



TE RAWENGA

CELEBRATING WORKPLACE DIVERSITY

THE PROBLEM

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.

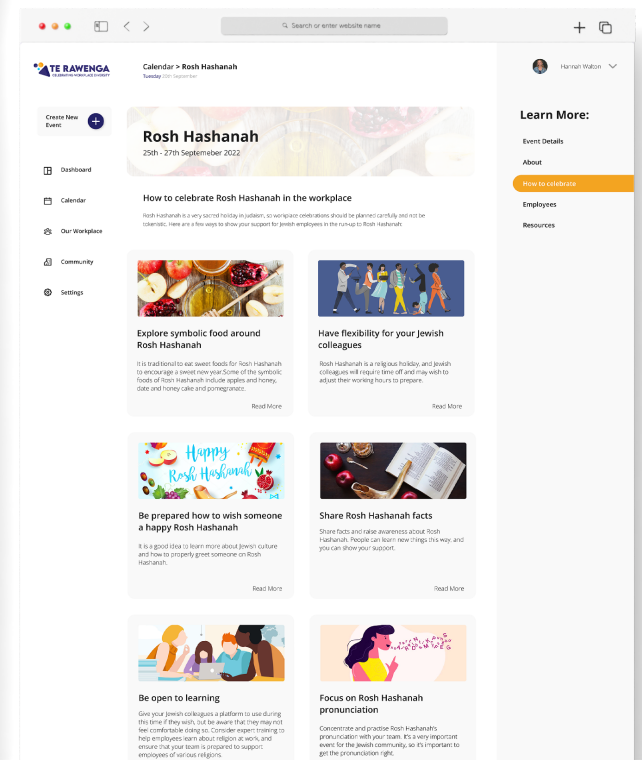
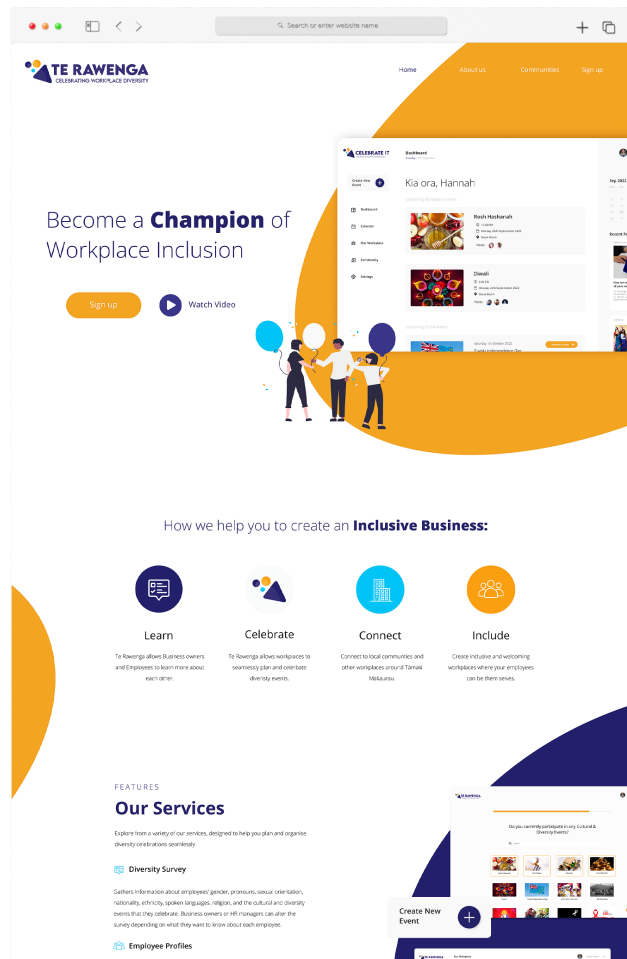
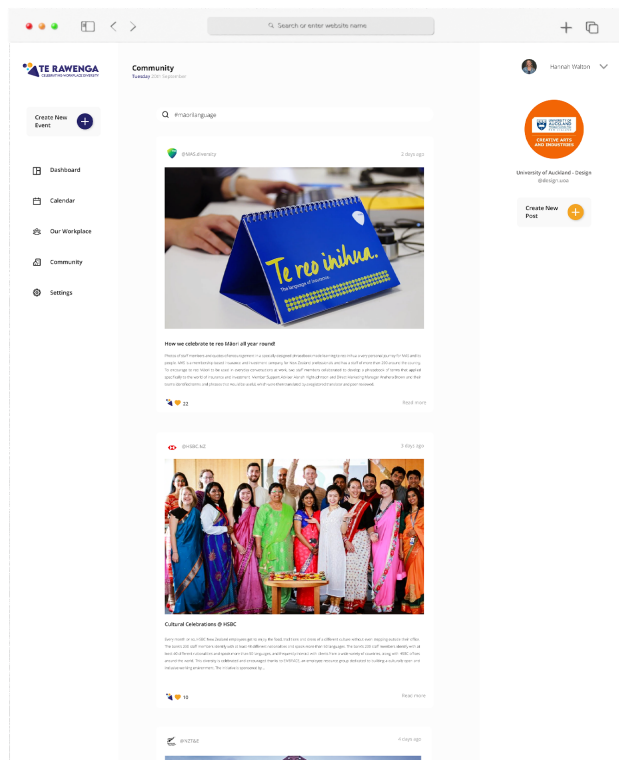


THE SOLUTION

Te Rawenga is an online service that helps **bring business owners and 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.





SERVICE FEATURES

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

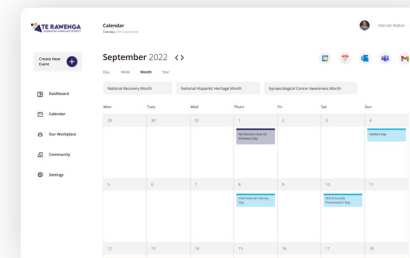
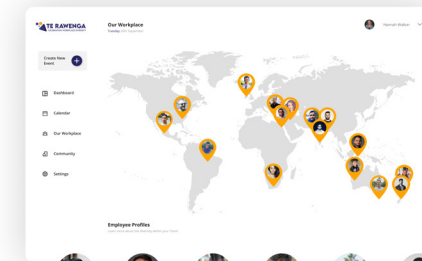
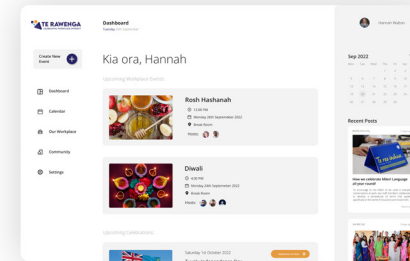
Displays a world map view of where employees are from along with a profile of each employee containing their survey responses and the cultural and diversity events they celebrate.

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, 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

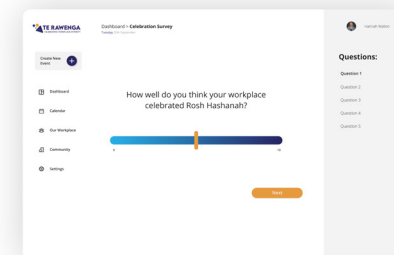
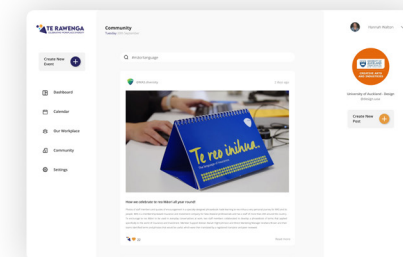
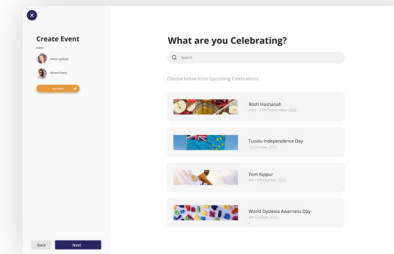
Allows users to organise, create and post celebration events to employees' dashboards and calendars, such as Microsoft teams and google calendar.

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.



USER JOURNEY



MY KAWA AND TIKANGA



This project has a focus on ensuring people feel happy and comfortable. Sharing fun and laughter with work mates and co-designers helps to ensure people are happy and comfortable. When people are happy, everyone's overall wellbeing is positive and good work is produced.

During this project, fun/ Laughter will be used to help brighten the mood when situations get stressful. It will be used to help make my interactions my joyful and fun. It will guide my methods when it comes to user testing, feedback, and interviews. It will also help the overall experience of the project be more memorable and exciting.

Being accepting of everyone's culture and diversity is an important part of my project. This is because acceptance ensures a welcoming and inclusive workplace which is the end goal of my project.

The value of acceptance will help to guide interactions during primary and secondary research. It will also contribute during the develop stage when the solution is being ideated and created. Acceptance will also help to ensure that the project's focus on valuing and including people and culture.

Sharing/ Connecting connects with this project as it supports its focus on celebrating other diversities and cultures. It also connects to this project's other values by enabling acceptance and inclusiveness. When we share and connect within a project, we learn and understand each other better.

By including the values sharing/ connecting, the project will be able to focus the importance of developing meaningful connections and understanding different cultures. It will help to guide the project in the direction it needs to go, while also enabling the project's other values to thrive. It helps to build a safe environment and contribute to a shared vision of the final solution.

The value curiosity is connected with this project because it is what enables us to listen to others, value opinions and understand all types of knowledge. By being curious, it sparks connectiveness and inclusivity within a team and workplace.

Curiosity will help the project to dive deeper and encourage constant exploration and learning through the discover and define phase. Whether this be through interviews or case studies, curiosity helps spark great ideas. It will also help to put us in the shoes of others and see things from their perspective, which helps us to truly understand other people's cultures and views.

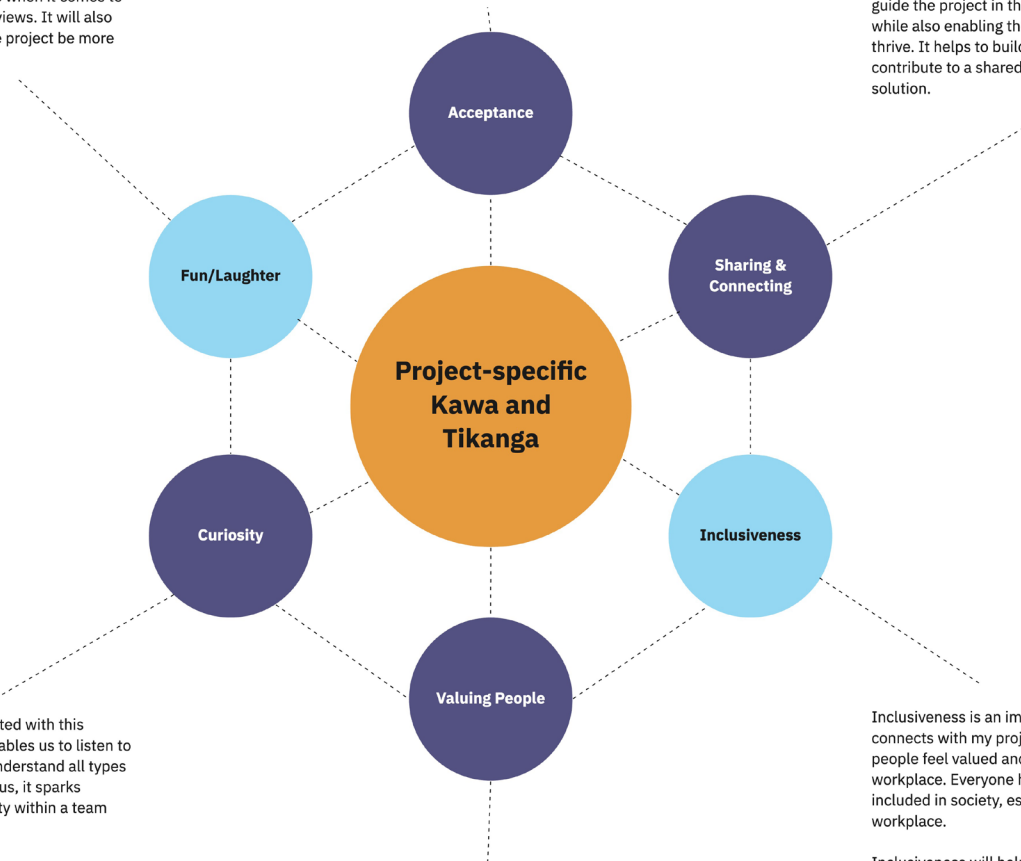
This project is directly focused on ensuring people feel valued. Valuing people in this project means to make people feel included, important, accepted and welcomed within a workplace or team. It is important to respect and support people's mana, time and wellbeing.

