

Criteria A.1 - Explain and justify the need for a solution to a problem for a specified client/target audience.

Students aged 14-18 usually neglect their health due to increasing pressure from academics which reduces their overall fitness.

This neglect of physical health leads to serious health issues, including obesity and cardiovascular diseases, which can have long-term consequences that affect their life. Neglecting physical health not only impacts the physical well-being of students but also affects their mental well-being, leading to increasing stress, anxiety, burnout, etc. These effects are further made worse by the link between physical health and academic performance, according to research, students who engage actively in physical activities perform better academically and manage stress and anxiety better. To focus on **development**, students should develop habits and routines that improve their overall well-being and allow them to grow and develop as a person and academically. **Adaptation** to these new routines and habits is important as following the new practices for only a short period before abandoning them can be counter-productive and worsen their existing unhealthy lifestyle. If this problem is addressed through **scientific and technically innovative solutions**, students will experience an improved fitness level, better mental health, and enhanced academic performance, that healthy practices can shape well-being

One of my target audience's biggest issues is the lack of regular physical activity in their daily lives. This lack of physical activity has many root causes, but the most significant factor is the academic stress and pressure placed on the students. Students are usually expected to meet a high standard set by their parents, teachers, and society which leads the student to allocate most of their time for academics often sacrificing opportunities for fitness. Students are expected and required to dedicate multiple hours to academics from classroom learning to homework, to frequent exam preparations leaving them little to no time for physical activities. The extremely high and unrealistic expectation placed on the students leads to anxiety and stress which may continue into adulthood as trauma, which significantly affects their mental well-being along with their degrading physical health. The lack of physical activity also results in a reduction in the endorphin levels which are extremely crucial for managing stress and anxiety, along with maintaining motivation for longer periods. Over time, this sedentary lifestyle, with the absence of exercise results in multiple health risks including poor cardiovascular health, obesity, weak immunity, and declining mental health. This issue is made worse due to the lack of prioritization of mental and physical health in schools resulting in students having very limited exposure to education on physical and mental health.

According to the World Health Organisation (WHO), 82% of adolescents around the world (85% of girls and 79% of boys) fail to meet the recommended guidelines for physical activity. WHO recommends at least 60 minutes of moderate to vigorous physical activity daily for individuals aged 5-17. This is recommended after extensive research done by the organization regarding the role physical activity plays in physical, mental, and cognitive health. Regular physical activity during adolescence contributes to cardiovascular fitness, strengthening of muscles, better bone health, and overall physical well-being. Furthermore, engaging in daily fitness activities will help the body regulate body weight and reduce the risk of chronic conditions such as obesity, diabetes, hypertension, etc later in life. Research by Donnelly and Lambourne in 2011, Chaddock-Heyman et al in 2014, and Singh et al in 2012 also show a strong correlation between physical health and academic performance, supporting WHO's claims. Students who exercise regularly often show better cognitive function, including memory, attention span, problem-solving skills, and patience. This is because physical activity stimulates the release of multiple neurochemicals such as dopamine, serotonin, and norepinephrine. These neurochemicals play important roles in improving mood, reducing stress, and brain function. Moreover, exercise ensures blood and oxygen flow to all vital body parts such as the brain. Due to the consistency in blood and oxygen flow to the brain, new neurons and synapses, which are especially important for learning and memory retention, tend to grow and develop. Additionally, regular physical exercises allow the adolescent brain to develop better sleep patterns, which is extremely important during adolescence brain and body development. Adolescents who exercise regularly tend to sleep deeply and wake up feeling more rested allowing them to approach academics with more energy and concentration.

