Personal blog on IBM cloud static web apps

Phase 2: Innovation

Transforming the design thinking concepts into actionable steps for each module is crucial for successfully executing the Travel Blog project. So, to break down each module and detail the steps involved in its transformation:

Module 1: Content Planning

Defining the Blog's Purpose and Target Audience

- **Audience Research**: To Conduct market research and create user personas to understand your target audience better.
- **Purpose Statement**: To Develop a clear and concise statement that defines the purpose of the travel blog.

Planning the Blog's Structure

- **Sitemap Creation**: To Create a sitemap to visualize the blog's structure, including sections for travel stories, tips, photos, maps, and any other relevant content.
- **Navigation Flow**: To Define the navigation menu structure and user flow, ensuring an intuitive and user-friendly experience.
- **Wireframing**: To Sketch wireframes for key pages (e.g., homepage, blog post, contact page) to plan the layout.

Creating an Editorial Calendar

- **Content Strategy**: To Develop a content strategy that aligns with the blog's purpose and target audience.
- **Calendar Setup**: To Use a digital calendar tool (e.g., Google Calendar) or a project management tool (e.g., Trello) to create and organize your editorial calendar.
- **Content Planning**: To Assign publication dates to content pieces, considering factors like seasonality and trending topics.
- **Team Collaboration**: To Collaborate with content creators, photographers, and contributors to ensure content aligns with the editorial calendar.

Module 2: Content Creation

Crafting Compelling Travel Stories

- **Storytelling Workshop**: To Conduct workshops or training sessions to educate content creators on effective storytelling techniques.

- **Writing Guidelines**: To Develop writing guidelines that emphasize the importance of engaging storytelling, clear structure, and reader-centric content.
- **Content Creation**: To Start writing travel stories that adhere to the established guidelines. Incorporate personal experiences, emotions, and vivid descriptions.

Sharing Useful Travel Tips and Advice

- **Research and Information Gathering**: To Research relevant travel tips and advice based on our own experiences or expert sources.
- **Content Creation**: To Write informative and actionable travel tips and advice articles, making them easy to understand and implement.

Curating and Optimizing Photos

- **Photo Selection**: To Choose high-quality, relevant photos that enhance your content.
- **Image Editing**: To Use image editing software (e.g., Adobe Photoshop, Lightroom) to optimize and enhance photos for web display.
- **Image Credits**: To Ensure proper attribution and licensing for any images used on your blog.

Integrating Storytelling Techniques

- **Multimedia Integration**: To Explore the use of multimedia elements like videos, audio, and interactive elements (e.g., maps).
- **Training**: To Provide training to your team on how to effectively integrate multimedia into content.
- **Engagement Metrics**: To Track engagement metrics (e.g., bounce rate, time on page) to assess the effectiveness of storytelling techniques.

Module 3: Website Design

Introduction to Web Design Principles

- **Web Design Workshop**: To Organize a workshop or training session to introduce web design principles, including layout, typography, and color theory.
- **Resource Gathering**: To Collect design resources, such as fonts, color palettes, and design inspiration, to inform your website's visual identity.

Designing an Aesthetically Pleasing Layout

- **Layout Prototyping**: To Create prototypes and mockups of your blog's layout using design tools like Adobe XD, Sketch, or Figma.

Building the Blog's Structure using HTML

- **HTML Structure**: To Develop the HTML structure for each page of your blog, following best practices for semantic HTML5.
- **Accessibility**: To Ensure that your HTML markup is accessible to all users, including those with disabilities.

   The detailed html code is:
   ```
   <!DOCTYPE html>
   <html lang="en">
   <head>
   ```

```html
        <meta charset="UTF-8">
        <meta name="viewport" content="width=device-width, initial-scale=1.0">
        <link rel="stylesheet" href="styles.css">
        <title>Travel Blog</title>
    </head>
    <body>
        <header>
            <h1>Travel Blog</h1>
            <nav>
                <ul>
                    <li><a href="#">Home</a></li>
                    <li><a href="#">Travel Stories</a></li>
                    <li><a href="#">Travel Tips</a></li>
                    <li><a href="#">Photos</a></li>
                    <li><a href="#">Map</a></li>
                </ul>
            </nav>
        </header>
        <main>
            <article>
                <h2>Exploring the Hidden Gems of Europe</h2>
                <p>Published on October 10, 2023 by [Author Name]</p>
                <img src="europe.jpg" alt="Europe">
                <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit...</p>
                <!-- Add more content here -->
            </article>
        </main>
        <footer>
            <p>&copy; 2023 Travel Blog</p>
        </footer>
    </body>
</html>
```

Enhancing the Design with CSS

- **CSS Styling**: To Write CSS stylesheets to enhance the visual appeal of your blog. Apply responsive design principles for different screen sizes.
- **Cross-browser Testing**: To Test your CSS styles across multiple web browsers to ensure consistent rendering.

