Project 1: Personal Blog on IBM Cloud Static Web Apps

Phase 1: Problem Definition and Design Thinking

Problem Definition

Project Objective: The project aims to create a personal travel blog hosted on IBM Cloud Static Web Apps with the goal of sharing travel adventures, tips, and captivating photos to inspire others to explore the world and create unforgettable memories. The key components of this project include designing the blog structure, creating engaging content, setting up IBM Cloud Static Web Apps, and ensuring ease of updating the blog.

Understanding the Problem

In this section, we will delve deeper into the problem statement to gain a comprehensive understanding of the challenges and requirements.

Problem Statement Overview:
The primary challenge is to create a personal travel blog that not only shares travel experiences but also engages and inspires readers. This involves several key aspects:

1. **Content Planning:** Designing the blog's structure, including sections for travel stories, tips, photos, and potentially an interactive map showcasing the places visited.

2. **Content Creation:** Generating compelling travel stories, offering valuable travel tips, and curating captivating photos from various journeys.

3. **Website Design:** Creating an aesthetically pleasing and user-friendly layout for the blog using HTML, CSS, and possibly JavaScript for interactive elements.

4. **IBM Cloud Setup:** Establishing an account on IBM Cloud and configuring a Static Web App to host the travel blog.

5. **Content Management:** Selecting an appropriate content management system (CMS) or static site generator to simplify content updates and blog management.

Design Thinking Approach

In this section, we will outline a design thinking approach to address the problem and successfully create the personal travel blog.

Empathize

Understanding the Audience:
- Gain insights into the target audience's travel interests and preferences.
- Identify the type of travel content that resonates with the audience.
- Gather feedback through surveys, interviews, or online forums to understand reader expectations.

Define

Clearly Defining the Problem:
- Formulate a precise problem statement: "How can we create a personal travel blog that resonates with our target audience, effectively communicates travel experiences and tips, and provides an engaging and user-friendly reading experience?"
- Prioritize the design elements based on audience needs and project objectives.

Ideate

Generating Ideas:
1. **Content Planning:**
   - Brainstorm ideas for structuring the blog, including categories, tags, and navigation menus.
   - Explore innovative ways to present travel content, such as interactive maps or themed sections.

2. **Content Creation:**
   - Generate ideas for travel stories that combine personal experiences, cultural insights, and practical advice.
   - Plan strategies for curating and presenting captivating photos to enhance storytelling.

3. **Website Design:**
   - Explore creative design concepts that align with the blog's theme and objectives.
   - Consider responsive design principles and interactive features to engage users.

4. **IBM Cloud Setup:**
   - Research IBM Cloud services and tools to optimize the blog's performance and security.
   - Explore ways to integrate IBM Cloud services seamlessly.

5. **Content Management:**
   - Investigate content management systems (CMS) or static site generators to determine which aligns best with the project's goals.
   - Prioritize user-friendly content management and update processes.

Prototype

Creating Prototypes:
1. **Content Planning:**
   - Develop visual representations, such as sitemaps and content outlines, to visualize the blog's structure.

2. **Content Creation:**
   - Create sample travel blog posts to showcase content format and quality.
   - Prepare sample photos and multimedia elements for inclusion.

3. **Website Design:**
   - Create wireframes or mockups of key pages to illustrate the chosen layout and design elements.

4. **IBM Cloud Setup:**
   - Begin the process of setting up an IBM Cloud account and familiarize yourself with the platform.

5. **Content Management:**
   - Explore the chosen CMS or static site generator to understand its features and capabilities.

Test

Gathering Feedback:
1. **Content Planning:**
   - Share the visual representations of the blog structure with potential readers and gather feedback on usability and organization.

2. **Content Creation:**
   - Present sample travel stories, tips, and photos to a focus group to gauge interest and engagement.

3. **Website Design:**
   - Conduct usability testing with potential users to assess the blog's layout and user-friendliness.

4. **IBM Cloud Setup:**
   - Test the IBM Cloud setup process to ensure it aligns with hosting requirements.

Develop

Execution:
1. **Content Planning:**
   - Refine the blog's structure based on feedback and insights gathered during the testing phase.

2. **Content Creation:**
   - Continue creating engaging travel content and curating photos.

3. **Website Design:**
   - Start implementing the website design using HTML, CSS, and JavaScript as needed.

4. **IBM Cloud Setup:**
   - Complete the IBM Cloud setup, configure the web app, and ensure it's ready to host the blog.

Test Again

Validation and Iteration:
1. **Content Planning:**
   - Test the revised blog structure with users to confirm its usability.

2. **Content Creation:**
   - Continue to gather feedback on the quality and relevance of travel content.

3. **Website Design:**
   - Conduct further usability testing to identify and address any design or layout issues.

Launch

Deployment:
1. **Content Management:**
   - Begin using the chosen CMS or static site generator to add and manage content.

2. **IBM Cloud Setup:**
   - Deploy the travel blog to IBM Cloud Static Web Apps.

Conclusion

This document outlines our understanding of the problem statement and the design thinking approach to create a personal travel blog hosted on IBM Cloud Static Web Apps. By following these stages, we aim to develop a compelling and user-friendly travel blog that inspires readers to explore the world and create unforgettable memories. Each phase will be executed with a user-centric mindset, ensuring that the final product aligns with the audience's needs and expectations.