Solving this growing problem of health negligence among students is extremely important because it may have severe effects on students' physical and mental health. Chronic illnesses such as obesity, cardiovascular diseases, diabetes, etc are often due to sedentary lifestyles which is becoming extremely common among today's adolescents. According to the World Health Organisation, lack of physical activity is one of the main reasons for global mortality. Around 5 million deaths annually are due to physical inactivity. Along with the physical impacts and reduction in lifespan, mental health is equally affected. A sedentary lifestyle is directly connected to rising levels of anxiety, depression, and burnout, especially among teens. Such mental health problems lead to a severe reduction in academic performance, productivity, and emotional well-being later on in life. If this issue is left unsolved, it could lead to an entire generation plagued by preventable sedentary lifestyles which reduces the overall societal well-being and productivity. We are taking steps towards the United Nations' Sustainable Development Goals (SDGs) by solving this issue. Especially SDG 3 - Good health and well-being and SDG 4 - Quality Education. By promoting fitness and physical activity among adolescents, we are working towards ensuring healthier lives and the well-being of future generations (SDG 3), along with that, by improving students' physical health, we ensure that the academic performance of the students is enhanced leading to productive learning and quality education (SDG 4)

To get a better understanding of the problem and the specific needs of my target audience, I interviewed multiple students aged 14-18 from my school along with a few teachers. After the interview, it was revealed that many students feel extremely burdened and overwhelmed by the increasing academic workload and pressure leaving them with no time for relaxation and physical activity. This repeating cycle of choosing academics above overall health and well-being has led to students sitting for long periods, reduced energy levels, and high stress levels. Many students also revealed that they feel mentally exhausted and extremely demotivated. Students showed a lot of interest in knowing how to effectively integrate exercises into their daily routines without ruining their study schedule. After interviewing students, I also talked to teachers to get a better understanding of the fitness levels of students. Teachers mentioned that most students lack energy and enthusiasm during the classes which may be due to the high mental strain. The teachers wanted to incorporate short and easy physical exercises in the classrooms that would help students be a little more active and attentive in class. However, due to the lack of proper guidance on how such exercises can be incorporated into school effectively.

A possible solution to this growing problem would be a scientific and technically innovative online product that meets the students' and teachers' needs and requirements. The product should be accessible to all students and teachers while catering to their needs and requirements without fail. This product could provide fitness resources and guidance that will help students include exercises or sports into their study schedule along with guidance for teachers on how they can incorporate effective exercises to help keep the students more attentive and active in class. The student resources could be simple at-home workouts/exercises, personalized gym planners, and guidance on how to incorporate sports of their choice into their daily life. Similarly, in addition to catering to the student's requirements, the teacher resources could be quick, simple, classroom-friendly exercises that can be done at allotted times during the school day which improves the student's focus, energy, and overall well-being. By creating a product that is accessible to both teachers and students, we address the root cause of physical inactivity among students while motivating teachers to promote physical health at school. This approach ensures the students experience better fitness, mental health, and academic performance in a simple yet effective way.

Criteria A.2 - Identify and prioritize primary and secondary research needed to develop a solution to the problem

Highest priority - 1, Lowest Priority 2


Area	Priority	Justification
Function	Priority - 1	Function is the most important aspect because the success of the product depends on how effectively it solves and helps my target audience overcome their health negligence. The features, useability, etc are that will make sure the students and teachers use the product. Without a well-functioning product, other aspects such as cost and Aesthetics becoming irrelevant
Target audience	Priority - 2	Another important aspect is the target audience, Understanding the target audience will make sure the solution meets the needs and preferences of the target audience
Aesthetics	Priority - 3	Aesthetics is not the most important aspect, however, it plays a significant role in user engagement. An attractive design will make sure the target audience does not get bored of the solution and will use the product more often. Aesthetics has a medium priority because a good-looking solution that does not function and does not meet the needs of the target audience will not matter.
Cost	Priority - 4	Although cost is usually an important aspect, because the primary focus of the usability and functionality of the solution, cost is given a lower priority. If the solution perfectly meets all the target audiences' requirements, the target audience will usually not mind paying for the solution as long as it is not too expensive and more affordable
Size	Priority - 5	Size is the least important aspects because the size of the solution can be adjusted and changed based on the platform or device used. However a lightweight solution is needed to make sure too much of the system resources are used along with faster loading times in the website.

