

Celebrating Workplace Diversity

DES302: Critical-Technical Positioning

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Executive Summary

New Zealand's cultural makeup is becoming more and more diverse every year, with nearly 1,272,000 people reported being born overseas. These overseas migrants often feel a lack of awareness and respect for their cultural differences. This has created misunderstandings, isolation and feeling of exclusion here in New Zealand.

Due to our increasing population, we also have an increasingly diverse workforce, where the celebration of diversity is becoming essential. This is because celebrating and learning about someone's culture makes them feel welcome and valued. When a workplace celebrates their Employee's culture, they will feel more comfortable, think more creatively, and bring more of their ideas confidently to the table.

This design project aimed to create a high-fidelity prototype of a service called 'Te Rawenga' that helps business owners bring employees together to celebrate diversity. It aims to give business owners a starting point for celebrating diversity and helps to avoid poor and offensive attempts at celebrating culture.

The service provides business owners with resources to help them learn more about their employee's diversity and brings greater levels of inclusivity to the workplace environment. It also provides them with connections to local services and communities within Tāmaki Makaurau, which can be used to help them learn and celebrate diversity.

This design project followed an adapted version of the "Revamped Double Diamond" (Nessler, 2018). The research process was split into five phases; Discover, Define, Develop, Deliver and Submission. Each phase utilised methods from 'The Field Guide to Human-centred Design' (IDEO, 2015).

During this project, primary and secondary research showed that larger organisations were more likely to address diversity through cultural celebrations compared to medium and small organisations. This is because business owners of small to medium-sized organisations find it difficult to embrace their employee's culture, ethnicity and religion due to a lack of education, resources and overall guidance about the different cultures and traditions of the individual employees in the workplace. These business owners often do not have the same access to the services and people that larger businesses may have to help them celebrate diversity.

During user testing, it was found that many participants found this project to be user-friendly and essential for businesses trying to celebrate diversity. They stated it was informative, designed effectively and could be implemented in workplaces around Aotearoa.

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1. Design Problems and Objectives

1.1 Problem/ Background:

New Zealand's cultural makeup is becoming more and more diverse every year. According to a Stats NZ Census report (2018), nearly 1,272,000 people reported being born overseas. This growth in the overseas-born population corresponds with the high migration of young adults coming to study or work here in New Zealand (Stats NZ, 2018).

A recent survey conducted by Inclusive Aotearoa Collective Tāhono (2021) found that these overseas migrants often felt a lack of awareness and respect for their cultural differences. This has created misunderstandings, isolation and feeling of exclusion here in New Zealand. The survey also found that people felt there was a lack of cultural activities and celebrations within the community of Aotearoa. This has reduced feelings of belonging and value among overseas migrants.

Due to our increasing population, we also have an increasingly diverse workforce, where cultural celebrations are becoming essential. This is because they help create inclusion and increase feelings of belonging (Verity, 2018). Celebrating and learning about someone's culture makes them feel welcome and valued. Employees will feel more comfortable, think more creatively, and bring more of their ideas confidently to the table. Celebrations build respect, relationships and inclusion within a workplace, helping ensure employees are happier and more engaged with their work. (Becker, 2012).

However, according to the Diversity NZ workplace Survey (Tolooei, 2022), it was found that larger organisations were more likely to address diversity through cultural celebrations compared to medium and small organisations. This is because business owners of small to medium-sized organisations find it difficult to embrace their employee's culture, ethnicity and religion due to a lack of education, resources and overall guidance about the different cultures and traditions of the individual employees in the workplace. These business owners often do not have the same access to the services and people that larger businesses may have to help them celebrate diversity.

1.2 Intended Objectives:

The intended objective of this design project was to create an industry-level, high-fidelity service using Figma: an online service that helps smaller to medium-sized workplaces celebrate diversity.

- Colours, fonts, format and aesthetics follow the same guidelines. This is clear throughout presentation slides, presentation boards, final solution, slideshow, journal and miro board.
- Portrays all aspects of the solution + Potential future aspects - The prototype portrays all features of the solution, potential add-ons and the possible future for the solution.
- A well-designed Showcase Slideshow that correlates the journey - Aesthetically aligns in terms of the brand identity and is clear and concise.
- A well-designed brand identity - Well-thought-out brand design and identity that includes a logo and aesthetically aligns.
- Is Ready to be taken further/ Implemented - The final solution could be taken further and implemented into real life if needed.

1.3 Design Constraints:

The design constraints of this project included:

- **Time:** Due to the time constraint of a 12 weeks semester + 3-week exam period, time was partially limited to complete this project. It was important to stick strictly to the timeline, assess risk and leave room for pushback.
- **Research:** Due to the rules around ethics at The University of Auckland, the project was limited to secondary research and primary research conducted on 301 & 302 participants only. Without Primary Research, this project did not reach its full potential as feedback and conversations were limited to classmates and lecturers rather than the clients themselves.
- **Individual Project:** Because this was an individual project, there were limitations to ideas, knowledge and experience. This limited the project from reaching its full potential. It was essential to check in with lectures and have conversations with classmates as it helped to push this idea further and spark inspiration.

- **Technical Skills:** The researcher only held the ability to create a high-fidelity prototype of the intended objective. It would take more time and skill to create a functional working website. This stopped the design from reaching its full potential.
- **Testing and Feedback:** The solution could not be tested on real stakeholders due to ethics approval. Instead, feedback came from lectures and classmates. This put a limit on the solution being the best it can be and limited its reliance and workability in a business.

