**Project Document: Personal Travel Blog on IBM Cloud Static Web Apps**

**PROBLEM STATEMENT:**

The objective of this project is to design, develop, and host a personal travel blog on IBM Cloud Static Web Apps. The purpose of the blog is to share exciting travel adventures, valuable tips, and captivating photos to inspire and inform readers about various travel destinations. The project involves structuring the blog, creating engaging content, setting up IBM Cloud Static Web Apps, and ensuring ease of updating the blog.

**1.Content Planning:**

Structuring the blog in a way that effectively showcases travel stories, tips, photos, and potentially a map displaying visited locations.

2**. Content Creation:**

Creating engaging and informative content that captivates the audience, including travel narratives, tips, and high-quality photographs.

3. **Website Design:**

Designing an aesthetically pleasing and user-friendly layout for the blog, utilizing HTML, CSS, and possibly JavaScript for interactive elements.

4. **IBM Cloud Setup:**

Setting up an IBM Cloud account and creating a Static Web App to host the blog seamlessly.

5. **Content Management:**

Selecting an appropriate content management system (CMS) or static site generator to simplify content updating and management.

**DESIGN THINKING APPROACH:**

1. **Empathize:**

Conduct user research to understand the preferences and expectations of potential readers of a travel blog. Gather insights into the type of content they find engaging and the features they appreciate.

**2. Define:**

Clearly define the objectives of the travel blog, focusing on inspiring others to explore the world and create unforgettable memories through engaging stories and captivating visuals.

3. **Ideate:**

Brainstorm creative ideas for structuring the blog, creating compelling content, designing an attractive layout, and utilizing interactive elements to enhance user engagement.

4. **Prototype:**

Develop a low-fidelity prototype of the blog's interface, including the proposed blog structure, content layout, visual design, and interactive elements.

5**. Test:**

Conduct usability testing on the prototype with potential users to gather feedback on the design, layout, and functionality of the blog. Identify areas for improvement and refinement.

6**. Iterate:**

Incorporate feedback and iterate on the prototype, refining the design and features based on the insights gained from usability testing.

7**. Implement:**

Develop the actual travel blog based on the refined design, utilizing HTML, CSS, JavaScript, and any chosen content management system or static site generator.

8. **Launch and Monitor:**

Launch the travel blog on IBM Cloud Static Web Apps and monitor its performance, user engagement, and user feedback. Continuously optimize the blog based on data and user insights.

**CONCLUSION:**

This document provides an overview of the project, identifies key challenges, and outlines the design thinking approach to address those challenges effectively in the creation of a personal travel blog hosted on IBM Cloud Static Web Apps.