Research question	Area	Research method	Justification
What features do students and teachers expect in a health based solution?	Function	Primary Research - Conduct surveys or interviews with teachers and students to understand their expectations	Understanding what features and content the target audience will ensure the products will meet their needs and expectations
How can a solution promote physical activity effectively	Function	Secondary Research - Analyze case studies and other similar websites to identify effective promotion techniques	Researching simple and effective ways to promote physical activity will help motivate students, and ensure the outcome of the solution is an improvement the health conditions of the target audience
What challenges might users face while using a health-focused solution	Function	Primary Research- Interview students and teachers to identify potentials challenges they might have faced with other products	Identifying potential challenges will allow for the making of a solution that addresses any usability/accessibility issues the target audience may face
What health and fitness challenges do students aged 14-18 face?	Target audience	Primary source - Interview students and teachers to gather insights into specific health challenges	Understanding the specific fitness challenges faced by the students ensures the solution is made to address those issues while being relevant, effective and achievable
What do the teachers think about incorporating fitness in schools	Target audience	Primary source - Interview teachers to understand their perspectives on the real life application of such products	As teachers play a major role in promoting fitness activities, finding out the teachers' perspectives will make sure the product is practical and relevant
What motivates students to participate in fitness activities	Target audience	Primary source - Interview students to find out what motivates them to engage in physical activities	Knowing and understanding what motivates the students will help in designing features that keep them engaged and make sure they do not suddenly lose motivation
What barriers prevent students from focusing on fitness	Target audience	Primary source - Interview students and teachers to identify barriers they may face	By understanding the barriers, the product can be designed to overcome them, enhancing accessibility
Does the platform size affect the loading time?	Size	Secondary source - Analysis of technical articles or web development guides to understand the relation between size and loading speed	Understanding the relation between the size of the platform and loading times will ensure the product is fast and smooth
Do users want to sacrifice size for extra features that may be useful?	Size	Primary source - Interview students and teachers to understand their preference for functionality versus size trade-offs	Finding out the target audience's idea of balance between size and features allows the solution to offer valuable features without compromising loading times
What are the ideal file formats for best quality with the least storage size?	Size	Secondary source - Analyze technical guidelines and online resources to identify best file formats	Choosing the right file formats and extensions will greatly optimize the platform ensuring the solution is fast and smooth.
How can colors and visuals stick to the theme of health while maintaining a balance between simplicity and aesthetic	Aesthetics	Secondary source - Understand design principles and conduct research on visual psychology	Understanding how colors and visuals will allow the solution to convey the intended message while keeping the users visually engaged with the content

What font styles are most readable for the target audience	Aesthetics	Secondary research - Research typography studies and guidelines to find ideal font styles suitable for digital solution	Selecting readable font styles suitable for digital products allows the user to easily navigate the solution and improve the user experience
Should the platform include animations or interactive elements? If so, how?	Aesthetics	Primary source - Interview students and teachers on their preferences Secondary source - Research articles on user experience design to identify the best practices for animations and interactive element	Researching the use of animations and interactivity will make sure the platform is engaging without the user being overwhelmed
Is it possible to use free tools to make the product	Cost	Secondary source - Research on open-source of free software tools that can be used to build the website	Exploring and knowing about free tools will help create cost-effective products without compromising the solution's quality.
What is the cost difference between applications and web-based products?	Cost	Secondary source - Review articles, case studies or technical comparisons of application and web-based product development and maintenance cost	Understanding the cost differences will allow for justified decisions on which platform to create the product. Making sure the final product aligns with the project's budget plans.
How much are schools willing to invest in such solutions?	Cost	Primary source - Interview the school administration team to understand budget constraints	Knowing the schools' investment willingness will allow for the formation of a price strategy and ensure the product is accessible while being budget friendly


Criteria A.3 - Analyse a range of existing products that inspire a solution to the problem