1.4 Cost Implications:

Currently, there were no cost implications for this design project. However, if it was to be taken further and implemented in real life, cost implications could include:

Who/What	Why	Cost
Web & Software Developer	The solution would need someone to help develop the website, keep it up and running, fix bugs, implement updates, e.t.c.	Web and software developers can cost around \$30 an hour. Developing a website, it can cost anywhere from \$5000
Additional Support People	More people will be needed to help execute the solution in the real world and help maintain it over time. There will also be a need for people to help and guide businesses when using this service.	A team is needed for marketing, customer service, usability testing etc. All on an hourly pay of around \$25-\$30.
Launch	More people will be needed to help execute the solution in the real world and help maintain it over time. There will also be a need for people to help and guide businesses when using this service.	To help keep the business afloat until sustainable revenue comes in - \$10,000
Marketing	Marketing and advertising will be essential in gaining users. The project will need a	Marketing Specialist - \$30 an hour

	marketing specialist and someone to create compelling content.	Social Media- Youtube \$2000 Tiktok \$2000 Facebook \$2000 Total ≈ \$30,000
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2. Detailed Design Documentation

2.1 Assumptions

The assumptions made for this design project were:

- **Lack of Understanding:** Most smaller to medium-sized workplaces don't encourage or accommodate the celebration of different cultures.
- **Lack of knowledge:** Most smaller to medium-sized workplaces don't know how to celebrate other people's cultures.
- **The importance of cultural celebrations:** Cultural Celebrations are not seen as necessary in the workplace.
- **Emotions:** Employees may feel un-included or not welcome when their workplace fails to embrace their culture/ religion/ beliefs.
- **Lack of Education:** Business owners struggle to educate themselves on their employee's culture.
- **The solution:** A personalised and educational cultural calendar would help workplaces keep track of cultural events and ensure employees feel important.

2.2 Function

Te Rawenga is an online service that helps business owners bring employees together to celebrate diversity. It aims to give business owners a starting point for celebrating diversity and helps to avoid poor and offensive attempts at celebrating culture.

The service provides business owners with resources to help them learn more about their employee's diversity and makes the process of celebrating seamless. It also provides them with connections to local services and communities within Tāmaki Makaurau, which they can use to assist them in learning how to celebrate diversity

Features of this service include:

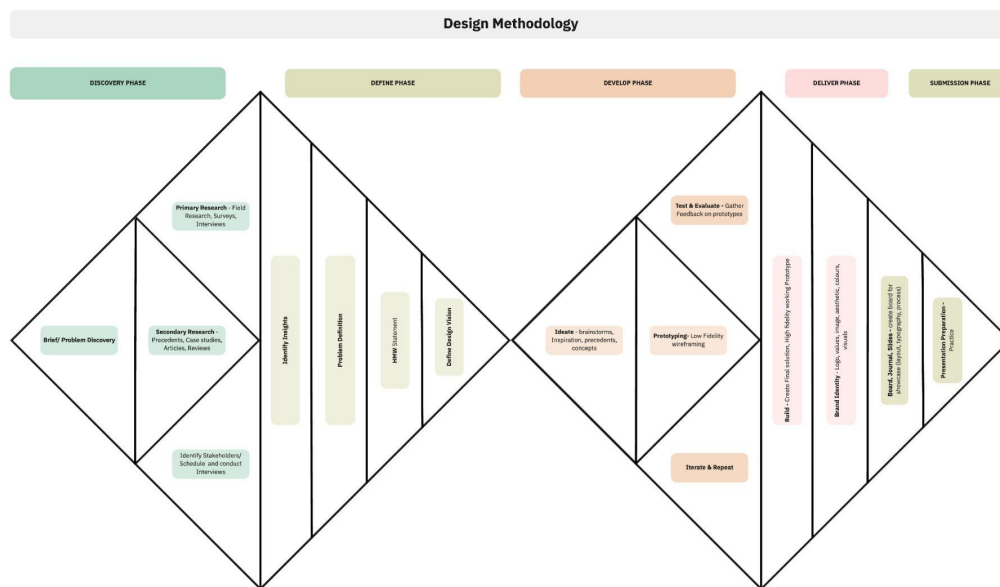
- **Diversity Survey** - Gathers Information about employees' gender, pronouns, sexual orientation, nationality, ethnicity, spoken languages, religion, and the cultural and diversity events that they celebrate. Business owners or HR managers can alter the survey depending on what they want to know about each employee.
- **Celebration Survey** - Gathers more specific Information about the cultural and diversity events they celebrate to help their workplace plan accordingly.
- **Our workplace** - Displays a world map view of where employees are from along with a profile of each employee containing their survey responses and the cultural and diversity events they celebrate.
- **Diversity Calendar** - Allows users to view all diversity events throughout the year.
- **Dashboard** - Allows users view upcoming events and recent community posts.
- **Community Page** - Users can view how other businesses celebrate diversity in their workplace and post about their own celebrations.
- **Celebration Information pages** - Displays information about the event, including what it is, when it is, history, language & pronunciation, symbolic food, and employees' survey responses. The page also shows how to celebrate the event in the workplace, including Inspiration, inclusivity tips, local services, local communities and employee suggestions from their survey.
- **Create Event** - Allows users to organise, create and post celebration events to employees' dashboards and calendars, such as Microsoft Teams and Google Calendar.
- **Feedback Survey** - Allows users to give feedback about celebratory events and help improve them for future events.
- **Plug-In Option** - Allows users to access Te Rawenga through other applications, such as Microsoft Teams, to make it more accessible.