Valuing people during project will encourage people to be true to themselves and their kaupapa, which will ensure honest responses in return. This will benefit the primary research and the final outcome of the project. It will ensure that whatever is produced is a reflection of the project's values, process and methods used.

Inclusiveness is an important value that connects with my project as it ensures that people feel valued and welcomed within the workplace. Everyone has the right to belong and included in society, especially within a team and workplace.

Inclusiveness will help this project to thrive and point it in the direction it needs to be. It will create a safe environment where every diversity and culture is shared and celebrated, allowing more freedom and room for discussion and ideas about potential solutions.

During this project, Inclusiveness will be a key value revisited from time to time to ensure that at each milestone, the project is actively inclusive of everyone and everything.



MY PURPOSE

My purpose as a designer in the project:

1. Make employees feel more included and valued
2. Help business owners understand and celebrate their employee's culture
3. Bring workplaces together through their diversity

My positionality - What drives my work?

I enjoy Socialising, connecting and learning about other people; it is the highlight of my day, and I want to help bring this into workplace environments without compromising productivity.

I value fun and laughter because they help keep my days and work-life stress-free. Sharing laughter with friends, family, workmates, and co-designers makes people happy. When people are happy, good work is produced, and it helps to break the bad energies that may come from the stress of projects and tasks.

I value inclusion because I want everyone to feel accepted and included in their day-to-day life. It is important to be inclusive, as everyone has the right to belong and be accepted in society, especially within a team. It will allow ideas to thrive and reduce anxiety amongst minorities.

My vision for Te Rawenga:

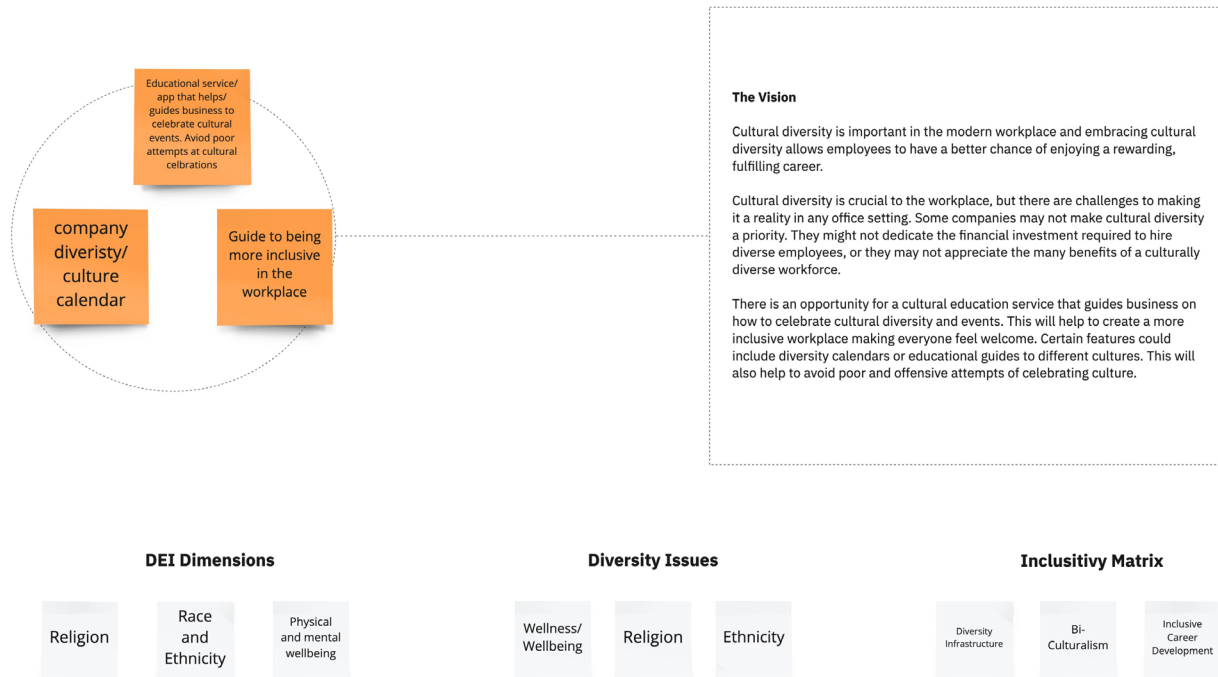
Cultural celebrations are important in the workplace because it makes employees feel confident and valued. Taking the time to celebrate and learn about someone's culture sends the message that they're welcome. Their ideas matter, and they are valued.

This effect makes people feel more comfortable, think more creatively, and bring more of their ideas confidently to the table. When there's respect, relationship and inclusion, you get the best out of your people and simultaneously build your organisation's company culture.

Te Rawenga will help business owners achieve this within their workplace. It will help them to create a happy and inclusive workplace where everyone feels valued and welcome, ensuring Employees feel comfortable sharing and celebrating each other's diversity and culture.

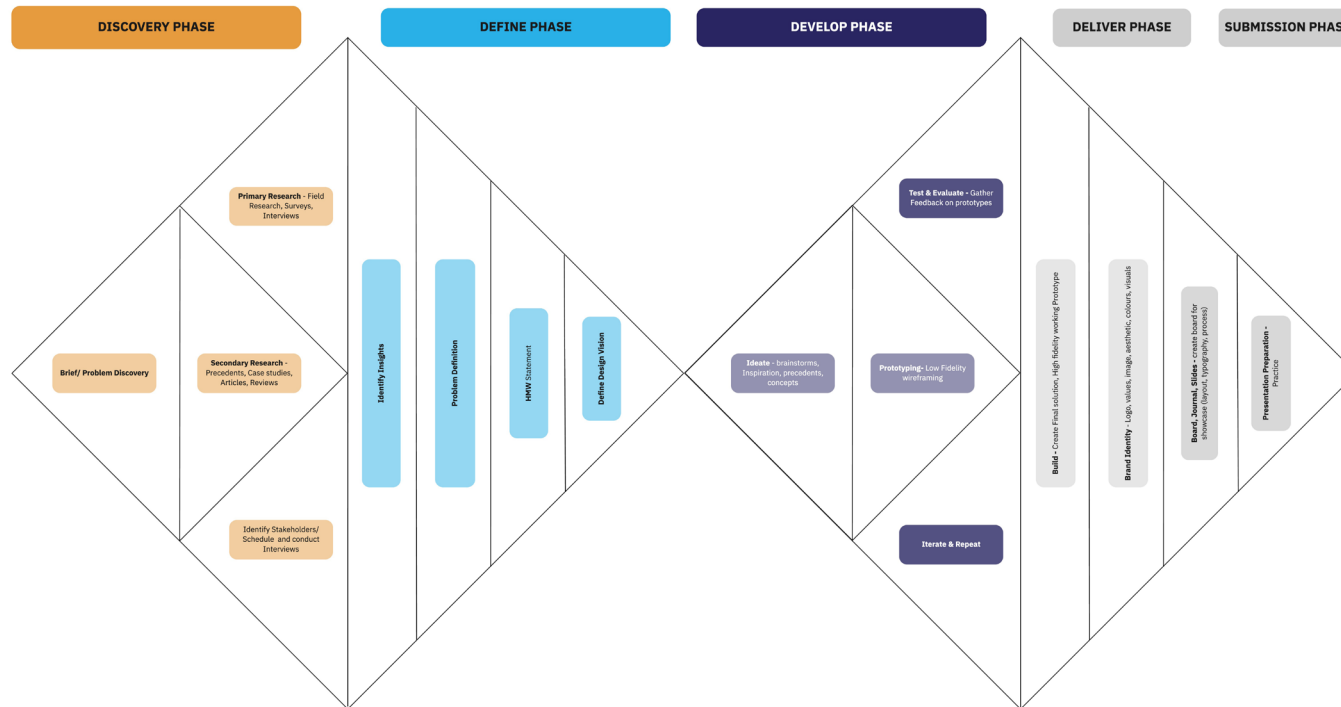
THE HYPOTHETICAL VISION

Before starting this project, the original vision was *"To create a happy, inclusive and educated workplace where everyone feels valued and welcome, ensuring Employees feel comfortable to share and celebrate each others diversity and culture"*. It was based on the Diversity Issues surrounding Religion, ethnicity and wellbeing. This vision still remains, but has developed over time throughout the project.



DESIGN METHODOLOGY

This design project follows 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 project was viewed through an inclusion lens focusing on biculturalism systems and relationships.



DISCOVER

PRIMARY RESEARCH

Due to this project's ethics, 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.

INTERVIEWS

The researcher conducted Interviews with five 301 and 302 students who have previously worked or interned in businesses, 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?*