Product 1: Apple Watch Series 10

<p>The Apple Watch Series 10, is a smartwatch designed by Apple to help you stay productive AND healthy in your daily life. It offers advanced features such as a heart rate detector, blood pressure detector, sleep detector, and can even perform ECG. The watch can detect stress and anxiety by checking the HRV (Heart rate Variability) and detecting irregular patterns that are unrelated to physical activity.</p> <p>Link - https://amzn.in/d/aV6Plmw</p>	
<p>Strengths:</p> <ol style="list-style-type: none"> 1. Advanced health features: The apple watch 10 has non-invasive blood pressure monitoring, ECG, temperature tracking and heart rate variability for detailed health details without the need of a hospital 2. Fits into the Apple ecosystem without issues. All Apple products such as iPhone, iPad, and Mac sync effortlessly with the new Series 10 watch enhancing user experience 3. Quality like titanium and sapphire crystal are used in the watch to ensure a premium build that is durable. 4. Apple combines fitness tracking, health monitoring, calls, messaging, music, and productivity apps in one device. 5. Apple's name is trusted across the technology industry due to its giving it an edge over its competitors and encourages customers to buy apple products 6. Apple watch receives regular software updates which 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. Apple watch series 10 is very Expensive compared to competitors. 2. As the demand for such watches has increased exceptionally over the years, many competitors offer Similar health and fitness tracking features at lower prices. 3. The watch has a very short battery life and requires daily charging, which can be inconvenient compared to other wearables like Garmin watches 4. The apple watch is extremely dependent on the iPhone to fully function, and doesn't work properly for users without iPhones. 5. The advanced features like ECG and temperature tracking may be difficult for less tech-savvy users without any guidance.


enhance functionality and user experience.	
Opportunity: <ol style="list-style-type: none"> 1. Due to the rising demand for health monitoring and fitness tracking wearables, the Series 10 has potential to reach a wider range of users. 2. Collaborations with healthcare facilities/Hospitals can help the watch reach the level of a medical-grade tool capturing the attention of more users. 3. Targetting regions across the world with affordable versions can expand the customer base. 4. The overall growth in the wearable market, Apple is given more room for innovation and creativity. 5. Implementing AI-based insights and tips personalized for each user in terms of health and fitness can further set the watch out from the competition. 	Threat: <ol style="list-style-type: none"> 1. Apple watch series 10 faces a lot of intense Competition from brands like Fitbit, Garmin, and Samsung that offer similar or better features at lower prices. This increase in competition and pricing gaps could eventually lead to loyal apple users to explore alternatives. 2. Due to the increasing market, standing out among competition is becoming increasingly difficult. 3. Health features such as blood pressure monitoring may face accuracy issue which impacts the brands credibility. 4. Questions on how health data is stored and used could trigger privacy-conscious consumers.
Conclusion: The apple watch series 10 combines advanced health features with a premium build which fits seamlessly into the Apple ecosystem. Its features, like non-invasive blood pressure monitoring and ECG makes the watch a great tool for keeping track of health and encouraging themselves to move around more often. However, due to its high price, limited compatibility with non-Iphone users and its comparatively short battery life it may not seem like a good product to many students who are usually limited to spending money given by parents	