2.3 Prototype Developed

The prototypes used for developing this service began in the form of paper wireframes and gradually made their way to Figma. This project aimed to reach Figma prototypes as early as possible. This was so the prototype could be used for feedback early on and during the first presentations to the clients. Figma Prototypes were tested on five Design 302 students as well as shown to lecturers and clients. Results from this testing can be found in **4. Test Plans and Results**.

2.4 Design Process

This design project followed an adapted version of the "Revamped Double Diamond" (Nessler, 2018), a flexible process that allows the user to apply whatever suits them and use it in a way that works best. The research process was split into five phases; Discover, Define, Develop, Deliver and Submission. Each phase utilised methods from 'The Field Guide to Human-centred Design (IDEO, 2015). The study was viewed through an inclusion lens focusing on biculturalism systems and relationships.



Phase 1: Discover

Method 1: Secondary Research

Method 2: Primary Research

Method 3: Frameworks

Phase 1, Method 1: Secondary research helped to gather information based on the topic of interest. This secondary research consisted of case studies, literature reviews, recent innovations, and previous solutions that helped to get an overall understanding of the topic.

Phase 1, Method 2: Primary research was conducted during this process and used to create insights. However, the only primary research that could be conducted was with classmates and lecturers due to ethics approval.

Phase 1, Method 3: Frameworks were used to identify secondary research themes, gaps and patterns. This was used for identifying opportunities for a potential solution.

Phase 2: Define

Method 1: Find Themes

Method 2: Develop Insight Statements

Method 3: Define your problem

Method 4: How Might We

Phase 2, Method 1: After completing the methods in the Discover phase, common patterns, problems and insights that have popped up during the research were identified. These themes were used to create insight statements.

Phase 2, Method 2: Next, insight statements were developed. By using themes, they were rephrased into short statements and then used to develop “How Might We” statements.

Phase 2, Method 3: Defining the problem helped to drive the project toward a final solution and kept the ideation phase from being too broad. Defining the problem was done by taking insight statements and expanding on them.

Phase 2, Method 4: The “How Might We” statement was used to help to identify opportunities and inspire concepts. Insight statements were taken and turned into questions to propose opportunities for the project.

Phase 3: Develop

Method 1: Brainstorm

Method 2: Bundle Ideas

Method 3: Get Visual

Method 4: Rapid Prototyping

Method 5: Feedback and Integration

Phase 3, Method 1: After forming the “How Might We”, Brainstorming was conducted to ideate potential solutions to the problem. Brainstorming allowed the researcher to focus on the creative side rather than the feasible side so that ideas could be built up and bounced off each other.

Phase 3, Method 2: Ideas and concepts from the brainstorming were then bundled together to create more ideas. These bundles combined the best aspects of an idea and helped inspire better solutions.

Phase 3, Method 3: Getting visual incorporated drawing and prototyping into the ideation phase and helped to unlock more innovative solutions. It helped to clarify thoughts and spark different ideas and solutions.

Phase 3, Method 4: Rapid prototyping built prototypes quickly to test ideas, allowing more opportunities for feedback. Moving through a variety of iterations pushed the solution further.

Phase 3, Method 5: The feedback gathered was then integrated and iterated into the design, and the design was iterated. This helped push and refine the solution even further until it was ready to be adopted into society. This phase repeated itself a few times before the solution was final.

Phase 4: Deliver

Method 1: High-Fidelity Prototyping

Method 2: Resource Assessment

Method 3: Create a Pitch

Phase 4, Method 1: A high-fidelity prototype was created as the final solution for this project. This was used to present the final pitch and to portray all specifications of the design.

Phase 4, Method 2: A resource assessment was carried out to understand the feasibility of the solution and how easy it will be for the solution to be implemented in society.

Phase 4, Method 3: A pitch was created to communicate the final solution to the clients. This pitch conveyed the key elements of the design and convinced the clients that it was a probable solution.

Phase 5: Submission

Method 1: Create Board, Journal, and Slides

Method 2: Practice Presentation

Phase 5, Method 1: For this final phase, a board, journal and slideshow was created for the showcase. This involved refining skills in adobe creative cloud and correlating the miro board into a slideshow and journal.

Phase 5, Method 2: Practicing the presentation helped the researcher avoid reading off notes or a phone. It ensured engagement and eye contact with the audience rather than a focus on what should be being said.

2.5 Human Factors Considered:

This service was designed to be used by humans regularly. Therefore, human factors considered were:

- **User Friendliness:** The user experience and interface needed to be designed carefully. It needed to be simple and easy to use; otherwise, users would resent it.
- **Accessibility:** The service should be easily accessible to all workplaces and businesses. Everyone deserves the right to access these resources to celebrate culture within their workplace. The service also considered people with disabilities such as hearing or sight impairments.

3. Primary & Secondary Data Analysis:

3.1 Primary Data Sources

Due to this project's ethics, the researcher sourced primary data from 301 and 302 students. The primary data was qualitative and quantitative. The methods used to collect the primary data were interviews, surveys, and case studies.

4.1.1 Survey: The survey instrument used was google forms. The survey included the following questions:

1. Do you currently work in a business or have you previously worked for one in the past?
This could include internships, office-style jobs, part-time work etc.

2. How big is this business?
3. Does this business celebrate or acknowledge any of the following events?
4. Can you give an example of how this business acknowledged or celebrated one of these events?
5. Do you think celebrating Diversity in the workplace is important?
6. Why do you think this?

The researcher posted the survey on the 302 and 301 Discord on the 11th of September 2022. It was understood that not all students have worked in a business before. However, the first survey question helped to filter these students out of the survey.

4.1.2 Interviews: The researchers also conducted Interviews with five 301 and 302 students who have previously worked or interned in businesses.

