

Project Problem Definition and Design Thinking

Problem Statement

Project Objective:

The objective of this project is to create a personal travel blog hosted on IBM Cloud Static Web Apps. This travel blog aims to inspire and inform readers about travel adventures while delivering valuable tips and captivating photographs.

Design Thinking Approach

To effectively address the project's goals and ensure its success, we will follow a structured design thinking approach, encompassing the following key phases:

Phase 1: Empathize

Objective:

Understand the needs, expectations, and pain points of both readers and the blog owner deeply.

Activities:

- Conduct user interviews and surveys to gain insights into readers' preferences for a travel blog.
- Explore the blog owner's vision, style, and content goals.
- Identify challenges related to creating, updating, and maintaining a travel blog.

Phase 2: Define

Objective:

Define the project scope, objectives, and create a clear roadmap.

Activities:

- Develop a comprehensive project scope document, specifying features and functionalities.
- Craft user personas to represent the target audience and their expectations.
- Prioritize project objectives and establish measurable goals.

Phase 3: Ideate

Objective:

Generate creative solutions for all aspects of the travel blog project.

Activities:

- Conduct brainstorming sessions with team members to ideate innovative ideas.
- Explore diverse website design concepts and layouts.
- Evaluate content management system options for efficiency and user-friendliness.

Phase 4: Prototype

Objective:

Create visual representations to test and gather early feedback.

Activities:

- Design wireframes and mockups illustrating the blog's user interface.
- Develop a functional website prototype for user interaction testing.
- Set up a basic structure on IBM Cloud for testing purposes.

Phase 5: Test

Objective:

Gather feedback to refine the project components and ensure they meet standards.

Activities:

- Conduct usability testing with potential readers to assess design and navigation.
- Solicit feedback on content appeal and relevance from a select group of users.
- Verify the robustness and performance of the IBM Cloud hosting setup.

Phase 6: Implement

Objective:

Execute the approved solutions.

Activities:

- Build the complete travel blog website based on the approved design and content.
- Configure and optimize the IBM Cloud Static Web App to meet performance and security requirements.
- Integrate the chosen content management system for seamless content updates.

Phase 7: Iterate

Objective:

Continuously improve the blog based on feedback and emerging trends.

Activities:

- Post-launch, continue iterating and enhancing the blog based on user feedback.
- Stay attuned to evolving web design and content creation trends to keep the blog engaging and relevant.

Additional Consideration

In addition to the design thinking phases, the following factors warrant consideration:

Social Media Promotion: Leverage popular social media platforms like Twitter, Facebook, and Instagram to effectively promote blog posts and connect with potential readers.

Email Marketing: Implement email marketing strategies to collect reader email addresses and establish a direct channel for engaging with your audience through regular updates and promotions.

Conclusion

In conclusion, this document outlines the project to create a personal travel blog hosted on IBM Cloud Static Web Apps. The design thinking approach encompasses understanding user needs, defining project goals, brainstorming creative solutions, prototyping, testing, implementing, and iterating.

The ultimate goal is to craft an engaging and user-friendly travel blog that inspires readers to explore the world. Through iterative improvements and user-centric design, we aim to create a memorable online travel experience.