

Personal project on IBM cloud static web

Phase - 2 - Personal travel blog - innovation

The purpose of this project is to innovate on the personal travel blog genre. Personal travel blogs have become increasingly popular in recent years, but there is still room for innovation. This project will explore new ways to design, write, and produce personal travel blogs that are more engaging, informative, and visually appealing.

One of the key areas of innovation in this project will be the use of new technologies. For example, the project will explore the use of virtual reality and augmented reality to create immersive travel experiences for readers. The project will also explore the use of artificial intelligence to generate personalized travel recommendations and to create interactive travel guides.

Another key area of innovation in this project will be the use of new storytelling techniques. The project will explore ways to tell travel stories in a more creative and engaging way. For example, the project will explore the use of narrative journalism, creative nonfiction, and even fiction to tell travel stories.

Finally, the project will also explore new ways to monetize personal travel blogs. The project will explore alternative monetization models, such as subscription services, e-commerce, and affiliate marketing.

Expected Outcomes :

The expected outcomes of this project include:

- A prototype of a personal travel blog that incorporates innovative features and technologies.
- A set of design principles and storytelling techniques that can be used to create more

engaging and informative personal travel blogs.

- A set of business models that can be used to monetize personal travel blogs in new and innovative ways.

Methodology :

The project will use a design thinking approach to innovate on the personal travel blog genre. The design thinking process consists of five stages:

1. **Empathize:** The first stage of the design thinking process is to empathize with the users. This involves understanding their needs, wants, and pain points. The project team will conduct user research to empathize with personal travel bloggers and their readers. This research will be conducted through surveys, interviews, and focus groups.
2. **Define:** Once the project team has empathized with the users, they will define the problem or opportunity that the project will address. The project team will also develop a set of design requirements for the new personal travel blog.



3. **Ideate:** The next stage of the design thinking process is to ideate. This involves generating a wide range of potential design solutions. The project team will use design thinking tools and techniques, such as brainstorming and mind mapping, to generate potential design solutions for the new personal travel blog.

4. **Prototype:** Once the project team has generated a set of potential design solutions, they will select the most promising solutions and develop prototypes. Prototypes are low-fidelity models of the final product that can be used to test and refine the design. The project team will develop a prototype of the new personal travel blog and test it with a group of personal travel bloggers and their readers.

5. **Test:** The final stage of the design thinking process is to test the prototype with users and get their feedback. The project team will test the prototype of the new personal travel blog with a group of personal travel bloggers and their readers to get their feedback on the design. The feedback from the users will be used to refine the design of the blog.

Conclusion :

This project has the potential to make a significant contribution to the personal travel blog genre. By innovating on the design, storytelling, and monetization of personal travel blogs, the project can help to make travel more accessible and enjoyable for everyone.