**Personal Blog on IBM Cloud Static Web Apps**

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**Phase 1: Problem Definition and Design Thinking**

**1. Introduction**

This documentation provides a complete guide to creating and deploying a Personal Blog on IBM Cloud Static Web Apps. IBM Cloud Static Web Apps is a service that allows you to host static websites on IBM Cloud Object Storage. This documentation provides an extensive overview of the project which covers all phases and aspects of the project’s implementation and deployment.

**2. Project Description**

The project aims to create a personal travel blog hosted on IBM Cloud Static Web Apps. Static websites do not require server-side processing or databases, making them fast, scalable, and secure. Instead, it relies on the hosting and content delivery capabilities provided by IBM Cloud Static Web Apps. The primary goal is to inspire others to explore the world by sharing travel adventures, tips, and captivating photos. A personal blog on IBM Cloud Static Web Apps serves as a platform for an individual to express themselves, communicate with others, and potentially build a community around shared interests or expertise.

**2.1. Purpose**

The objective is to share travel stories, tips, and eye-catching images to encourage others to see the globe and make priceless experiences. The purpose of this project is to create a personal blog website hosted on IBM Cloud Static Web Apps. This blog will serve as a platform for the project owner to share their thoughts, experiences, and expertise with a wider audience. The project aims to showcase the capabilities of IBM Cloud Static Web Apps and demonstrate their suitability for hosting content-driven websites.

**2.2. Scope**

Creating a personal blog on IBM Cloud Static Web Apps can be a great project, offering both technical and creative opportunities. The scope of the project includes Content Creation, Design and User Experience, Technical Implementation, Customization, Integration, Monetization, Community Building, Security and Privacy, Legal Considerations, and Promotion.

**2.3. Goals**

The goals can vary depending on the individual blogger's objectives, whether they aim to share knowledge, build a personal brand, or generate income. In the context of this project, the goal is to build a serverless personal travel blog that focuses on Content Publication, User Engagement, Website Performance, Content Promotion, and Data Security.

**2.4. Benefits**

Hosting a personal blog on IBM Cloud Static Web Apps offers benefits such as scalability, reliability, performance, cost-efficiency, and security. It allows you to focus on creating content while benefiting from cloud infrastructure and global content delivery, ultimately providing an excellent user experience for your readers. The benefits of this project include Knowledge Enhancement, Online Presence, Community Building, Demonstrating IBM Cloud, Potential Revenue, and Sharing Knowledge.

**3. Design Thinking**

**3.1. Content Planning**

**Home Page:**

This section will contain a brief introduction to our blog and what the readers can expect. It will also contain the “Latest Posts” section to display the latest travel stories and blogs.

**Travel Stories:**

This section is dedicated to travel stories. It will have a page or post for each story. The stories will be classified according to the location or theme to make it simple for readers to select material that appeals to them. Stories are organized using headings, subheadings, and paragraphs to make them easier to read. Each story will be given a fascinating title and a featured image. Each trip article follows a similar structure, with an engaging title, a featured photograph, and the story's actual content.

**Travel Tips:**

This section shares useful ideas and travel advice based on personal experiences. It will include topics such as financial planning, immigration information, and cultural etiquette. For each tip, a separate post will be written or related tips will be organized into categories. Also, the travel advice is divided into several interesting articles to enhance the user experience.

**Photos and Galleries:**

A gallery or photo section will be created to display journey photographs. Pictures are arranged according to a subject or location and captions will be enabled to explain experiences and provide context. The caption also acts as a narrative behind each one.  There will be themed galleries to provide a better user experience.

**About Me:**

An “About me” includes the author’s background, travel philosophy, and personal story. It includes a professional photo, name, and brief bio.

**Contact:**

This section provides the contact details of the author for the users to get in touch. It includes social media accounts such as Instagram, Twitter, or Facebook, email addresses, and contact numbers. It usually appears at the end of the webpage.

**Search and Categories:**

A search bar will be incorporated for readers to search for particular destinations or subjects quickly and easily. For this purpose, the blog posts are classified using categories and tags for users to navigate.

**Comments and Interaction:**

A comment section will be included to keep readers engaged. Readers can comment on a blog post and can add their views about it. The author can respond to comments which encourages the discussion. It is a way to connect readers and blog owners.