Student	Occupation	Interview Details
Student #1	Works part-time for an NZ business that is owned by a big corporation.	15 August 20222 - Engineering Building
Student #2	Interned at a workplace for 6 months	16th August 2022 - Engineering Building
Student #3	Interned at two workplaces over the span of 5 years	17th August 2022- Engineering Building
Student #4	Works part-time doing admin work for a retail business	14th September 2022- Design Building
Student #5	Interned over summer for a marketing and design business	15th September 2022- Design Building

The researcher met with each of these participants on the arranged date and asked the following questions:

1. How big is this business you have worked for?
2. Can you recall a time when your workplace celebrated a diversity event or week?

3. If so, what did they do to celebrate this event?
4. Does your workplace celebrate any other diversity events? Why or why not?
5. Does your workplace make an effort to celebrate your culture? Why or why not?
6. Do you feel valued and important in your workplace? Why or why not?
7. What are your thoughts on a Digital diversity calendar to help make it easier for businesses to celebrate diversity within the workplace?

The interviews were recorded using Voice Memos on iPhone and transcribed afterwards onto a Google Document.

4.1.3 **Case Studies:** The researcher produced five case studies surrounding the following services, products and frameworks listed below. The case studies included: what it was, how it worked and the pros/ cons.

Diversiton. (n.d.). <i>Outlook Inclusion Calendar</i> . Diversiton. http://diversiton.com/outlook-calendar/
Diversity Resources. (n.d.). <i>Online Diversity Calendar</i> . Diversity Resources. https://www.diversityresources.com/diversity-calendar/
RandomDots. (n.d.). <i>Fun & Games Archives</i> . Random Dots. https://www.randomdots.co/product-category/fun-games/
Askyourteam. (n.d.). <i>Cultural Competency</i> . Ask Your Team. https://www.askyourteam.com/products/cultural-competency/
Kazoo. (2022, March 17). <i>2022 Workplace Diversity and Inclusivity D&I Calendar</i> . Kazoo. https://www.kazoohr.com/resources/library/inclusive-workplace-calendar
Belong Aotearoa. (n.d.). <i>Intercultural Dinners</i> . Belong Aotearoa. https://www.belong.org.nz/intercultural-dinners

3.2 Secondary Data Sources:

To ensure that the secondary data was reliable, the researcher collected it from creditable sources such as published literature (google scholar and the University Library), company reports, Stats NZ, and statistical documents. Data was also collected from previous case studies.

Data Type	Source
Case Study	Diversity Works NZ. (2020). <i>CULTURAL CELEBRATION - MAS</i> . DiversityWorks. https://diversityworks.nz.org.nz/case-studies/2020-diversity-awards-nz/cultural-celebration-mas/
Case Study	Diversity Works NZ. (2019). <i>Cultural Celebration - HSBC New Zealand</i> . DiversityWorks. https://diversityworks.nz.org.nz/case-studies/2019-diversity-awards-nz/cultural-celebration-hsbc-new-zealand/
Case Study	Diversity Works (2021). <i>Inclusive workplace - George Weston Foods</i> . DiversityWorks. https://diversityworks.nz.org.nz/case-studies/2021-diversity-awards-nz/inclusive-workplace-george-weston-foods/
Case Study	Diversity Works (2021). <i>Cultural Celebration - New Zealand Trade and Enterprise</i> . DiversityWorks. https://diversityworks.nz.org.nz/media/1150/nzte.pdf

Statistical Document	Stats NZ. (n.d.). <i>Losing our religion</i> . Stats NZ. https://www.stats.govt.nz/news/losing-our-religion/
Statistical Document	Inclusive Aotearoa Collective Tāhono. (2021, February 28). <i>Culture and diversity</i> . Inclusive Aotearoa. https://inclusiveaotearoa.nz/belonging/what-stops-you-from-feeling-like-you-belong/culture-and-diversity/

Statistical Document	Issues, O. F. D. (2016, December 1). <i>Key facts about disability in New Zealand</i> . Office for Disability Issues. https://www.odi.govt.nz/home/about-disability/key-facts-about-disability-in-new-zealand/
Statistical Document	Stats NZ. (n.d.). <i>Kiwis' participation in cultural and recreational activities</i> . Stats NZ. https://www.stats.govt.nz/reports/kiwis-participation-in-cultural-and-recreational-activities
Published literature	Ford, R.C., Newstrom, J.W, McLaughlin, F.S. (2004). <i>Making workplace fun more functional</i> . Industrial and Commercial Training. Vol. 36 No. 3, pp. 117-120. https://doi.org/10.1108/00197850410532131
Published literature	Becker, F. W. (2012). <i>The impact of fun in the workplace on experienced fun, work engagement, constituent attachment, and turnover among entry-level service employees</i> (Order No. 3569209). http://ezproxy.auckland.ac.nz/login?url=https://www.proquest.com/dissertations-theses/impact-fun-workplace-on-experienced-work/docview/1348169441/se-2
Published literature	Grastorf, G. G. (2018). <i>Relationship of Organizational Celebrations to Employee Relationships in Creating a Culture of Community</i> (Order No. 10811147). http://ezproxy.auckland.ac.nz/login?url=https://www.proquest.com/dissertations-theses/relationship-organizational-celebrations-employee/docview/2039531526/se-2

3.3 Primary Data Analysis:

3.1.1 Survey:

Figure 1.1 (refer to appendices) illustrates the amount holidays that are celebrated by workplaces around Auckland. This information is from the ten responses collected in the survey. Figure 1.1 (refer to appendices) shows that the most commonly celebrated events were Christmas, Easter, Waitangi Day, and International women's day.