Participants

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

INTERVIEW RESULTS

New table

Interview Questions	Student #1	Student #2	Student #3	Student #4	Student #5
Where have they worked?	Works part-time for an NZ business that is owned by a big corporation.	Interned at a workplace for 6 months	Interned at two workplaces over the span of 5 years	Works part-time doing admin work for a retail business	Interned over summer for a marketing and design business
How big is this business you have worked for? Can you recall a time when your workplace celebrated a diversity event or week? If so, what did they do to celebrate this event? Does your workplace celebrate any other diversity events?	<ul style="list-style-type: none">• Celebrate a lot of Maori events• For Matariki they had an education talk from someone about the topic• For Maori Language week, they had different words or phrases for each day• Sometime she would receive celebratory cookies in the mail for event such as matariki• Sent easter baskets for easter• Also celebrated other events such as Christmas, birthdays, halloween and company anniversary.• They are not currently aware that any other celebratory events are celebrated for other cultures• They assumes they there were probably acknowledgments posted in the work communication pages, but that was about it.• The workplace will also be hosting a Hongi for its employees which is an open invite for everyone.• Drinks on Thursday/ Friday night was a common way that people socialised and celebrated	<ul style="list-style-type: none">• There were 5 different ethnicities in this office.• No culture celebrations apart from Christmas, easter, NYE.• there was one time they went out for lunch as a group and it happened to be Chinese new year so they decided to go to a Chinese restaurant.• Was a very small office only about 12 people.	<ul style="list-style-type: none">• In their first office there was no culture celebrations within her office during the times they were there.• there was no drive to celebrate diversity either• overall had a good company culture with regular celebrations of holidays such as easter and Christmas.• In their second office, there was also a lack of culture celebration, however there was a lot more diversity/ ethnicity and religion.• However they still celebrated Christmas easter and birthdays.• about 150 people in her building, but only 50 in her department• A lot of people worked remotely as well	<ul style="list-style-type: none">• Around five different culture within their office• Celebrating culture in the office was a rare occurrence• they believe its because their boss was just unaware of the traditions that the staff celebrated in each of their culture.• Their company often went out for Friday night drinks, however some staff did not join as it was usually not not appropriate for some of them due to their culture, making it not inclusive• They fear that if they try and celebrate culture it may be offensive	<ul style="list-style-type: none">• wasn't there for long enough to experience all culture celebrations• All of the holidays that were celebrated were significant to Maori culture and New Zealand culture, such as sign language week, international woman's day, Maori Language week, Christmas, easter etc.
Why or why not?	<ul style="list-style-type: none">• Hard for her offie to take initiative and celebrate all cultures because they are run under a big corporation, which is put in charge of putting together events.• They work within a smaller department of her workplace, rather than mingling with other department/s/ celebrating with them.	<ul style="list-style-type: none">• they felt connected and close because there was so few of them.• everyone was always welcomed and valued as the company culture was overall very positive and accommodating.	<ul style="list-style-type: none">• In their first office, Marjory of the staff were European/ pakeha which they believes was the reason for no culture celebratory events.• In the second office, there was a divide between the department's and often different cultures were located in different departments so they didn't interact as much.	<ul style="list-style-type: none">• They fear that if they try and celebrate culture it may be offensive• Not sure how to create an environment where they can embrace the culture.• No one has really tried before or complained about the non inclusive celebrations	<ul style="list-style-type: none">• Obviously they were given mandatory public holidays for certain celebrations• Their company would do social media posts to acknowledge some events as well
Does your workplace make an effort to celebrate your culture? Why or why not? Do you feel valued and important in your workplace? Why or why not?	<ul style="list-style-type: none">• She is part scottish, but does not celebrate her culture outside of work, therefore she does not expect them too in the workplace.• She usually only celebrates Christmas and easter which is what they celebrate in her office• She usually feels valued and important by her department, but because her workplace is so massive, she is usually seen as just another worker.	<ul style="list-style-type: none">• they are from Thailand• The workplace did not make an effort, this will be because she was just an intern then for a few months• they did feel as though they were important and valued as she was close with most of the employees and was always checked up on etc.	<ul style="list-style-type: none">• yes, but because they are part of the majority at their work in terms of ethnicity.• they only celebrate the culture traditions that she celebrates• Being an intern you often feel out of place, not that important however she expected to feel this way within these workplaces.	<ul style="list-style-type: none">• They think that because they are the kiwi that the workplace is entitled to celebrate their culture• They always feel valued and welcome within their workplace, but sometimes wonders if others feel the same. They can attend the Friday night drinks because it aligns with their culture	<ul style="list-style-type: none">• Wasn't there for long enough, however does not really have a different culture from majority of New Zealand so technically yes.• Always felt welcome and valued in my company, good overall culture
What are your thoughts on a Digital diversity calendar to help make it easier for businesses to celebrate diversity within the workplace?	<ul style="list-style-type: none">• she think that this would work within her department but wonders who would take charge of it and if her workplace would allow it as everything is overseen by head office.• She believes that many people in her office would value this a lot and would get involved if it there was a service that could help them like this.	<ul style="list-style-type: none">• They think that this would work well in her workplace. They are a positive group of people and have a lot of different ethnicities to celebrate.• They love to bond together and she thinks they would benefit even more from a service like this.	<ul style="list-style-type: none">• She thinks that in the first workplace it probably wouldn't have much effect as majority of the workplace was pakeha. If they did use it, it would be for 2-3 people.• In the second place, she said it probably would be useful either as the department's are quite divided. She not sure what its like in other departments.	<ul style="list-style-type: none">• She thinks that the workplace would benefit from a calendar like this because it help them be more inclusive of the other cultures• There would be more understanding and less excuses for celebrating other cultures.	<ul style="list-style-type: none">• Not too sure if the company would find it useful, not a lot of diversity• They dont need help for NZ holidays• maybe they could get more guidance for more participation and celebration instead of just acknowledgments.
Summary	<p>During this conversation, this employee talked about how her company celebrated many Maori events. For Matariki, they were had an educational talk with someone who was informed about the topic. For Maori language week, they had a different word or phrase for each day. They also were occasionally sent celebratory cookies for events like matariki, or easter baskets for easter. Other celebratory events included company anniversary, christmas, birthdays, halloween. The employee was not currently aware of any other celebratory events for other cultures, but said that there are probably posts on the work page acknowledging them. The workplace is also going to be hosting a Hongi for its employees, which is an open invite for anyone to attend.</p> <p>The employee said it was hard for her office to take initiative and celebrate all cultures because they are run under a big corporation, which is usually in-charge of putting together events. The employee works within a smaller department of her workplace, rather than mingling with other department/ celebrating with them. She also said they drinks on a Thursday/Friday night was a common way that people socialised and celebrated.</p>	<p>This student interned at an office with about 12 people and over 5 different ethnicities. She said they there were no culture celebrations apart from the Christmas, easter, NYE e.t.c. However, she said that because there was so few of them, everyone seemed to feel connected and welcomed. She believed that everyone felt valued and welcomed as their company culture was overall positive and accommodating. There was one time when they went out lunch and it happened to be Chinese new year so they decided to go to a Chinese restaurant.</p>	<p>During her time in her first workplace, majority of the staff were European/ Pakeha. This meant that there was an overall lack of culture celebrations/ drive to celebrate diversity. There was good company culture though, with regular celebrations of holidays such as Christmas and Easter.</p> <p>In her second office, there was a lot more diversity/ ethnicity/ religion. However this was still a lack of culture celebration, again, Christmas, Easter and birthdays being their main celebrations. There was 150 employees in her building, but in her department there was around 30. A lot of people did work remotely as well</p>	<p>During this conversation, this student talked about how their workplace has employees from five different cultures. They said that culture celebrations were a rare occurrence in the office as most people were unaware of the traditions and celebrations each other celebrated in their culture. They often feels under educated or informed about their cultures so does not know how to create an environment where they can embrace the cultures in an offensive and inclusive manner. They also stated that Friday night drinks was usually not appropriate for some of the employees, making it not inclusive when it came to celebrating and socialising with the staff.</p>	<p>Did not think she has been there long enough to establish whether the company was good at celebrating culture within the workplace</p> <p>Did think that they did a good job at acknowledgement of kiwi celebrations within the workplace</p> <p>They wonder if acknowledging these event was enough to celebrate the events and if more is needed for other cultures</p> <p>However there was not a lot of diversity within this workplace either, and was a high stress environment so wonders if there would even be time.</p>

INTERVIEW RESULTS

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.

I was surprised that larger businesses were more focused on celebrating and embracing Aotearoa's culture than other cultures. I 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.

INSIGHTS

Smaller Business owners find it difficult to celebrate culture because they are uneducated about their employees culture

Smaller Business owners struggle to celebrate and socialise with their employees in a way that is inclusive and welcoming of everyone

Larger Businesses are often split up into department's, making it harder to organise and celebrate culture events

Some offices operate remotely which can make it difficult to ensure employees are feeling valued and included.

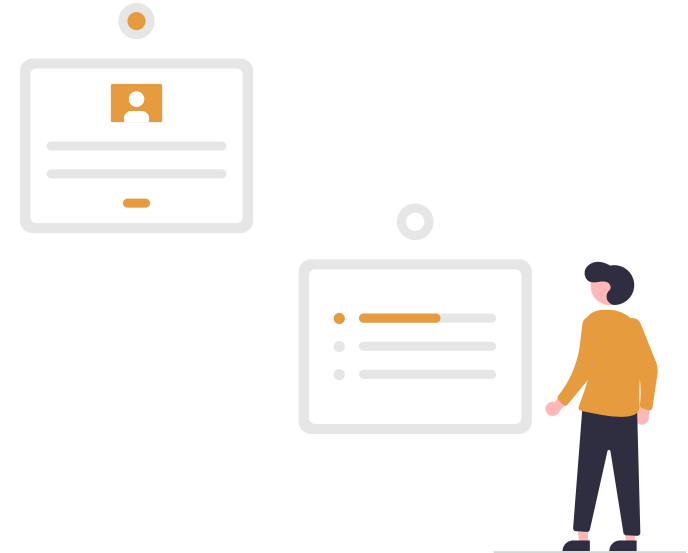
Smaller workplace employees often feel more connected and welcomed since everyone knows everyone. They are less likely to be left out/ not included.

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?*

I 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



SURVEY RESULTS

	Response #1	Response #2	Response #3	Response #4	Response #5
Events Celebrated	<ul style="list-style-type: none"> • Pink Shirt day • Māori Language Day • Labour day • Diwali • Christmas 	<ul style="list-style-type: none"> • Chinese New Year • Pride Week • World Cancer Day • Waitangi Day • Te Rā O Ngā Tamariki – Children's Day • International Women's Day • Ramandan • Good Friday • Easter Sunday • Easter Monday • Anzac Day • NZ Sign Language Week • Pink Shirt Day Anti-Bullying Day • Samoa Language Week • Māori Language Day • Labour Day • Hanukkah • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Waitangi Day • International Women's Day • Good Friday • Easter Monday • Anzac Day • Labour Day • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Chinese New Year • Waitangi Day • International Women's Day • Good Friday • Easter Sunday • Easter Monday • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Waitangi Day • International Women's Day • Good Friday • Easter Sunday • Easter Monday • Anzac Day • NZ Sign Language Week • Te Wiki o te Reo Māori/ Māori-Language Week • Christmas Eve/ Day • New Years Eve
How do they celebrate?	"In team meetings at the beginning of the day we discuss it as a workplace and acknowledge it"	These days were celebrated by using themes each week and created projects around these celebrations with children such as art, drama, sport, technology	Well the majority of events acknowledged at my workplace are mandated public holidays... We are a very small team and I only work part-time.	A work lunch to celebrate Chinese new year at a Chinese restaurant	Days off, social media posts
Why is celebrating diversity in workplace important?		"Its important to celebrate everyone (whether or not there are people that work there that celebrate these celebrations) as it creates a safe environment and a sense of belonging but also shows the importance of celebrating everyone. Most likely encourage workplace interaction and productive work due the recognised celebrations that aren't just 'standard' celebration on New Zealand"	The act of celebrating diversity has interconnected positive connotations. It celebrates individuality, it demonstrates social awareness and also can be evidence of action (as opposed to being passive).	Because diversity allows the combination of different people of different backgrounds to share their different thoughts on issues	So people feel included

