

## **Description of Three Primary Stakeholder Groups (Shehab)**

Stakeholders groups were the groups of individuals that our product was supposed to have an impact on.

Our three stakeholders are:

**Athletes who go to the gym** was the first stakeholder group:

- People who undergo group physical activity multiple times a week
- They must keep good academics while having practice everyday and excelling during matches
- NJIT athletes do not have time to procrastinate. They must have a strict schedule and keep to it or else they will fall behind.

**NJIT Non athletes who go to the gym**

- Regular students who want to maintain or achieve a healthy lifestyle.
- Most students are focused on academics and science-based extracurriculars, and have trouble finding the motivation and time to go to the gym.
- These people have a goal to get fit, but are less consistent than actual athletes.

**NJIT Students who do not go to the gym**

- Students who do not like to go to the gym or are uninformed about resources on campus
- It is not uncommon for students who have a rigorous course load and introverted tendencies to not go to the gym.
- This does not mean, however, that they do not want to have a healthy lifestyle. They do not know how to start if they are new and may not be able to get into it.
- They also may have a difficult time finding like minded individuals who are willing to partake in group physical activities with them

All three of these stakeholder groups had traits that affected the development and influenced the continued development of our final product.