The survey also showed that specific methods of celebrating in the workplace included discussions, food, social media posts, gifts, quizzes, clothing and decorating. A few participants stated that the celebration was an acknowledgment rather than actual participation in an event.

In figure 1.2 (refer to appendices), every single participant agreed that cultural celebrations were important in the workplace. Many stated that it helped make them feel included and welcomed within the workplace. They also said that they would feel more comfortable when their work put in the effort to celebrate their culture.

To summarise, the key takeaways from this survey were that larger businesses are more focused on celebrating and embracing Aotearoa's culture rather than other cultures. The celebrations of Christmas, Easter and birthdays are many companies' main celebrations they put effort into throughout the year. Some businesses will only celebrate or acknowledge mandatory holidays implemented by the government.

3.1.2 Interviews:

From the interviews with five design 302 students, it is clear that most businesses do not celebrate cultural events within the workplace. A few workplaces focus on celebrating Māori events, but other than that, the main events celebrated are Christmas and Easter. These events are both associated with the majority of people in New Zealand.

The majority of participants stated that there was a lack of cultural celebrations within their workplace because no one took the initiative and that there wasn't a large, diverse range of cultures within their workplace. Another reason was that the workplace was close and personal enough that they didn't feel a need to celebrate culture.

Most participants said they felt somewhat valued in their workplace but often worried if others did. Many workplaces would go out to celebrate through alcohol, whereas some employees could not due to their culture and personal beliefs.

The participants agreed that there was a lack of awareness and understanding of the importance of celebrating one's culture in the workplace. The majority said their workplaces would benefit from a service such as a diversity calendar to help them celebrate culture.

The researcher was surprised that larger businesses were more focused on celebrating and embracing Aotearoa's culture than other cultures. The researcher had previously made the assumption that larger businesses would have celebrated all cultures considering Aotearoa's diverse population.

The main takeaways from the interviews were that smaller business owners find it challenging to celebrate diversity because they are uneducated about their employee's culture. They are more likely to be left out/ not included. Smaller business owners also struggle to celebrate and socialise with their employees in a way that is inclusive and welcoming to everyone. Some offices operate remotely, making it difficult to ensure employees feel valued and included.

3.1.3 Case Studies:

The researcher carefully analysed each case study and placed it on a comparative scale, as seen in figure 1.3 (refer to appendices), regarding its interactiveness/ educational aspect and specificity. It was found that there was a gap missing in the market for a solution that was both interactive/ educational but also specific to New Zealand.

3.4 Secondary Data Analysis:

According to a survey by Becker (2012), fun activities are common in the workplace. Some activities we also found to be preferred over others. These activities included: recognition of personal milestones, social events, and public celebrations. In terms of the types of activities, it was found that employees rated food, contests, outings, and awards/prizes as the most preferred.

It was also found that having fun has been shown to impact workplace outcomes. There is a positive relationship between fun at work and an increase in "affective organisational commitment, job satisfaction, experienced fun, perceptions of customer service quality, task performance, organisational citizenship behaviour, and creative performance" (Becker, 2012). Additionally, having fun at work reduced employee turnover and emotional exhaustion. This is further supported by Ford, Newstrom & McLaughlin (2004), who stated that the benefits of fun workplaces increased the commitment (loyalty, dedication, lower turnover) of their employees and their organisation's ability to successfully recruit new employees.

In a survey conducted by Grastorf (2018), it was found that employees make connections and develop fundamental workplace relationships when celebrations are used within organisations.

As a result, this can make employees happier and more engaged with their work, helping build a more robust community culture and higher functioning organisations. This is also supported by Ford, Newstrom & McLaughlin (2004), who stated that having a fun work environment increases the levels of enthusiasm, satisfaction, creativity, and communication among employees and enhances feelings of group cohesiveness. They also reported that fun workplaces contribute to the strength of an organisation's corporate culture.

Grastorf (2018) & Ford, Newstrom & McLaughlin (2004) both concluded that celebrations positively affect employees' beliefs, values and behaviour and influence relationships between employees and leaders. Therefore, it is recommended that celebrations and fun become an important part of business culture.

The key takeaways from these pieces of literature are that it is beneficial for businesses to implement food, contests, outings, and awards/prizes into celebratory events. It is important for the researcher to create a solution that seeks to implement these types of activities in celebrations. Another key takeaway was that having fun at work reduces the likeliness of employee turnover and emotional exhaustion. Celebrations positively affect employees' beliefs, values and behaviour and should be an important part of business culture.

In a survey conducted by Inclusive Aotearoa Collective Tāhono (2021), participants felt that there was a lack of awareness and respect for cultural differences, which has created misunderstandings, isolation and feeling of exclusion here in New Zealand. Participants shared they felt that the dominant culture here in New Zealand struggled to understand them and often made incorrect assumptions about their cultures. Participants also shared that there was a lack of cultural activities and celebrations within the community of Aotearoa. This can reduce feelings of belonging and create exclusion. They agreed that it was essential to have authentic cultural activities driven by those representing that culture.

The Office of Disability Issues reported in 2016 that 1 in 4 New Zealanders is limited by a physical, sensory, learning, mental health or other impairment. It also reported that 45% of disabled adults are employed compared to 72% of non-disabled adults. As well as 26% of the Māori population was identified as disabled, compared to 24% of the New Zealand population. This information is helpful for the researcher to gauge the number of potential employees with disabilities in the workforce and how the solution will need to accommodate them

According to a survey by Stats NZ on Kiwis' participation in cultural and recreational activities, Kiwis who participated in at least one cultural activity in the last four weeks were more likely to rate their overall life satisfaction as high. Similarly, those who participated were more likely to feel that the things they do in life are worthwhile than those who did not participate. This emphasises the importance of cultural celebration in the workplace.