SURVEY RESULTS

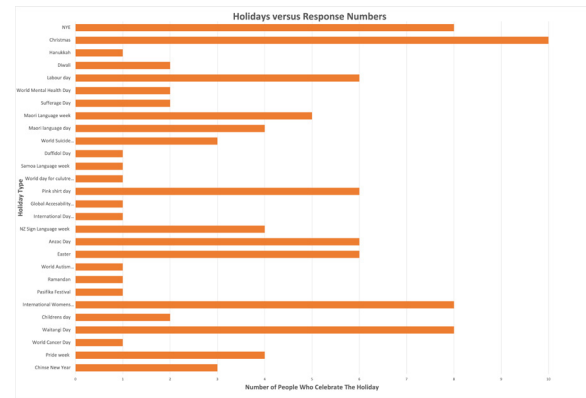
Response #6	Response #7	Response #8	Response #9	Response #10
<ul style="list-style-type: none"> • Waitangi Day • Te Rā O Ngā Tamariki – Children's Day • International Women's Day • Good Friday • Easter Sunday • Easter Monday • Anzac Day • NZ Sign Language Week • Pink Shirt Day Anti-Bullying Day • World Suicide Prevention Day • Te Wiki o te Reo Māori/ Māori Language Week • Māori Language Day • Labour Day • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Pride Week • Waitangi Day • International Women's Day • Pasifika Festival • World Suicide Prevention Day • Māori Language Day • Women's Equality Day Women's Equality Day Suffrage Day • World Mental Health Day • Labour Day • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Easter Sunday • Pink Shirt Day Anti-Bullying Day • Te Wiki o te Reo Māori/ Māori Language Week • Christmas Eve/ Day 	<ul style="list-style-type: none"> • Pride Week • Waitangi Day • International Women's Day • Good Friday • Easter Sunday • Easter Monday • Anzac Day • Pink Shirt Day Anti-Bullying Day • Labour Day • Christmas Eve/ Day • New Years Eve 	<ul style="list-style-type: none"> • Chinese New Year • Pride Week • Waitangi Day • International Women's Day • World Autism Awareness Day • Anzac Day • NZ Sign Language Week • International Day Against Homophobia, Biphobia and Transphobia • Global Accessibility Awareness Day • Pink Shirt Day Anti-Bullying Day • World Day for Cultural Diversity • Daffodil Day • World Suicide Prevention Day • Te Wiki o te Reo Māori/ Māori Language Week • Māori Language Day • Women's Equality Day Women's Equality Day Suffrage Day • World Mental Health Day • Diwali • Christmas Eve/ Day • New Years Eve
<p>We were give whittakers Te Reo chocolate during Maori Language week and then we have a word of the day that we all try and pronounce. For Matariki, we had an educational talk with someone who was informed about the topic.</p>	<p>Pride week with quizzes and prizes</p>	<p>Encouraged to wear pink on pink shirt day for anti bullying</p>	<p>Very little was done all the ones selected were in the work calendar in the staff room and a few would get recognition from main office that they were happening and a brief bit about how it impacted Tommy and what the staff could do. Very general and broad and was more informative than encouraging participation, involvement or the specific implementation of something on that day - from my perspective that is.</p>	<p>During chinese new year we decorate the business in little lanterns and more, we give out good luck vouchers which give people discounts in other areas of the attraction, we also have a discount for certain groups online</p>
<p>Its makes people feel welcome and included</p>	<p>So people can work and live happily and feel included</p>	<p>To ensure that all employees feel valued and to acknowledge the importance of diversity in the work place.</p>	<p>I believe it is important to understand, recognise and celebrate diversity. As people we each have unique attributes whether they be cultural, gender, sexual, religious or whatever else (I'll refer to as things) and its important that each group/person/communities get the opportunity to have their "things" celebrated. Having such "things" celebrated allows for workplaces to become more accepting and aware of peoples "things."</p> <p>Not just that but for society to grow and businesses to prosper it requires shared knowledge and collaboration. Each person due to their background has different perspectives, views and ideas on how to solve issues and tackle problems. That is crucial to a teams success. No one wants 20 carbon copies of the same people. If that were the case no one would challenge each others thoughts and ideas, solutions would be predictable and life more generally would be boring. Diversity brings with it different perspectives.</p>	<p>For me personally it's a huge aspect of making me feel 1000% included and that definatly is the same with other people. it not only helps you feel comfortable in the workplace but it makes you more comfortable in the world overall. Also experience diversity gives you new experiences which people benefit from a lot.</p>

SURVEY RESULTS

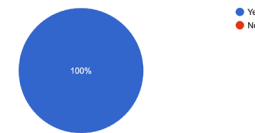
The survey showed that specific methods of celebrating in the workplace included discussions, food, social media posts, gifts, quizzes, clothing and decorating. A few participants stated that the celebration was an acknowledgment rather than actual participation in an event.

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.

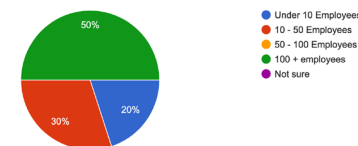
To summarise, the key takeaways from this survey were that larger businesses are more focused on celebrating and embracing Aotearoa's culture rather than other cultures. The celebrations of Christmas, Easter and birthdays are many companies' main celebrations they put effort into throughout the year.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



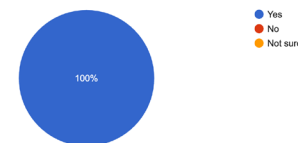
Do you currently work in a business, or have previously worked for one in the past? This could include internships, office style jobs, part time work etc.
10 responses



How big is this business?
10 responses



Do you think celebrating Diversity in the workplace is important?
10 responses

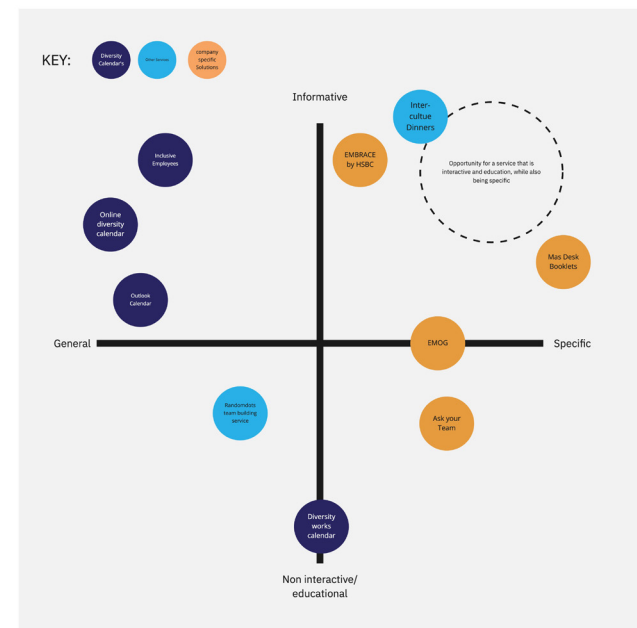


INSIGHTS

Larger Businesses are more focused on celebrating and embracing Aotearoa's Culture rather than other cultures

Christmas, Easter and birthdays are many companies main celebrations that they put effort into.

Some Business will only celebrate or acknowledge mandatory holidays that the government has put in place

[illegible][illegible]

**INTERCULTURAL DINNERS
TOOLKIT**

www.belong.org.nz

**Intercultural Dinners -
Belong Aotearoa**

 www.inclusiveemployers.co.uk

The Diversity and Inclusion Calendar 2022 | Inclusive Employers

Never miss an important date with our comprehensive calendar of diversity and inclusion events, festivals and occasions.

[illegible][illegible]

 www.askyourtutor.co.uk



Cultural Competency

Created in collaboration, Te ara ki tūa has been designed to assist organisations in measuring staff confidence in Māori culture skills.

 www.diversityresources.com

**Diversity Calendar:
Web-Based DEI, Add to
Outlook, Monthly PDFs**

Need a Diversity Calendar? #1 diversity and inclusion calendar: web-based, customizable, add DEI events to Outlook, inclusion tips & more

[illegible]

Outlook Diversity
calendar from
Diversiton

With the Outlook Diversity Calendar all of your staff can keep track of key dates in 2017 - including religious days, holidays and diversity dates.

SECONDARY RESEARCH

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 me 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 likelihood 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.

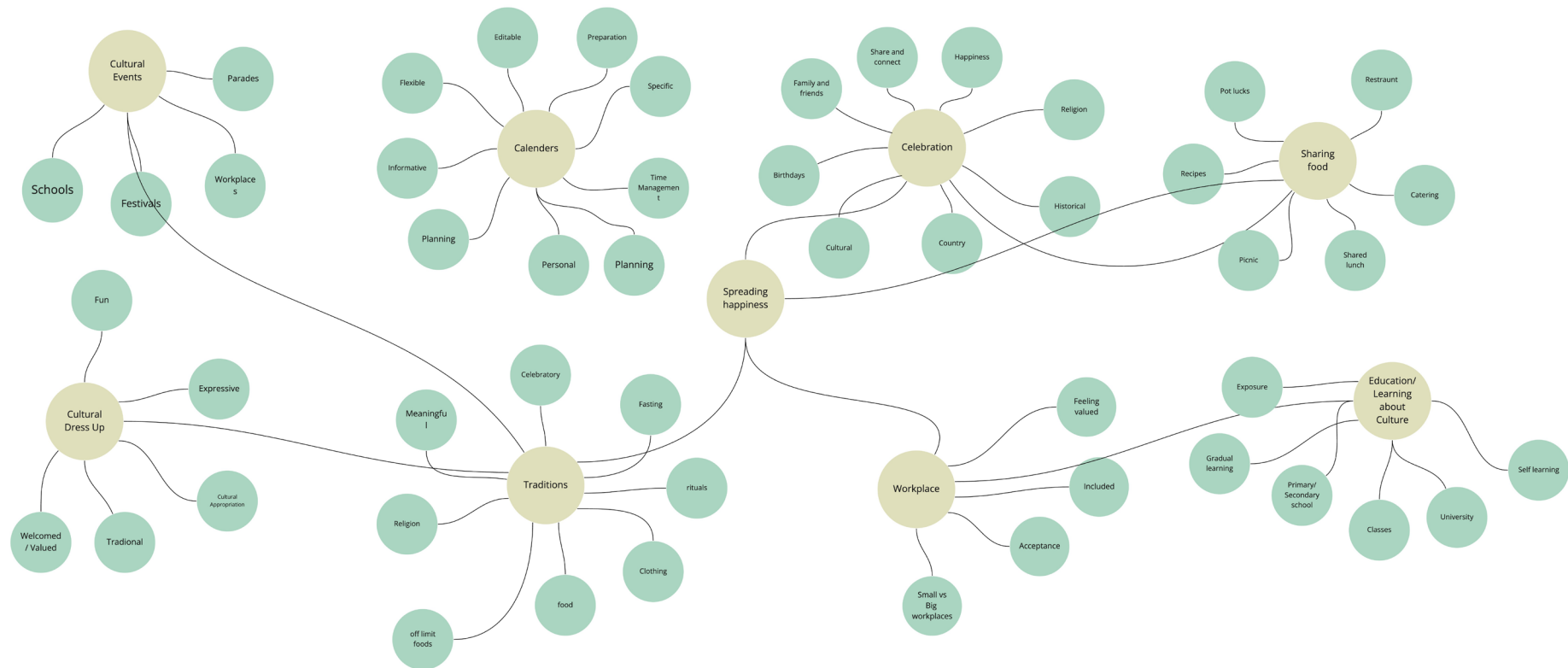
According to a survey by Stats NZ on Kiwis’ participation in cultural and recreational activities, Kiwis who participated in at least one cultural activity in the last four weeks were more likely to rate their overall life satisfaction as high. Similarly, those who participated were more likely to feel 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. Māori 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.

DEFINE

DEFINING THE PROBLEM

IDENTIFYING THEMES



DEFINING INSIGHTS AND PROBLEM

Smaller Business owners find it difficult to celebrate culture because they are uneducated about their employees culture

Larger Businesses are more focused on celebrating and embracing Aotearoa's Culture rather than other cultures

Smaller Business owners struggle to celebrate and socialise with their employees in a way that is inclusive and welcoming of everyone

Larger Businesses are often split up into department's, making is harder to organise and celebrate culture events

Some offices operate remotely which can make it difficult to ensure employees are feeling valued and included.