**3.2. Content Creation**

Creating engaging content involves:

**Research:**

Extensive research will be done to learn more about each location. This will cover historical information, regional customs, and noteworthy sights.

**Writing:**

Narrative travel stories will be written to take the reader to the location. There will be a concise and straightforward format used to offer advice. It will also provide cultural insights into a particular site such as its traditions, customs, and history.

**Useful tips:**

Blog owner's personal or travel advice will be written to other travelers. This will include accommodation, budget advice, safety precautions, and so on.

**Photography:**

To enhance the written content, high-quality professional photos will be taken while traveling. Each image will be chosen with care to provoke feelings and provide visual context.

**Storytelling:**

Compelling narratives will be crafted around travel experiences. Personal anecdotes, emotions, and reflections will be shared. A good travel story will be scripted to transport the reader to the destination.

**Engaging with Audience:**

Encouraging interaction by asking questions and seeking feedback from the readers. Responding to comments and engaging in conversations with the audience.

**Personal Branding:**

Developing a unique personal brand that sets you apart from other travel bloggers. Writing style, tone, and the way you present yourself reflect the brand identity.

**Travel Safety:**

Emphasizing the importance of travel safety in the content. Providing tips on staying healthy, handling emergencies, and dealing with travel-related challenges.

**Local Cuisine:**

Highlighting the local food experiences. Sharing restaurant recommendations, street food adventures, and recipes inspired by the travels.

**Budget Breakdowns:**

Breaking down the cost of the trips to help budget-conscious travelers plan their journeys.

**Sustainability and Responsible Travel:**

Dedicating content to sustainable travel practices, eco-friendly accommodations, and responsible tourism initiatives.

**Language Tips:**

Sharing basic language phrases and cultural etiquette tips to help travelers communicate effectively and respectfully in foreign countries.

**Collaborations with Locals:**

Collaborating with locals you meet during your journey. Their insights and perspectives can add depth to the content.

**Travel Challenges:**

Undertaking travel challenges or experiments, like traveling on a tight budget or without technology, and documenting the experiences**.**

**Legal Considerations:**

Be aware of copyright laws, especially when using images and quoting sources. Disclose sponsored content and affiliate links transparently.

**Accessibility:**

Ensuring that the blog is accessible to all users, including those with disabilities. Using alt text for images, providing transcripts for videos, and choosing website themes that prioritize accessibility.

**3.3. Website Design**

Website design is done by using front-end languages like HTML, CSS, and JavaScript. While HTML is used to structure the webpage CSS is used to style the webpage aesthetically and JavaScript to provide interactive elements. The website's design will emphasize the following:

**User-Centric Approach:**

The website design will focus on the needs and requirements of the target audience. It will aim to provide the best user experience, ensuring that visitors can easily find and consume content.

**Search Functionality:**

Search Functionality will be included for readers to locate their content easily. This feature enhances the usability.

**Social Sharing:**

Share button will be included for readers to share the blog post. This increases the blog’s reach.

**Aesthetics:**

The blog will have an eye-catching layout that captures the spirit of exploration and adventure by utilizing appropriate color schemes and pictures.

**User-Friendliness:**

Navigation will be intuitive, with a clear menu structure that allows readers to easily access different sections and content.

**Responsiveness:**

To ensure a seamless experience on different platforms, such as PCs, tablets, and smartphones, the blog will be designed to be responsive.

**3.4. IBM Cloud Setup**

Setting up IBM Cloud to host blogs includes:

**Account Creation:**

To access the required services and resources, an IBM Cloud account will be created. To create an IBM Cloud account, search IBM Cloud on your browser and click on signup. By giving the email ID, name, and password, you have successfully signed up to IBM Cloud.

**Static Web App:**

A static web application will be built and set up to host the blog. Deploying the website to the IBM Cloud infrastructure will be required.

**3.5. Content Management**

Efficient content management will be achieved through:

**CMS Selection:**

To make the process of updating and adding new information easier, an appropriate content management system (CMS) will be selected. The project objectives and the chosen CMS should be compatible.

**4. Conclusion**

The documentation has provided a complete guide to creating and deploying a personal blog on IBM Cloud Static Web Apps. This documentation has provided an extensive overview of the project covering all the phases and aspects of the project’s implementation and deployment. With this guide, it is possible to create a Personal Blog on IBM Cloud Static Web Apps that is scalable, fast, and secure.