According to another survey conducted by Stats NZ. (n.d.), the top five religious groups in New Zealand are Anglican – 314,913 people, Christian – 307,926 people, Roman Catholic –

295,743 people, Presbyterian – 221,199 people, and Catholicism – 173,016 people. Other religions included were Hinduism -121,644 people, Islam -57,276 people, Sikhism - 40,908. Maori beliefs and religions were also included in the survey, where 43,821 people identified with Rātana and 12,336 people reported Ringatū as their religion.

4. Test Plans and Results

4.1 Test Plans

To test the design, the researcher organised a meeting time with the five students they initially interviewed during primary research. The researcher also created a survey using google forms to allow users to get the full experience of the diversity survey. For the other design features, the researcher prototyped a website using Figma. Figma enables the service to work like an actual website. From here, the researcher asked each participant for their opinion on each feature. The researcher also asked them to try and navigate their way around the website. The researcher then took note of what the participants liked and disliked about each feature. These notes were recorded on a table.

Student	Occupation	Interview Details
Student #1	Works part-time for an NZ business that is owned by a big corporation.	10 October 20222 - Engineering Building
Student #2	Interned at a workplace for 6 months	10th October 2022 - Engineering Building
Student #3	Interned at two workplaces over the span of 5 years	10th October - Engineering Building
Student #4	Works part-time doing admin work for a retail business	27th October 2022- Design Building
Student #5	Interned over summer for a marketing and design business	28th October - Design Building

4.2 Test Results

From these results shown in figure 1.4, many participants stated that the design of the service was well thought through, promoting usability for users. They said that the overall user-friendliness was good. However, there were a few things that they pointed out that could be improved. Thus, the researcher has made the following alterations to the following feature in the design.