There is not a lot of encouragement or drive for business to embrace and celebrate their employees culture. They don't understand what the positive effects it could have on their employees work ethic.

Smaller workplace employees often feel more connected and welcomed since everyone knows everyone. They are less likely to be left out/ not included.

Larger Business often already have plans and procedures in place to ensure they are celebrating their employees diversity

Majority of existing Diversity Calendars either made for profit, don't include Aotearoa's holidays and are generally focused on more than just culture celebrations.

Most business have calendar services that they already use to help schedule their employees.

Business owners of small and medium sized workplaces find it difficult to embrace their employees ethnicity and religion. This is due to a lack of education, resources and overall guidance about different cultures and traditions of individual employees in the workplace. They often do not have the same access to services and people that larger business may have to help them celebrate diversity.

Culture celebrations are important in the workplace because it makes employees feel confident and valued. By taking the time to celebrate and learn about someones culture sends the message that they're welcome. Their ideas matter, and they are valued.

The effect of this is people feel more comfortable, think more creatively, and bring more of their ideas confidently to the table. When there's respect, relationship and inclusion, you get the best out of your people and build your organisation's company culture at the same time.

HOW MIGHT WE...

How might we guide business owners on how to celebrate their employees culture to help make them feel confident and valued

How might we educate workplaces on how to carry our cultural celebrations to make their employees feel included and valued.

How might we encourage business to want to celebrate culture within their workplace.

How might we ensure that employees who work remotely feel included within their workplace

How might we guide business owners on how to celebrate their employees culture and help make them feel valued and included in the workplace.

How might we help business owners make their employees feel included and valued through cultural celebrations

**HOW MIGHT WE HELP BUSINESS
OWNERS CELEBRATE DIVERSITY IN
THE WORKPLACE?**

DESIGN VISION

Cultural celebrations are important in the workplace because it makes employees feel confident and valued. Taking the time to celebrate and learn about someone's culture sends the message that they're welcome. Their ideas matter and they are valued.

The effect of this is people feel more comfortable, think more creatively, and bring more of their ideas confidently to the table. When there's respect, relationship and inclusion, you get the best out of your people and build your organisation's company culture at the same time.

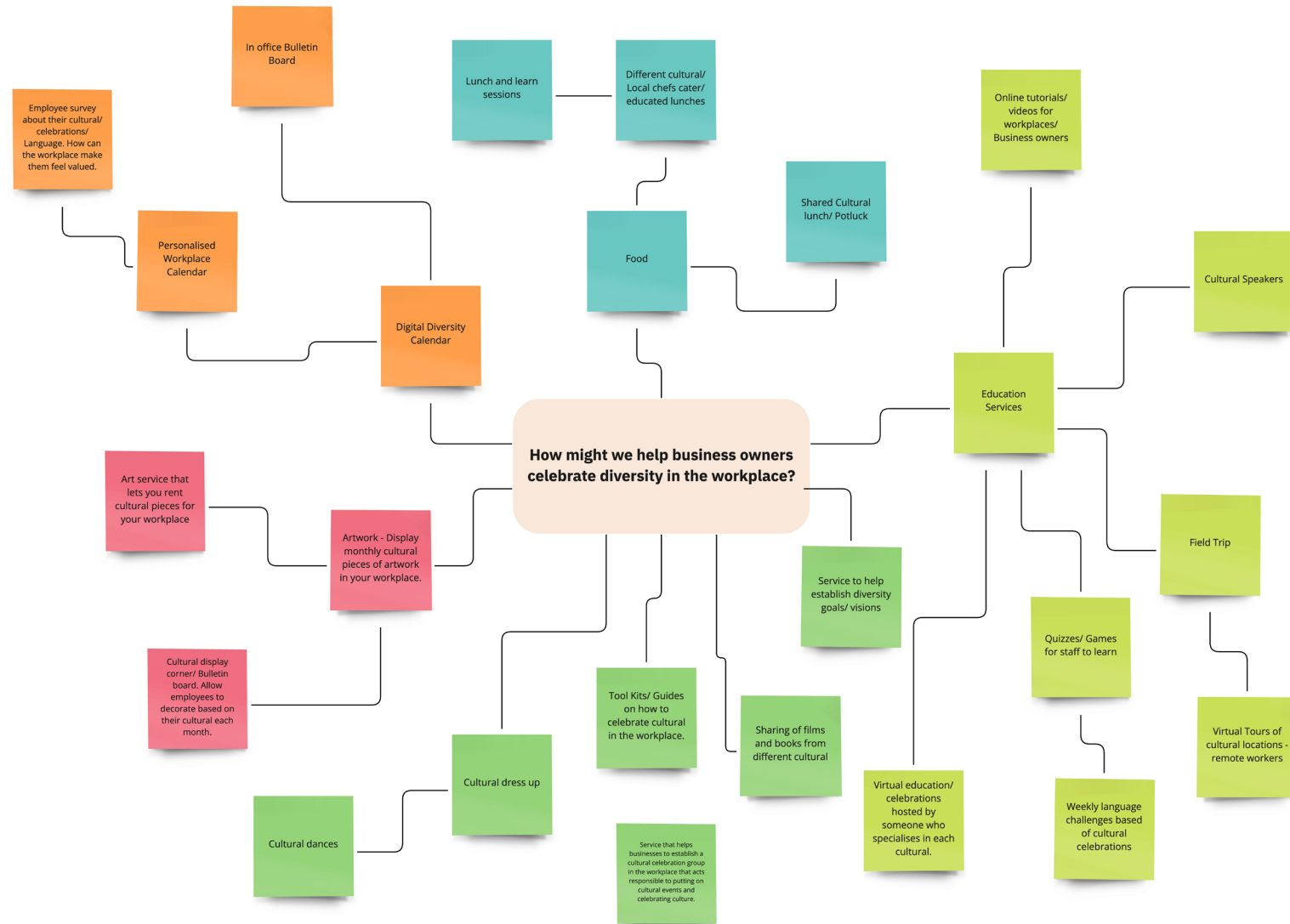
There is an opportunity for a diversity calendar service that guides small/medium businesses on how to celebrate their employee's culture. This will give businesses owners a starting point to celebrating diversity and help avoid avoiding poor/ offensive attempts at celebrating culture.

I want to make it easier for business to celebrate diversity who don't already have a process in place, unlike larger business such as Spark or HSBC, and help them connect to existing services and communities to help them celebrate this diversity.