Product 2: Fidget spinners

Product Description - A fidget spinner is a handheld device designed to help people focus and relieve stress. It has a calming tactile with just the flick of your finger. It was originally made for individuals with anxiety, ADHD, or stress. However, it became a popular tool to improve concentration, calm down, handle nervousness, or simply spin for fun. Link - https://a.co/d/911c8xW	
Strengths: <ol style="list-style-type: none"> 1. Fidget spinners are simple yet effective way to manage stress and anxiety through repetitive spinning motions. Allowing users to improve focus. 2. Due to the low cost, fidgets spinners are easily accessible to a wide market 3. Due to its lightweight allowing users to carry it anywhere at anytime 4. They are made using sturdy materials like plastic, metal or ceramic for long term uses 5. Available in many various colors, designs and materials for making it highly customizable 	Weakness: <ol style="list-style-type: none"> 1. Short-Term Trend: Once a viral craze, its popularity has diminished, reducing long-term market appeal. 2. In some cases, it may distract people from their work, especially in classroom or office place. 3. As most spinners are generic, with no dominant fidget spinner brand, none of the customers are brand loyal 4. Due to its small and lightweight design, it can be easily misplaced or lost 5. The spinner is not tailored for any specific therapeutic needs apart from general stress relief
Opportunity: <ol style="list-style-type: none"> 1. By partnering or organizing event in corporate workspaces can encourage more people to buy and use fidget spinners for stress relief, positioning fidget spinners as stress-relief tool and not just a toy. 2. By targetting specific groups such as individuals with anxiety or those who practice mindfulness, more users will become aware of its usefulness. 	Threat: <ol style="list-style-type: none"> 1. The fidget spinner was once trending in 2017 and ever since the popularity has faded reducing market demand 2. Many view fidget spinners as just a toy rather than legitimate stress-relief tool which mostly limits its users age group to 5-13 year old kids 3. Low quality products can lead to accidents, injuries, or choking hazard especially among children.


3. Using Eco-Friendly Materials such as biodegradable or recycled materials to create sustainable spinners will appeal to eco-conscious buyers.	4. There are many alternatives in the market like stress balls, fidget cubes, or digital mindfulness apps may dominate the market and not allow fidget spinners to grow again 5. Due to the small design, it can be a choking hazard for children 6. Many of the fidget spinners use non-recycleable materials for mass production which raise numerous environmental concerns
<p>Conclusion:</p> <p>Fidget spinners are very cost-effective and portable for stress relief and focus improvement on the go. The students who have sedentary habits, which roots from stress and anxiety from academics, fidget spinners are a simple yet effective way to reduce stress. However, fidget spinners acting as a toy that students may play with during classes, its fading popularity, and the lack of proven long-term benefits, limits the number of people that would choose fidget spinners over other stress relief tools.</p>	

Product 3: Vidhyanjali Academy - 10 Morning Exercises for Students

<p>The website, Vidhyanjali Academy, aims to promote physical fitness among students using simple morning exercises. The article "10 Morning Exercises for Students" discusses how physical activity is important in improving students' cognitive abilities and overall academic performance. The key features of the website include exercise recommendations, planning tips, and a focus on the benefits of morning workouts</p> <p>Link - https://www.vidhyanjaliacademy.com/10-morning-exercises-for-students/</p>	
<p>Strengths:</p> <ol style="list-style-type: none"> 1. The website is specifically designed to address the fitness needs of students during school hours 2. The website has clear instructions and well-structured points that make it easy to understand and accessible for students of all ages 3. The website highlights the importance of starting the day with physical activity, promoting health and well-being 4. The title and keywords are optimized for search engines (SEO - Search Engine Optimization), which makes it easier to find online 5. All the exercises listed in the website are simple and require no equipment which makes implementing them easy in most places 6. The page has a clean and straightforward design which makes it easy to navigate which results in a pleasant user experience 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. The exercises that are listed on the website are basic and don't provide any unique variations that cater to different needs 2. There is a major lack of visual demonstrations which could help users understand the exercises effectively 3. There are no references to professional fitness experts or any secondary sources in the website to back up the recommended exercises 4. The content is not regularly updated and may lose its relevance over time. 5. The article restricts itself to exercises that can be done in the morning only and does not mention or talk about fitness routines for other parts of the day
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. Adding images, looped videos, or GIFs to demonstrate the exercises would make the content more helpful and easy to understand. 2. The website could have regular updates based on the current fitness trends or feedback to keep the content fresh and relevant 3. Offering downloadable PDFs or infographics will make it easy for users to refer to the exercises offline. 4. By partnering with experts or fitness agencies can improve the website's credibility 5. The website could include customization options for different fitness levels (beginner, intermediate, advanced) to cater to 	<p>Threat:</p> <ol style="list-style-type: none"> 1. There are numerous similar articles online that may overshadow this website unless it offers something unique 2. Without any engaging visuals or interactive features users may leave the page before finishing the content. Resulting in low retention rates 3. Some users might oversimplify and think of the content as too basic or not challenging enough 4. Any changes in Google's search engine algorithms could reduce the article's visibility and web traffic 5. The content could be copied or used somewhere else without giving proper credits 6. As fitness trends change and evolve, the exercises provided