	Diversity Survey	Celebration Survey	Our workplace	Dash Board & Diversity calendar	Community page	Celebration Information Page	Creating an Event	Feedback Survey
Student #1 - Works part-time for an NZ business that is owned by a big corporation.	<ul style="list-style-type: none"> Thought that the design and aesthetic was very nice and user friendly Felt as though they wouldn't have a lot to answers much as they are European and not religious. wonders how much information people would be willing to share with their office 	<ul style="list-style-type: none"> Not sure how it would work for holidays such as christmas and New years as everyone celebrates those. Cant accommodate to everyone. Might be hard trying to go through everyones answers for an event 	<ul style="list-style-type: none"> Map should be more visually interactive, however understand that it is just a prototype Profiles are so cool, however the layout of information could be better. What if someone has no information? 	<ul style="list-style-type: none"> dashboard is simple and effect Needs more colour Calendar could be better, I would rather use my own calendar Need to show that you can export the events somehow. 	<ul style="list-style-type: none"> Very similar to facebook, like that you can search hashtags. So easy to find what you are looking for 	<ul style="list-style-type: none"> Nice to be able to see employee response from the survey. However would be cool to have in intertwined into the actual info 	<ul style="list-style-type: none"> Looks super user friendly! How would people collaborate on this though? 	<ul style="list-style-type: none"> Great way to gather feedback about the events! Would be better if it had it own layout like the first survey
Student #2 - Interned at a workplace for 6 months	<ul style="list-style-type: none"> Design is good and thought through think survey is a great way to get information from employees fast wonders if people might see it as superficial, not authentic or meaningful. 	<ul style="list-style-type: none"> Design not as good as last survey, makes it seem not as important, but your whole idea is about accommodating to celebrations so this should be just as important. 	<ul style="list-style-type: none"> very cool to see a visualisation of the workplace, helps to add meaning behind the idea maybe could add more info on their name tags so people dont have to click in and out of their profiles to see information (such as pronouns and gender) 	<ul style="list-style-type: none"> A cool idea could be to use different greetings every day so people can learn languages. or You could use a greeting based on what celebration is coming up 	<ul style="list-style-type: none"> You should add an explore page or something so people can view that incase they dont know what to search for Can you get followers or follow people? Who runs the account? 	<ul style="list-style-type: none"> Could add more info to the employees page? Menu is complicated when its on that side of page, feels cluttered 	<ul style="list-style-type: none"> Can more than one person edit this event? What happens if someone tries to takeover? Looks very user friendly 	<ul style="list-style-type: none"> Not sure where this information is displayed? however is nice to see you ensuring that feedback is given
Student #3 Interned at two workplaces over the span of 5 years	<ul style="list-style-type: none"> Likes the colour pallets, says that orange is a welcoming colour Survey is quite long doesn't like open ended questions as it takes long time to answer good idea to allow people to skip 	<ul style="list-style-type: none"> Nice way to gather more specific information rather than trying to include it all in one survey. Defiantly limits the amount of time that could of been spent on first survey 	<ul style="list-style-type: none"> Pronouns should be added under their names instead of in the employee profiles for quick accessibility. 	<ul style="list-style-type: none"> really like the layout of the dashboard, very user friendly. calendar is nice, also very user friendly 	<ul style="list-style-type: none"> Love that you can celebrate posts, and like them, similar to linkedin in that sense It is a really good idea 	<ul style="list-style-type: none"> Services should be explained more instead of just having dumped at bottom of page 	<ul style="list-style-type: none"> Looks good and easy to manage, Like that you can export it for other calendars and services, as not everyone will be willing to use your calendar. 	<ul style="list-style-type: none"> Results could be given in like an email or a seprate page on that service Will everyone be able to see the feedback or just the hosts? Will feedback be able to be accessed in a years time when the event happens again?
Student #4 - Works part-time doing admin work for a retail business	<ul style="list-style-type: none"> Would be such a good survey for remote business who can talk to each other all the time encourages people to be more open to talking about themselves, normalises pronouns and sexuality 	<ul style="list-style-type: none"> The end of the survey is really nice and cute. Very cool to see you use another language, helps me to learn as well other language terms. 	<ul style="list-style-type: none"> The colour of the map location icon are different from the actual colour. Profiles are a good idea for people to see peoples information incase they get stuck, so it's not too awkward to ask either. 	<ul style="list-style-type: none"> confused about the point of the calendar on the dashboard? what does it do, at the moment it just looks like it's showing the date. Calendar is good, but not sure how I would edit it? 	<ul style="list-style-type: none"> You should host competitions so that people feel motivated to post or let the public have access to the page so that they can see what businesses are doing, as it would help with recruitment. 	<ul style="list-style-type: none"> So nice to see well written paragraphs about the event, saves time trying to find information online, especially when to all in once place. 	<ul style="list-style-type: none"> Looks easy and simple to follow, should have automatic option to add in from the celebration page so people dont have to remember them before they create an event. 	<ul style="list-style-type: none"> Helps to stop offensive celebrations which is good, however it only catches them after they have happened. Good for future reference though
Student #5 - Interned over summer for a marketing and design business	<ul style="list-style-type: none"> People might be able to recreate it on google forms? need a better font size ethnicity and nationality are different, you should clarify this. 	<ul style="list-style-type: none"> Looks good short and simple nice that it can be changed by the business owner 	<ul style="list-style-type: none"> I like it, however employees profiles should probably be displayed vertically 	<ul style="list-style-type: none"> Dashboard looks good, Calendar looks good 	<ul style="list-style-type: none"> I wonder if people would actually post, maybe if they are proud of a celebration that they have done, but also it takes a lot of effort to post this, when they could just post it to their linkedin so everyone can see it. 	<ul style="list-style-type: none"> Think that this is so useful work a quick and easy understanding of an event, so nice that you can see the employees perspective on the event as well. 	<ul style="list-style-type: none"> Will there be Notifications sent out when an event is created? Even an email option? 	<ul style="list-style-type: none"> Will people be bothered to give feedback? What if no one gives feedback?
Main Takeaways:	<p>To improve this survey, I will need too:</p> <ul style="list-style-type: none"> Make it less superficial, word things nicely have less typed answers to question, people like to choose options make it shorter if possible clarify difference between nationality and ethnicity. 	<p>To Improve the celebration Survey, I will need too:</p> <ul style="list-style-type: none"> Find a effective way it display responses so that it is easier for business owners to accommodate to their employees. Make survey come across as more important Make is obvious that it can be edited by business owners, so that they are able to remove things add things to it. 	<p>To improve Our workplace, I will need too:</p> <ul style="list-style-type: none"> Possibly create a more interactive map Work on having more effective layout of information on employee profiles Add important information to their profile buttons such as pronouns and gender? change icon colour of tags to match colour pallets Maybe display profiles vertically, instead of seping. 	<p>To improve the calendar and dashboard, I will need too</p> <ul style="list-style-type: none"> Maybe add some more colour Add option to export events to your own calendar Maybe on dashboard allow for different greetings each day Calendar is not really needed in the dashboard, or give it a purpose. 	<p>To improve the community page, I will need too</p> <ul style="list-style-type: none"> Adding an explore page so it is easy for people to find posts and celebrations Add weekly competitions to motivate workplaces to participate. Make the social media to be accessed to public. Can post posts to linkedin as well 	<p>To improve the celebration information pages, I will need too</p> <ul style="list-style-type: none"> Intertwine employee information throughout the page so that they dont have to go back and forth. employee section needs more Explain the services, add some descriptions to help business wonders decide which one they might click on Allow people to export events 	<p>To improve the create event option, I will need too</p> <ul style="list-style-type: none"> Add a more user friendly interface that allows collaboration? Options to fill out information from the celebration page so people dont have to copy/ paste stuff Allow people to export it or have be sent as a notification when its created. 	<p>To Improve the feedback survey, I will need too</p> <ul style="list-style-type: none"> Layout better Have a place where feedback can be displayed and accessed for future events? Ensure people are emailed the feedback survey. People probably wont visit Te Rauwanga until the next event.

Figure 1.4

The researcher made alterations to the following features of the design:

Diversity survey

- Reworded some of the questions to come across as less demanding
- Replaced some of the typing questions with multi-choice.
- Added a clarification of the difference between nationality and ethnicity for the user

Celebration Survey

- Changed the display of the survey, so it comes across as more important
- Changed the way responses are displayed
- Added an option for business owners to alter the survey/ add their own questions

Our Workplace

- The map is more interactive
- Changed employee profile information layout
- Changed colour the of the map tags to match the colour palette

Dashboard

- Added more colour to the dashboard
- Added different greetings for each day

Calendar

- Added exporting option for calendar events

- Changed colours of essential events

Celebration page information

- Changed display of employee survey responses so that they are more effective

Create Event

- Created a more user-friendly interface that allows for collaboration
- Added an export option at the end of the event creation for easier exportation

Feedback Survey

- Improved the layout of the survey
- Added a section to display feedback on the event pages
- Added an email option to the survey

4.3 Final Systems Testing

For the final testing of the design, the researcher presented a walk-through of the prototype. Previous participants from the research were asked to give final thoughts about the prototype. During this walk-through, the researcher discussed all the new changes and potential limitations of the design. Due to time constraints, the researcher did not have time to do one-on-one feedback sessions. However, the majority of participants said that they were satisfied with the outcome of the design. There were a few comments about the collaboration aspect of the design. However, this will be acknowledged during the researcher's presentation.

