

**PHASE 2: INNOVATION**

**Personal Blog On IBM Cloud Static Web Apps**

Project Associates

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**1. Project Objectives:**

In Phase 1 of our project, we defined our goal of creating a personal travel blog hosted on IBM Cloud Static Web Apps to share travel adventures, tips, and captivating photos.

The objective of Phase 2 is to enhance user engagement and interaction by integrating key features such as social media sharing buttons, interactive maps, and comment sections.

**2.Recap of Phase 1:**

In Phase 1, we established the problem statement and outlined the design thinking concept for our personal travel blog project. We identified the need for an easily updatable blog hosted on IBM Cloud Static Web Apps to document travel experiences and inspire others to explore the beauty of the world.

Let's delve into more details for each step of Phase 2 in project to create a Personal Blog on IBM Cloud Static Web Apps.

**3.Phase 2 Details:**

**3.1. Pre-Research and Planning:**

* Investigating various social media sharing button options and map APIs.
* Considering user preferences and ensuring compatibility with IBM Cloud Static Web Apps.
* Creating a detailed plan for the integration of features, including the specific locations where they will appear on travel blog.

**3.2 Design and Styling:**

* Customizing the appearance of social media buttons, maps, and the comment section to match our travel blog's color scheme and layout.
* Ensuring that these elements don't disrupt the overall design and flow of travel blog.

**3.3. Integration of Social Media Sharing Buttons:**

* To promote the blog and its content, we are going to integrate social media sharing buttons.
* Users can easily share blog posts, photos, and travel tips on popular social platforms like Facebook, Twitter, Instagram, and Pinterest.
* This feature not only expands the blog's reach but also encourages user engagement through social interactions.
* let’s look at the benefits of integrating social media into travel blog website.
* Social Media Integration Makes travel blog Website More Interactive.
* More often than not, people opt for a basic website that might give potential customers all the information they need but fail to keep them engaged on the website for a long period of time.
* Integrating social media into website can enhance the experience of website visitors and make it more interesting and interactive, keeping them on website longer and providing a positive brand experience.

**3.4. Integrating Maps:**

* We are going to incorporate maps into our travel blog to provide a more immersive experience for readers.
* Each travel post will include a map displaying the destinations visited.
* Users can zoom in, explore specific locations, and even plan their trips using these maps.
* It adds an educational & insights of local area people about the destination. aspect to the blog, enhancing user engagement.
* Maps also helps the reader to navigate to the place they search for, making it more likely that they will visit those locations.
* While seeing geotag content, allowing users to view posts, photos, or stories associated with specific map locations, creates a richer narrative.

**3.5. Comment Sections:**

* User interaction is further enhanced by the inclusion of comment sections.
* Readers can leave comments, ask questions, and share their own travel experiences related to the blog posts.
* This fosters a sense of community and allows for meaningful discussions, making the blog more dynamic and engaging.
* Comments allows readers to ask questions, seek advice, and share their perspectives.
* Travelers can benefit from local tips and firsthand accounts.
* While from the web developer side comments can help identify issues, understand user preferences, and make improvements to the website's content and functionality.

**3.6 Testing:**

* Thoroughly testing the added features on different web browsers and devices to ensure they function correctly.
* Testing the user experience to guarantee that buttons and interactive maps are intuitive and that the comment section is user-friendly.

**4.Conclusion:**

In Phase 2, we are going to incorporate social media sharing buttons, map, and comment sections into our personal travel blog hosted on IBM Cloud Static Web Apps. These features are vital for boosting user engagement and interaction, as they enable readers to share content, explore destinations visually, and actively participate in discussions. With these enhancements, our project is well on its way to achieving its goal of inspiring others to explore the world and create unforgettable memories. The blog now offers a comprehensive and interactive platform for travel enthusiasts and adventurers.