wide range users.	in the website may become outdated if not regularly updated
<p>Conclusion:</p> <p>The "10 Morning Exercises for Students" article talks about the importance of physical activity through simple exercises that require no equipment. The accessibility of the article makes it an effective and easy to use resources for students who want to integrate some form of movement into their lifestyles. However, the lack of visual demonstrations and limited variety of exercises may reduce engagement and long-term motivation.</p>	

Product 4: Heathline - Workout Routines for Men

<p>The website, Healthline, provides a detailed guide on workouts specifically made for men, catering to different fitness levels, from beginners to advanced trainees. The article should include a training program aimed at achieving specific fitness goals, such as weight loss and muscle gain, the importance of proper exercise techniques, recommendations for equipment and rest intervals, and recovery methods. The key features of the website include detailed workout routines, exercise recommendations, and nutrition guides</p> <p>Link - www.healthline.com/nutrition/workout-routine-for-men</p>	
<p>Strengths:</p> <ol style="list-style-type: none"> 1. The guide provides workout plans for all fitness levels from beginner to advanced 2. The content is created by experts in the field and Reviewed by medical professionals, which enhances the reliability and trust in the guide 3. The guide has a Well-Organized Layout with Clear sections and headings making it easy for readers to find specific information 4. The guide is available online for no cost at all making it accessible for all 5. The guide covers not only the workouts but also nutrition and recovery, offering a complete fitness guide 6. The content is frequently updated and reviewed by experts to keep the content fresh and align with current fitness trends and research 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. There is a Lack of Visual Demonstrations, the guide uses minimal amount of images or videos, which makes understanding exercises or relating to the guide more difficult 2. The routines are broad for a general audience may not cater to individuals with specific fitness needs or health conditions 3. Most exercises in the website require gym equipment, which may not be accessible to all users 4. The guide dont not provide tools or tips to track the fitness progress, which could boost user motivation 5. The depth of information may seem intimidating for users who are new to fitness 6. The website also lacks Community Interaction, It does not contain any forums or sections for user questions, feedback, or shared experiences 7. As the title and content focus and are specific to men, potential female audience looking for similar guidance may be excluded
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. One of the biggest opportunity the website has to grow is Including videos or GIFs for exercise demonstrations which makes exercises easier to follow 2. Remodeling the guide to offer personalized workout plans based on fitness goals, age, and available equipment would improve user reach 3. Broadening the target audience to include groups such as women, and senior citizens would increase user reach 4. Partnering with famous Fitness Brands or fitness professionals would increase credibility of the website 5. By making the guide mobile friendly or by creating an app for mobile, would retain users looking for alternatives that support mobile 	<p>Threat:</p> <ol style="list-style-type: none"> 1. There are countless Similar guides and fitness apps online with advanced features which makes it hard for the guide to stand out 2. Interactive apps/websites which provide tailored plans and progress tracking could encourage users to stop using static guides 3. Due the the generic nature of the conten, users might feel that the routines lack specificity and personalization 4. Changes in the search Algorithm could reduce web traffic and visibility online 5. Without any visual aids, the users may perform exercises incorrectly which could result in injury
<p>Conclusion:</p> <p>Healthline's workout guide provides effective and structured routines, expert advice, and nutrition tips. For students with sedentary lifestyles, this is a good and reliable starting point to improve their physical fitness, making exercise more trackable and manageable. However, the lack of visual aids and interactive tools makes it less engaging for beginners. Additionally, the name of</p>	

the guide may mislead certain female students.