5. Gantt Chart

5.1 Major Tasks Performed

- Project Proposal
- Data collection analysis plan
- Data collection analysis
- Stand Up 1 & 2
- Technical Report
- Discovery Phase
- Primary research
- Secondary Research
- Define Phase
- Identify insights
- Problem Definition

- HMW Statment
- Develop Phase
- Prototyping (wireframing)
- Prototyping (Figma)
- Testing/ Feedback
- Brand Identity
- Deliver Phase
- Build a prototype
- Miro layout
- Poster design
- Submission Phase
- Presentation
- Journal
- Board
- Video

5.2 Time Schedule



5.3 Resources

- Figma
- Miro
- Photoshop
- Illustrator
- Indesign
- After Effects
- Undraw
- Noun Project

- Grammarly
- Google Docs
- Google Sheets
- Google Drive
- Canva
- Printer
- Excel

6. Ethical Considerations

- **Consent from Lectures and Classmates:** It is essential that individuals involved in conversations and feedback sessions have consented to be a part of this design process. The study will gain permission verbally, and conversations will not be recorded, transcribed or quoted in any part of this design process.
- **Right to withdraw from the project:** Participants have the right to withdraw from the design project at any point in the conversation and feedback session.
- **Anonymity and Confidentiality:** All participants (classmates and lecturers) will be kept anonymous. Any personal information that could be used to identify a participant will not be included in the material being shared with the public or other people. Only the researcher will be able to access that information.
- **Culturally responsive methodology:** It is important that Te Tiriti o Waitangi is upheld and respected during this research. This will be done using culturally responsive methodologies that encourage a safe and culturally relevant process and consider te Tiriti principles such as respect for mana and Māori values. The researcher does not have adequate preparation to work directly with Māori or minority groups. Therefore, the study will not focus directly on Māori themes or participants. The researcher acknowledges that there will be responsibility and awareness when conducting research in Aotearoa as it will indirectly impact Maori communities.

7. Conclusions

It is clear that from these results, the researcher has identified an adequate problem and solution for celebrating workplace Diversity. The primary research found that larger businesses are more focused on celebrating and embracing Aotearoa's culture than others. The researcher found that smaller business owners found it challenging to celebrate diversity because they are uneducated about their employee's culture; they also struggle to celebrate and socialise with their employees in a way that is inclusive and welcoming to everyone. From the analysis of the case studies, it was found that there was a gap in the market for a solution that was both interactive and had educational tools to assist New Zealand workplaces with improving workplace diversity.

During the secondary research, results showed that celebrations positively affect employees' beliefs, values and influence relationships between employees and leaders. It is recommended that celebrations become an essential part of business culture. Participants from a survey also shared that there was a lack of cultural activities and celebrations within the community of Aotearoa. This has reduced feelings of belonging and created exclusion.

When testing the prototype, the researcher found that most participants liked the overall design of the service, their only issues being small minor issues with specific features. The researcher resolved these issues but would have done more to improve the prototype had there not been time constraints. However, the feedback was positive, and the prototype developed met the requirements of the deliverables. Participants strongly believed the solution would significantly improve workplace diversity and agreed it is of an exceptional quality that is more than suitable for submission.

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10. Appendices

11. 1 Primary Data:

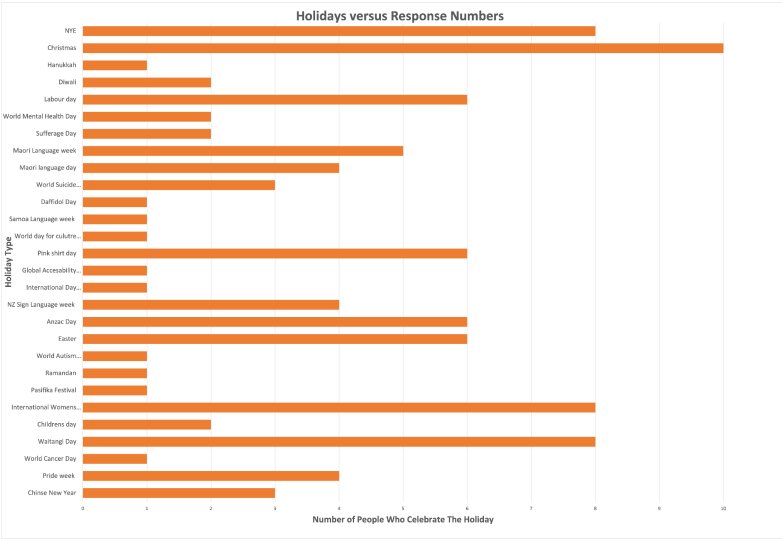


Figure 1.1 - Holiday Responses

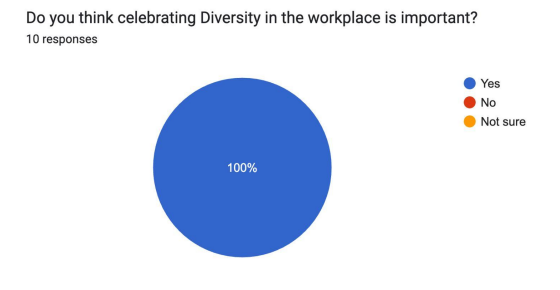


Figure 1.2 - Is Celebrating Diversity Important response?

