and how they will be handled, creating a shared understanding among all involved parties.

### **2. Pre-planning:**

- Pre-planning involves the practical steps and logistics you take to ensure that a trip or project runs smoothly.

- It includes tasks like researching destinations, creating an itinerary, booking accommodations, arranging transportation, and preparing a budget.

- Pre-planning helps you anticipate and address potential issues before they become problems, reducing stress and increasing the chances of a successful trip.

- It's important to consider factors like weather conditions, local customs, and safety precautions during the pre-planning stage.

External influences refer to factors or forces that come from outside an individual, organization, or system and have an impact on their decisions, behavior, or operations. These influences can affect various aspects of our lives and can be categorized into several broad categories:

**1. Social Influences:** These encompass the impact of society, culture, and the people around us. Social influences can include peer pressure, societal norms, cultural values, and expectations from family and friends. For example, the culture of a workplace can influence how employees interact and behave.

**2. Economic Influences:** Economic factors such as inflation, interest rates, job market conditions, and overall economic health can significantly impact individuals and businesses. For instance, high inflation may affect the purchasing power of consumers.

**3. Political Influences:** Government policies, regulations, and political stability can have a profound effect on businesses, industries, and individuals. Changes in tax laws, trade policies, or government subsidies can shape economic and business decisions.

**4. Technological Influences:** Advances in technology, such as the development of new software, automation, or the introduction of disruptive technologies, can drive innovation, change business models, and alter consumer behaviors.

**5. Environmental Influences:** Environmental factors like climate change, natural disasters, and sustainability concerns can impact industries, consumer preferences, and corporate strategies. Companies may need to adapt to these environmental pressures.

Choosing a trip and destination is a personal decision that depends on various factors, including your interests, budget, time available, and travel goals. Here's a brief explanation of how to make these choices:

**1. Interests and Preferences:** Start by considering what types of activities, experiences, and

environments you enjoy. Are you an adventure seeker, a history buff, a nature lover, or a beach bum? Your interests will greatly influence your choice of trip and destination.

**2. Budget:** Determine how much you're willing to spend on your trip. Different destinations have varying costs of living, accommodation prices, and activities. Be realistic about what you can afford, including flights, accommodation, food, and activities.

**3. Time:** Consider how much time you have available for your trip. Weekend getaways, week-long vacations, or extended journeys all require different planning and destination choices. Ensure your chosen destination aligns with the duration of your trip.

**4. Travel Companions:** If you're traveling with family or friends, their preferences and interests should also be taken into account when choosing a destination. Compromise may be necessary to ensure everyone enjoys the trip.

**5. Season and Weather:** Check the weather conditions in your desired destination during your intended travel dates. Some places are best visited during specific seasons to maximize enjoyment and safety.

**6. Safety and Health:** Research the safety and health situation in your chosen destination, especially if you're traveling internationally. Ensure you're aware of any travel advisories, vaccination requirements, or health precautions.

Key activity drivers in planning a trip refer to the essential tasks and considerations that influence the success and smooth execution of a journey. These drivers are critical for ensuring that your trip is well-organized and enjoyable. Here are some key activity drivers in trip planning:

### **1. Destination Selection:**

- Choose the location or destination where you want to travel. Consider factors such as your interests, budget, time available, and any travel restrictions.

### **2. Budgeting:**

- Determine your travel budget, including expenses like transportation, accommodation, food, activities, and emergency funds. Setting a budget helps you make informed decisions about your trip.

### **3. Itinerary Planning:**

- Create a detailed itinerary outlining your travel dates, daily activities, and reservations. This helps you make the most of your time and ensures you don't miss out on must-see attractions.

### **4. Accommodation Booking:**

- Research and book accommodations that suit your preferences and budget. Consider factors like

location, amenities, and reviews from other travelers.

## **5. Transportation:**

- Arrange transportation to and from your destination. This may involve booking flights, trains, buses, or renting a car, depending on your trip's needs.

Post-trip reflecting and reporting to others refers to the process of reviewing and sharing insights, experiences, and observations after an event, journey, or project has concluded. This practice is valuable in various contexts, such as travel, business, education, or personal development, as it allows individuals or teams to learn from their experiences and communicate those lessons to others. Here's a brief explanation:

**1. Reflection:** After a trip or any significant experience, taking time to reflect involves thinking deeply about what happened, how it went, and what was learned. It's a self-assessment process where individuals or groups consider their actions, decisions, and outcomes.

**2. Reporting:** Reporting involves sharing the insights gained during the reflection process with others. This can be done through various means, such as written reports, presentations, discussions, or informal conversations.

**3. Learning:** Reflecting and reporting helps individuals or teams identify strengths, weaknesses, successes, and areas for improvement. It fosters a culture of continuous learning and improvement.

**4. Accountability:** Reporting to others holds individuals or teams accountable for their actions and results. It can lead to better decision-making and greater responsibility in future endeavors.

**5. Communication:** Effective reporting ensures that lessons learned are shared with relevant stakeholders, whether it's colleagues, supervisors, clients, or peers. This promotes transparency and shared knowledge.

**6. Improvement:** By reflecting on past experiences and reporting insights to others, individuals and organizations can make informed adjustments and improvements for future endeavors. This iterative process can lead to better outcomes over time.

## **Conclusion**

The design thinking process for the personal travel blog project involves careful planning of content, creation of engaging narratives and visuals, designing an appealing website, setting up

hosting on IBM Cloud, and selecting the right content management system. By addressing these key components, we aim to inspire and inform readers while ensuring ease of maintenance and scalability of the blog. The next steps involve detailed implementation and execution of the outlined design.