Product 5: Human resources - University of Michigan

<p>The University of Michigan's SHRM (Society for Human Resource Management), provides multiple resources on mental and emotional health. In this article about stress management, it provides tools and strategies for people to understand and manage stress better, while constantly showing the importance of mental well-being and overall health. The key features of the website include stress management tools, educational resources, and support options of improving mental health</p> <p>Link - https://hr.umich.edu/</p>	 The logo for the Society for Human Resource Management (SHRM) is displayed. It consists of the letters 'S', 'H', 'R', and 'M' in a white serif font, each contained within a blue square. The squares are arranged horizontally and slightly overlap. A registered trademark symbol (®) is located to the upper right of the 'M'.
<p>Strengths:</p> <ol style="list-style-type: none">1. The page has a wide range on stress management strategies, including self-care, mindfulness, and social connection techniques, catering to a diverse range of users2. The page is made by the University of Michigan's Human Resources department. The information is trustworthy and backed by a reputable institution3. The content is organized clearly using multiple sections with descriptive headings making navigation easy and allowing for quick access to relevant information4. The website provides practical tips and exercises, such as breathing techniques, allowing users to use the stress relief methods instantly5. The page also provides link to additional materials such as sleep resources, providing comprehensive support for the users' mental and emotional well-being6. The page encourages Social Connection by Emphasizing the importance of creating supportive relationships with other people, promoting a healthy coping mechanism for stress management7. The page uses clear and concise language, making the content easy to understand and doesn't intimidate users, making it approachable even for individuals who are new to mental health education	<p>Weakness:</p> <ol style="list-style-type: none">1. Due to the lack of visual aids, such as instructional videos or infographics, the user engagement, user retention and practical application of the mentioned techniques all go down.2. The webpage has a clear lack of interactive tools, such as stress assessment quizzes or progress trackers, which could really enhance user engagement and makes the webpage feel personal3. The advice provided in the webpage is very generalized and may not cater to specific individuals or circumstances, limiting the effectiveness for some users4. Due to the extensive list of resources and content, there is a potential for Information Overload and might overwhelm users. Especially those who have cognitive difficulties5. Due to the lack of regular updates to the webpage, the content becomes outdated over time, reducing its relevance and effectiveness, especially due to new studies and research in mental health
<p>Opportunity:</p> <ol style="list-style-type: none">1. Incorporating elements such as videos, audio guides, or infographics could improve user engagement and experience2. By developing and introducing features like personalized stress assessments, progress trackers, or virtual workshops could provide specific and tailored support for individuals3. Frequently updating the webpage with new research findings, new stress management techniques, or user testimonials could help the webpage retain its relevance and encourage users to visit the page frequently4. Implementing features that improve accessibility for individuals with disabilities, such as screen reader and alternative text formats, could improve the user base5. By creating forums or comment sections where users can share experiences, ask questions, and support each other could develop a sense of community, making the webpage stand out from the competition	<p>Threat:</p> <ol style="list-style-type: none">1. Due to the abundance of online stress management tools and resources, users may divert their attention to alternative platforms, reducing webpage traffic2. Continuous advancements in stress management research may result in the current content of the webpage becoming outdated and irrelevant3. Without any interactive or multimedia features, the webpage could have difficulties in maintaining user interest and keeping user retention levels high4. If the webpage does not meet diverse accessibility needs of users, it could potentially exclude users, especially users with disabilities5. The extensive content in the webpage might overwhelm users, causing them to be discouraged or unmotivated to finish reading, resulting in them looking for simpler alternatives

Conclusion:

The University of Michigan's SHRM (Society for Human Resource Management) has multiple resources on stress management and mental health. For students leading sedentary lives, these resources help address stress, which is often linked to inactivity and academic pressure. However, the lack of interactive tools visual aids and personalized resources may limit how much it is able to engage audience.