**PERSONAL TRAVEL BLOG ON IBM CLOUD STATIC WEB APPS**

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**SUBMITTED BY**

J.THAMAYANTHI - 732721205055

B .UDHAYA KUMAR- 732721205056

M.UDHAYA B KUMAR-732721205057

S.VIJI- 732721205058

V.SUDHARSHAN – 732721205301

**PHASE 5 SUBMISSION DOCUMENT**

**PHASE 5 :** Project Documentation & Submission

***Project Objective:***

*The objective of this personal travel blog is to create a visually appealing and informative platform to document the user's travel experiences, share**stories, photos, and travel tips with**a global audience. The primary goal is to inspire and provide valuable information to**fellow travelers****.***

***Design Thinking Process:***

***1.Empathize****:*

*Understanding the target audience, their interests, and*

*travel needs.*

***2. Define:***

*Clearly defining the blog's purpose, key topics, and*

*unique selling points.*

***3. Ideate:***

*Brainstorming ideas for website design, features, and*

*content types****.***

***4. Prototype:***

*Creating a rough sketch or wireframe of the website layout.*

***5. Test:***

*Gathering feedback from potential users to refine the*

*design and content**strategy.*

***Development Phases:***

***1.Planning:***

*Defining the blog's niche, target audience, and content strategy.*

***2. Design:***

*Creating a visual design concept for the website,*

*including the logo and color scheme****.***

***3. Content Creation:***

*Writing engaging travel articles, selecting high-quality*

*images, and preparing**multimedia**content****.***

***4. Website Development:***

*Building the blog using a content management system*

*(CMS) like WordPress or custom**development.*

***5. SEO and Marketing:***

*Optimizing the blog for search engines, setting up*

*social media profiles, and planning marketing**strategies.*

***6. Testing and Feedback:***

*Testing the website's functionality, navigation,*

*and responsiveness on various devices****.***

***7. Launch:***

*Making the blog accessible to the public****.***

***8. Ongoing Maintenance:***

*Regularly updating content, monitoring performance,*

*and addressing technical**issues.*

***Website Structure:***

*The blog should have a well-structured layout, including:*

* *Home page with featured posts.*
* *Categories or destinations page.*
* *Individual blog posts with text, images, and possibly videos.*
* *An about page to introduce the author.*
* *Contact page for user inquiries.*
* *Search functionality and social media links.*
* *Comment section for user engagement.*

***Content Creation:***

*1. High-quality travel articles with engaging narratives.*

*2. Stunning photographs and videos.*

*3. Travel itineraries, tips, and recommendations.*

*4. Personal anecdotes and insights.*

*5. User-generated content (e.g., guest posts, comments).*

***Technical Implementation Details:***

***Domain and Hosting:***

*Register a domain name and choose a reliable web*

*hosting service.*

***Content Management System (CMS):***

*Select and configure a CMS, if not custom-built****.***

***Design:***

*Use a responsive and visually appealing theme****.***

***SEO:***

*Optimize for search engines with relevant keywords, meta descriptions, and structured data****.***

***Security:***

*Implement security measures to protect the blog from cyber threats.*

***Performance:***

*Optimize loading times and image sizes for a smooth user experience****.***

***Mobile Responsiveness:***

*Ensure the blog is accessible on various devices.*

***Analytics:***

*Set up tools like Google Analytics to monitor traffic.*

***Backup and Updates:***

*Regularly backup the website and update plugins or themes.*

***Social Sharing:***

*Enable social sharing buttons for easy content sharing.*

***User Interface (UI) Screenshots:***

*Unfortunately, I can't provide screenshots or images in this text-based format, but you can easily capture screenshots of your blog's UI by using the print screen function on your computer or mobile device.*