The detailed css code is:

```css
/* Reset some default styles for consistency */
body, h1, h2, p {
    margin: 0;
    padding: 0;
}

/* Basic styling for the header */
header {
```

```css
    background-color: #333;
    color: #fff;
    padding: 20px;
    text-align: center;
}

header h1 {
    font-size: 36px;
}

nav ul {
    list-style: none;
}

nav ul li {
    display: inline;
    margin-right: 20px;
}

nav a {
    text-decoration: none;
    color: #fff;
}

/* Styling for the main content */
main {
    padding: 20px;
}

article {
    margin-bottom: 30px;
}

article h2 {
    font-size: 24px;
    margin-bottom: 10px;
}

article p {
    font-size: 16px;
    line-height: 1.5;
}

article img {
    max-width: 100%;
}
```

```
/* Footer styling */
footer {
    background-color: #333;
    color: #fff;
    text-align: center;
    padding: 10px 0;
}
```

Adding Interactive Elements with JavaScript

- **JavaScript Integration**: To Add interactive elements like maps, image sliders, or contact forms using JavaScript.
- **Performance Optimization**: To Optimize JavaScript code for performance and ensure that it doesn't negatively impact page load times.

A sample javascript for maps is:

```
<!-- Include Leaflet CSS and JavaScript libraries -->
<link rel="stylesheet" href="https://unpkg.com/leaflet@1.7.1/dist/leaflet.css" />
<script src="https://unpkg.com/leaflet@1.7.1/dist/leaflet.js"></script>

<!-- HTML element to contain the map -->
<div id="map" style="width: 100%; height: 400px;"></div>

<script>
    // Initialize the map
    var map = L.map('map').setView([51.505, -0.09], 13);

    // Add a tile layer (you can replace this with your preferred map provider)
    L.tileLayer('https://{s}.tile.openstreetmap.org/{z}/{x}/{y}.png', {
        attribution: '&copy; <a
href="https://www.openstreetmap.org/copyright">OpenStreetMap</a> contributors'
    }).addTo(map);

    // Add a marker to the map
    var marker = L.marker([51.5, -0.09]).addTo(map);
    marker.bindPopup("<b>Hello!</b><br>This is a sample location.").openPopup();
</script>
```

Module 4: IBM Cloud Setup

Setting up an IBM Cloud Account

- **Account Registration**: To Register for an IBM Cloud account if you haven't already.
- **Billing Configuration**: To Configure billing settings, including payment methods and budget limits.

Exploring the IBM Cloud Dashboard

- **Dashboard Orientation**: To study the IBM Cloud dashboard and explore its features, such as resource groups, billing, and analytics.

- **Domain Setup**: If using a custom domain, To configure domain settings and DNS records within IBM Cloud.

Creating a Static Web App to Host Your Blog

- **IBM Cloud Setup**: To Use the IBM Cloud Static Web Apps service to create a new web app.
- **GitHub Integration**: To Connect our GitHub repository to IBM Cloud for automatic deployments.
- **Build Configuration**: To Configure build settings, environment variables, and deployment triggers within IBM Cloud.

Module 5: Content Management

Exploring Content Management Options

- **Research CMS Options**: To Research various Content Management Systems (CMS) and static site generators.
- **Decision-making**: To Choose the CMS or generator that best fits your project's needs, considering factors like ease of use, scalability, and community support.

Choosing a Suitable CMS or Static Site Generator

- **Installation**: To Install and set up the chosen CMS or static site generator on our local development environment.
- **Configuration**: To Configure the CMS or generator settings, including user roles and permissions.

Adding, Editing, and Organizing Content

- **Content Workflow**: To Define a content workflow that includes creating, editing, and organizing blog posts.
- **User Training**: To Train content creators and editors on how to use the CMS or generator effectively.
- **Content Structure**: To Establish guidelines for structuring and categorizing content, including metadata and tags.

Ensuring Version Control and Backup Mechanisms

- **Git Repository**: To Set up a Git repository for version control of your website code.
- **Backup Strategy**: To Implement automated backup mechanisms for both content and website code to prevent data loss.