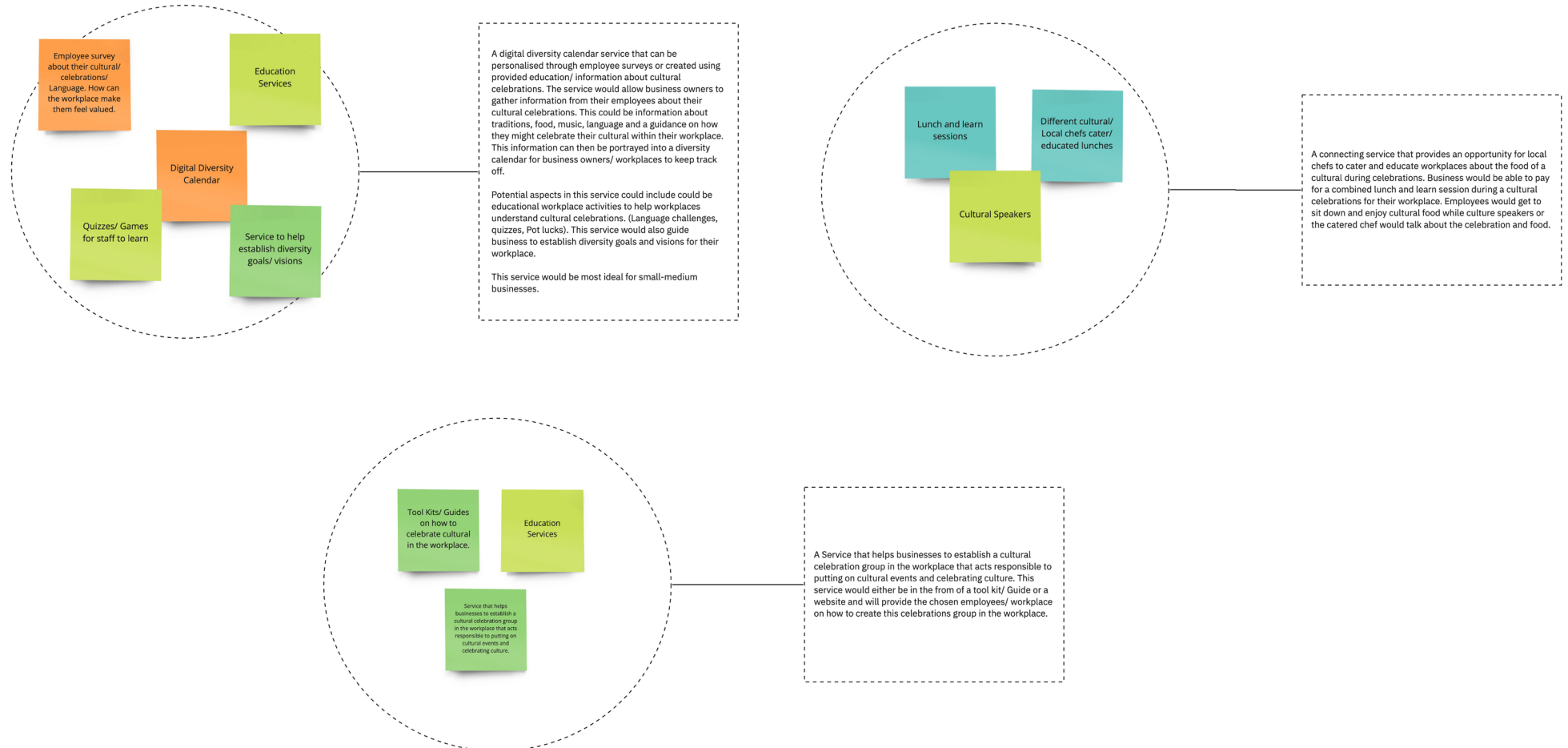


DEVELOP

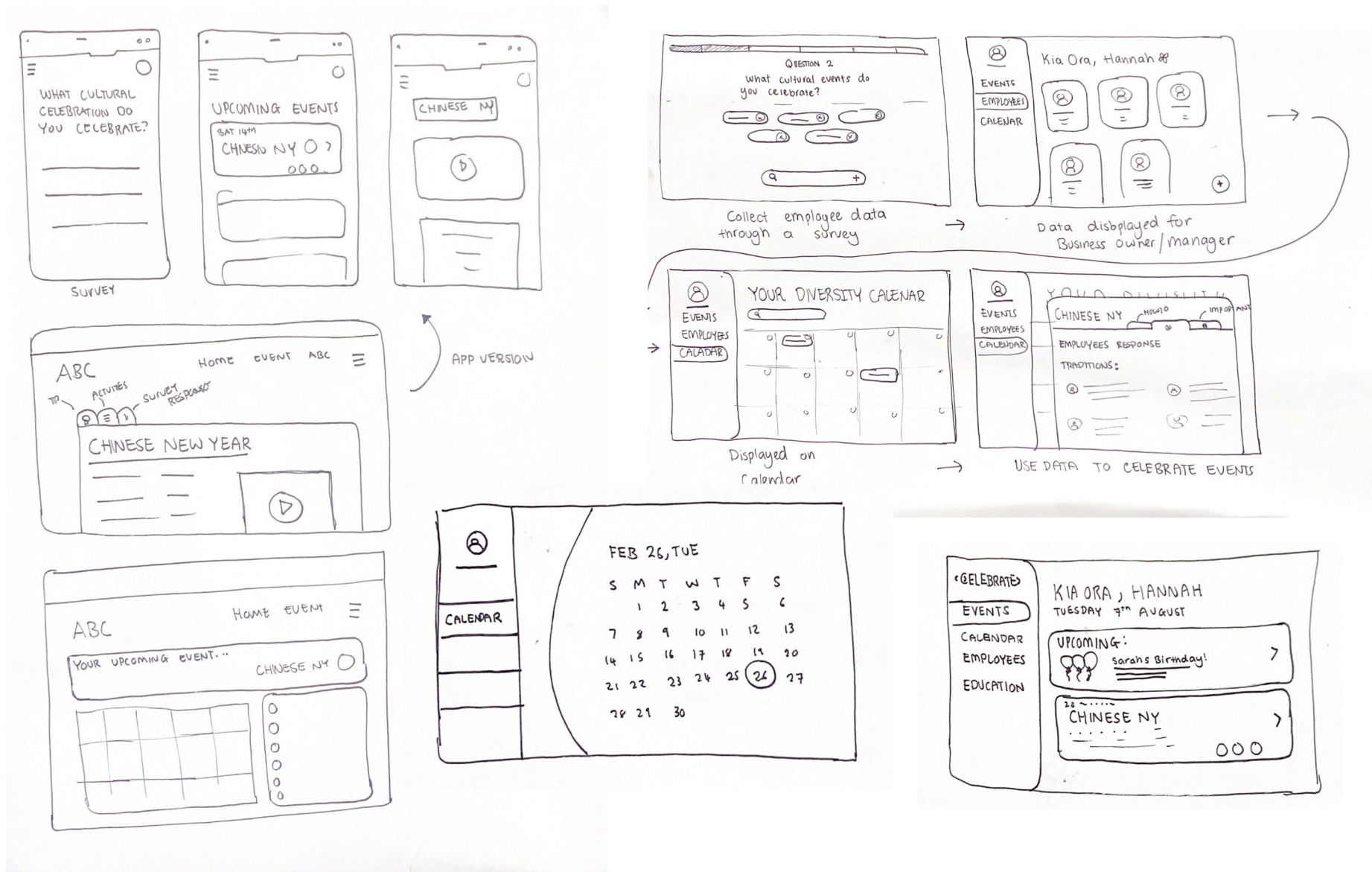
IDEATE



BUNDLE IDEAS

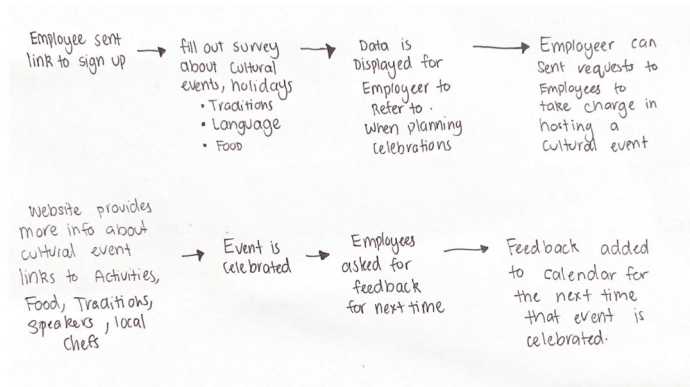


EXPLORING IDEAS

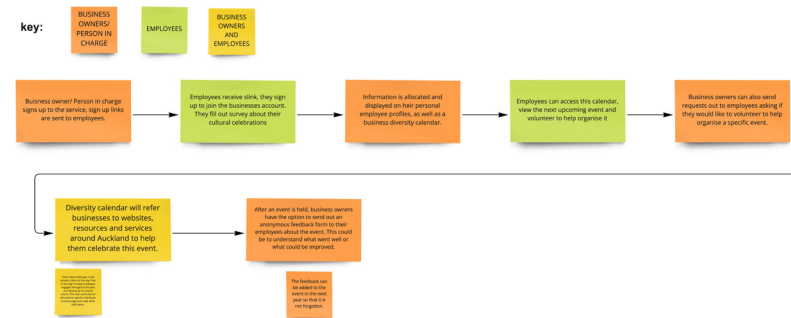


USER JOURNEY

ITERATION #1



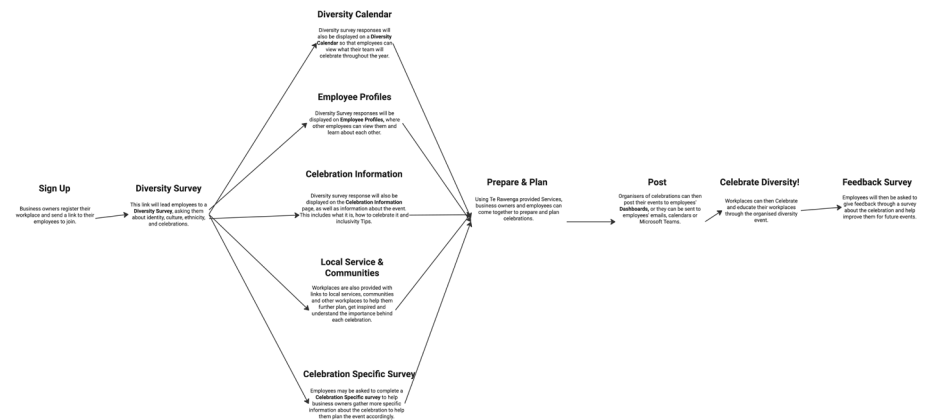
ITERATION #2



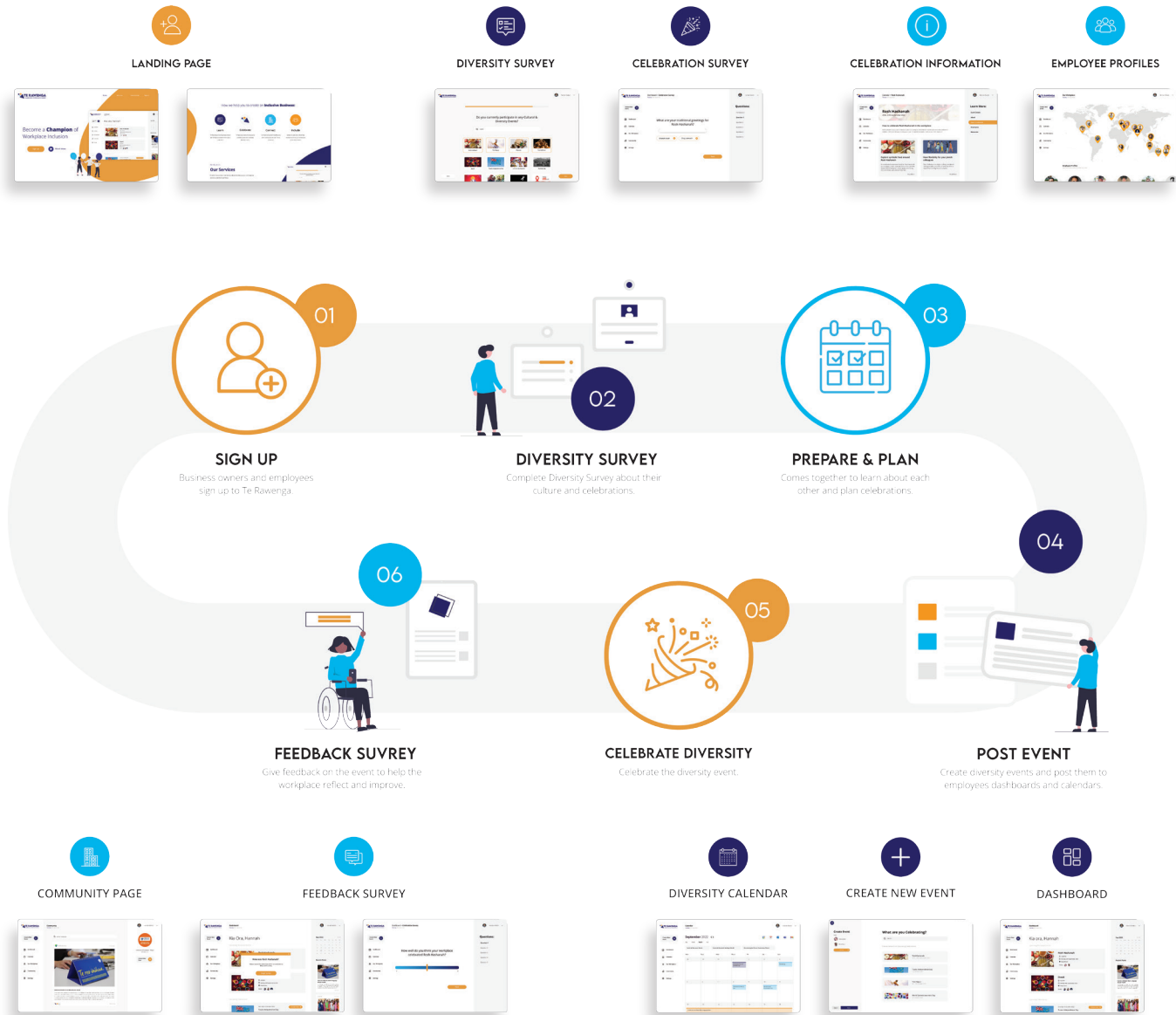
ITERATION #3



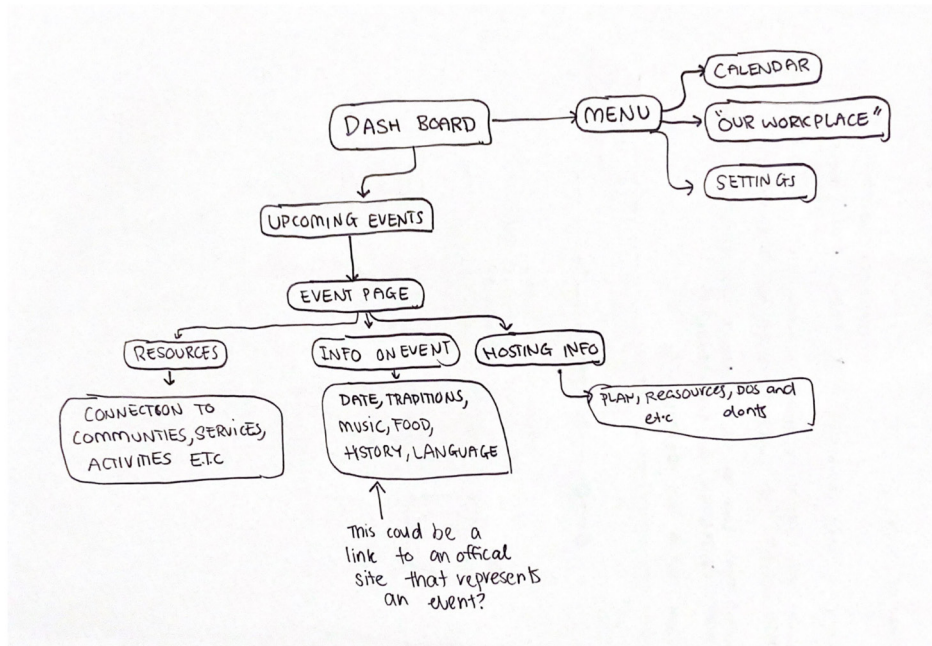
ITERATION #4



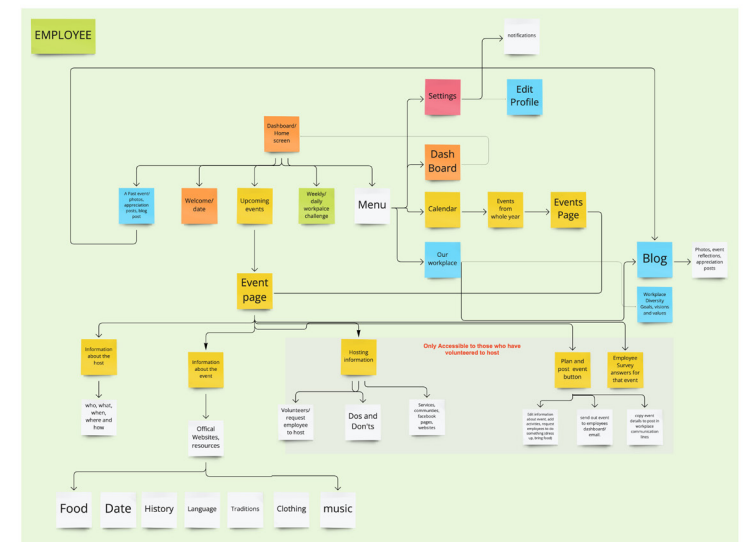
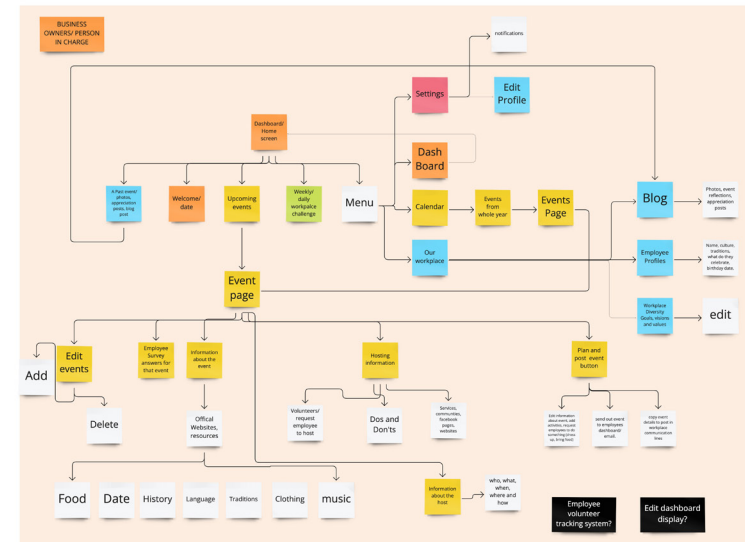
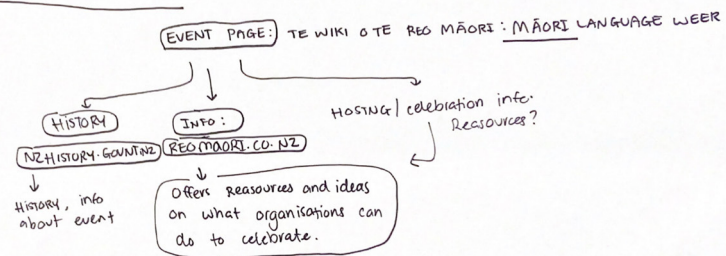
FINAL USER JOURNEY



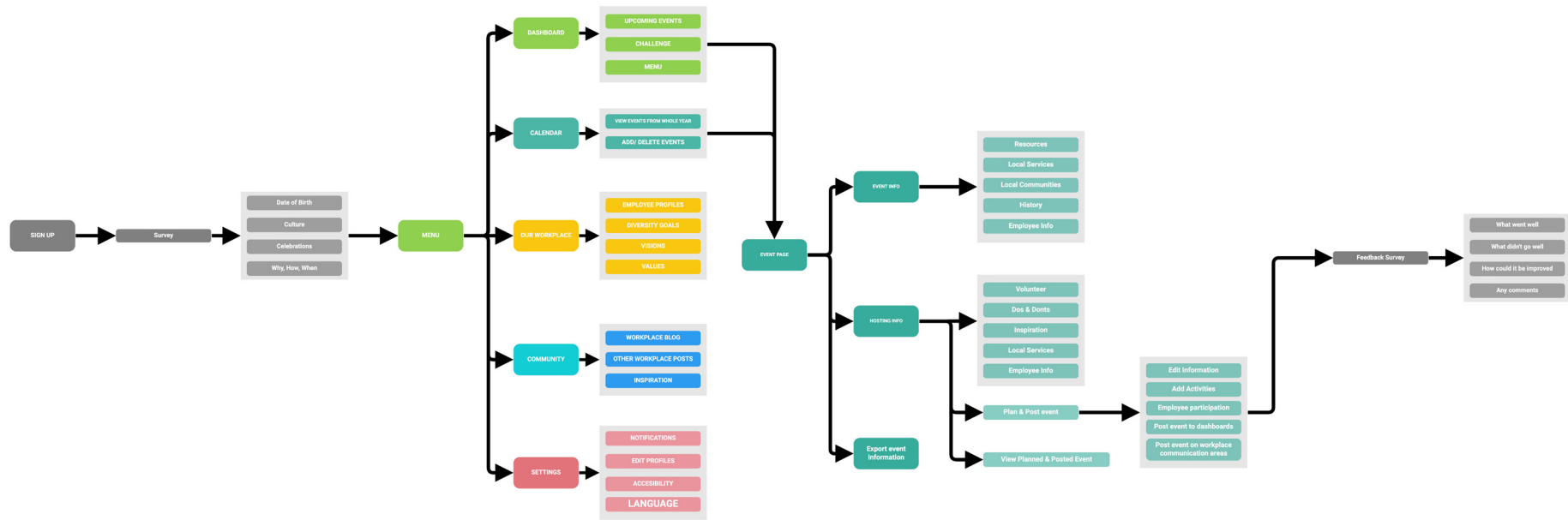
USER INTERFACE



EXAMPLAR EVENT PAGE:
FOCUS ON TAMAKI MAKAUURAU



FINAL USER INTERFACE MAP



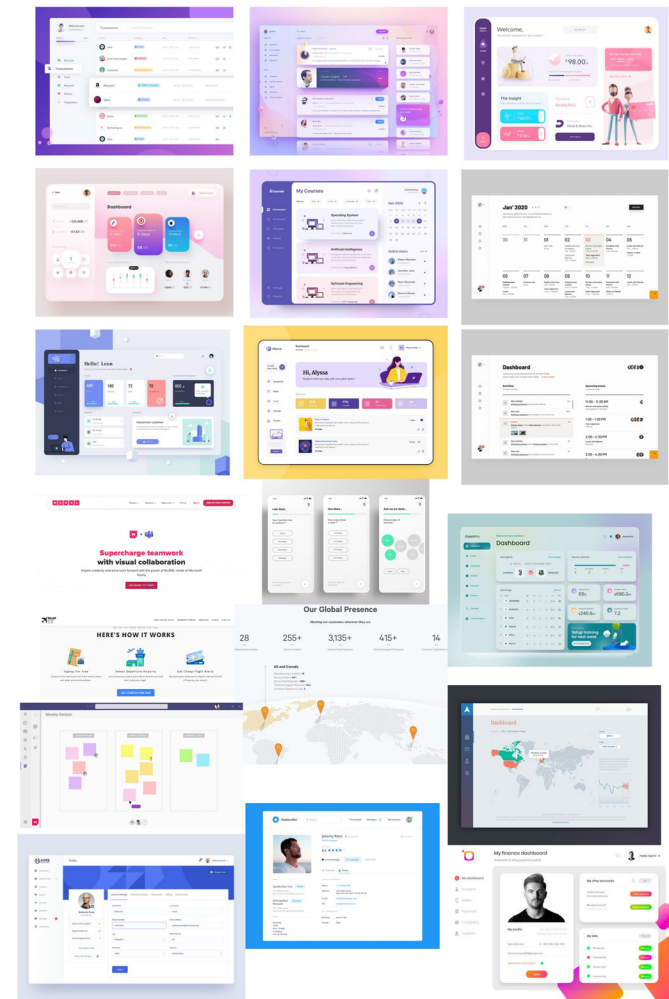
PROTOTYPE

TECHNOLOGY RATIONALISATION & PRECEDENTS

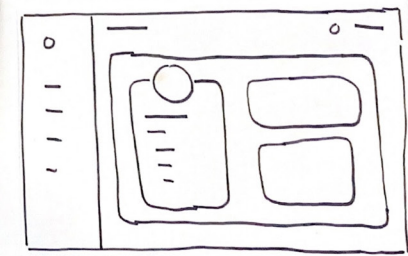
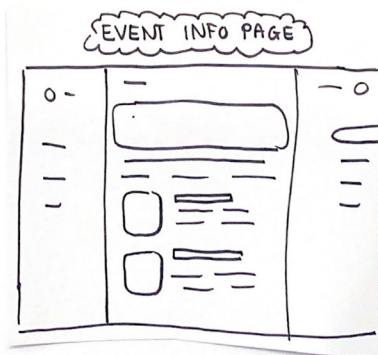
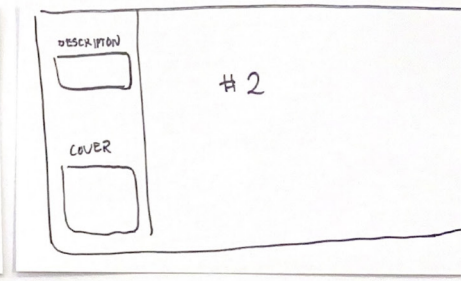
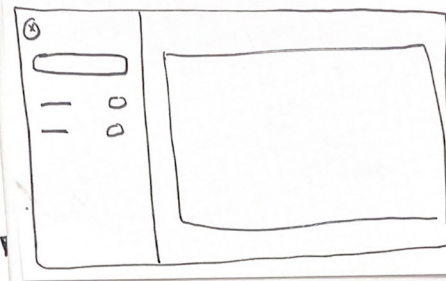
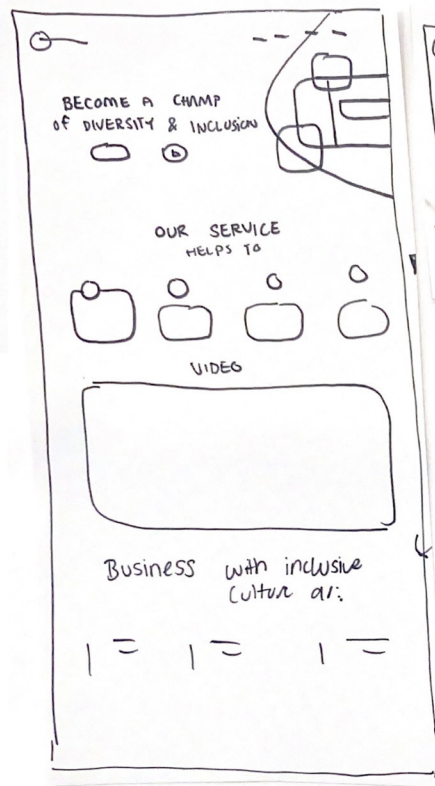
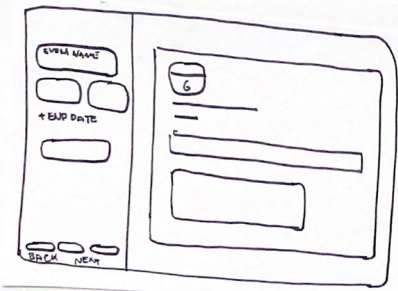
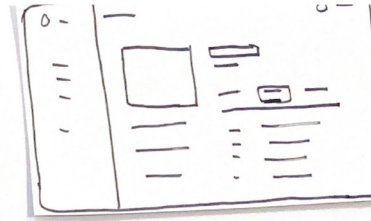
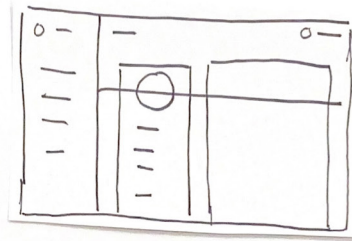
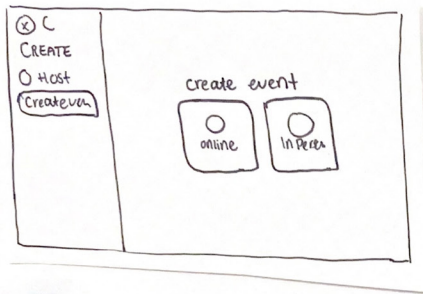
I used Figma to create my final deliverable. I chose this technology because Figma allows me to develop interactive flows that explore how users interact with my website. Figma let me preview interactions and user flows and iterate on ideas. Figma can also be used to create applications and logos. You can use it to do all kinds of graphic design work, from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between. It makes the design process quick, fun and efficient and helps to create high-fidelity prototypes.

I also used sketch paper to wireframe and explore ideas fast. This was done before using Figma to help get my thoughts out fast and visualise the end goal of my prototype.

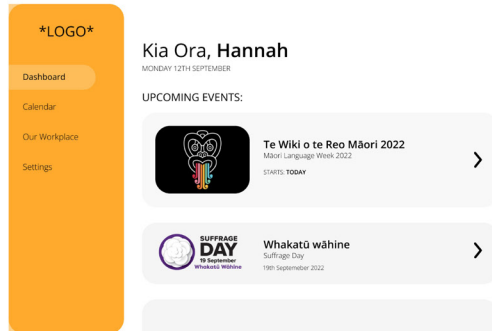
This technology enhances the end user's experience by providing the closest possible prototype to a developed working website. It enhances the user's engagement and understanding as it allows them to see how the service works and enables them to use it for themselves. They can visualise the end product rather than having to imagine it themselves and grasp a deeper understanding of its objectives.



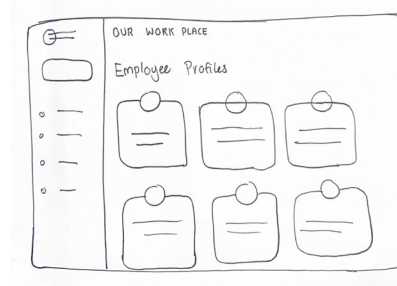
BEGINING SKETCHES



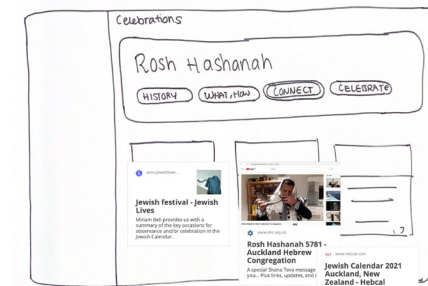
PROTOTYPES



OUR WORKPLACE



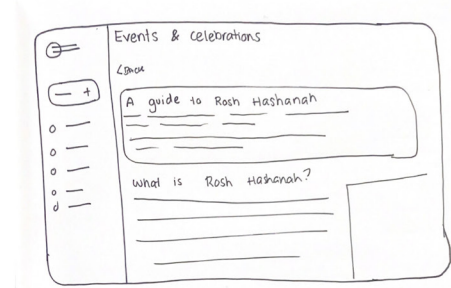
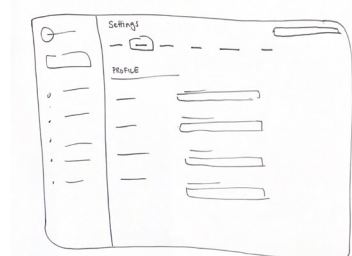
EVENT PAGE



Feedback from Krishna

- Look at it from a business owner perspective
- Very onesided, focused on employees
- Business owners already have a lot to deal with
- Budget will be an issue within a business, maybe offer budget free options?
- Employees will have the connections, they will know who to contact
- Put more of the workload on the employees
- Maybe allocate a group of employees to manage the diversity celebrations

SETTINGS

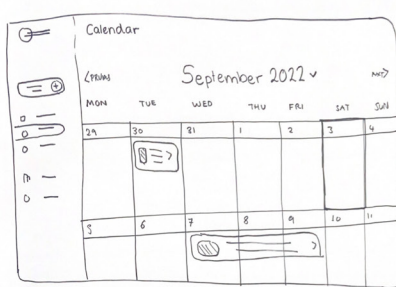


Feedback Mid - Sem presentation

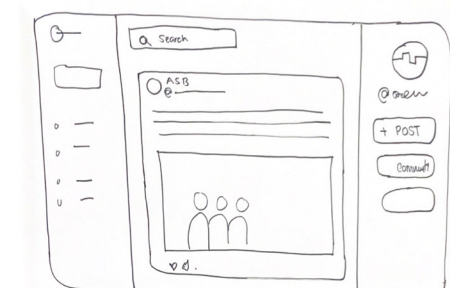
very exciting, dei - how would you develop this concept further - learning about others why do we celebrate? empowering people, engaging other people. ayla - really good idea wonder how it would play out people already have many apps. time tree, calendar app that is really good where you can add people to this calendar. idea is great how do we ensure it is creating the impact? add into calendar using an example of matariki. what does educational look like? emphasis the benefits for a business owner.

- Develop concept further. Help people learn about why do we celebrate and how it connects their own engage with their culture. Allow employees to share their celebrations, the stories and values behind them
- How would this concept play out?
- Most businesses already have app and calendars that they use to organise information
- How do you ensure the idea is creating impact?
- what does the educational factor look like? Make it more specific
- add more emphasis on why this service is beneficial for business owners

CALENDAR



COMMUNITY



THIRD PROTOTYPE



Dashboard

Tuesday 20th September

Create New Event



Dashboard



Calendar



Our Workplace



Community



Settings

Kia Ora, Hannah

Ready to create a welcoming and inclusive workplace?



Upcoming Celebrations



Whakatū wāhine

New Zealand women won the right to vote on 19 September 1893. 125 years on, the Suffrage 125 celebration is an opportunity to remember the suffragists and what they fought for and reflect on women's rights today.

19th Septemeber 2022

Organisers:



Bi Visibility Day

Celebrate Bisexuality Day is an annual holiday observed on September 23 to recognize and celebrate bisexual people, the bisexual community, and the history of bisexuality

23rd Septemeber 2022

Organisers:



HW

Hannah Walton



Sep 2022



Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Recent Posts

@MAS.diversity

2 days ago



How we celebrate Māori Language all year round!

To encourage te reo Māori to be used in everyday conversations at work, two staff members collaborated to develop a phrasebook of terms that applied specifically to the world of insurance and investment.

Read more

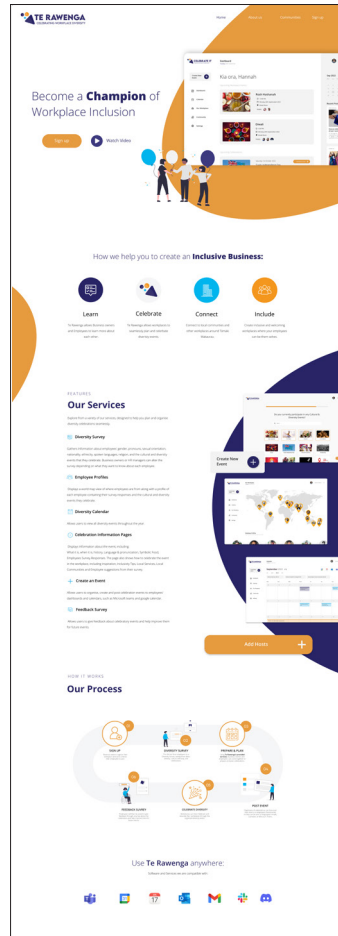
@HSBC.NZ

3 days ago

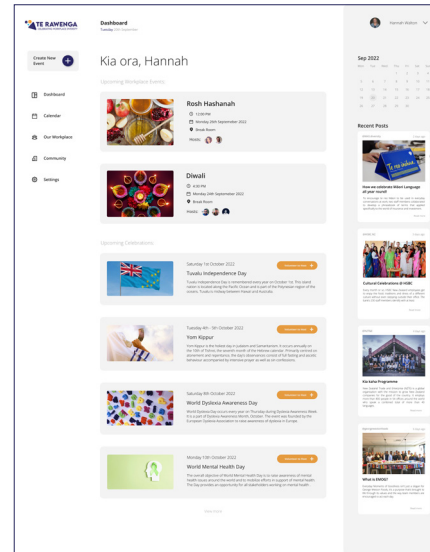


FINAL PROTOTYPE

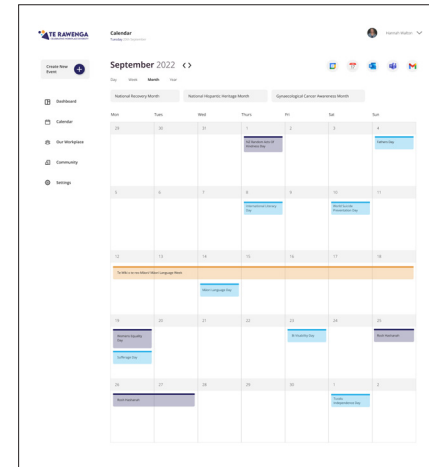
LANDING PAGE



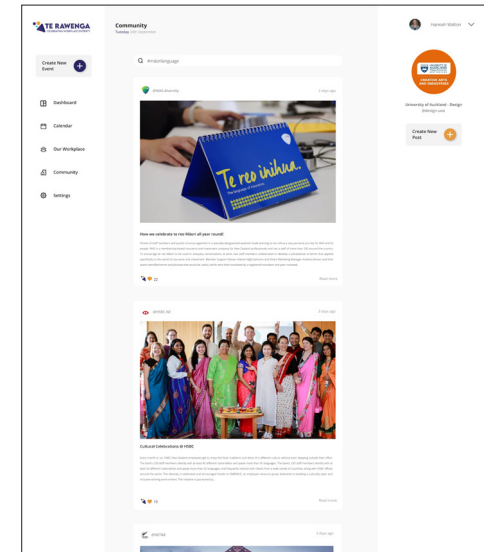
DASHBOARD



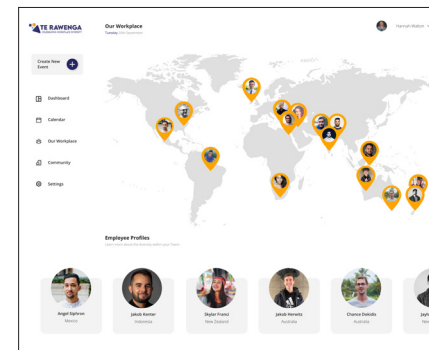
DIVERSITY CALENDAR



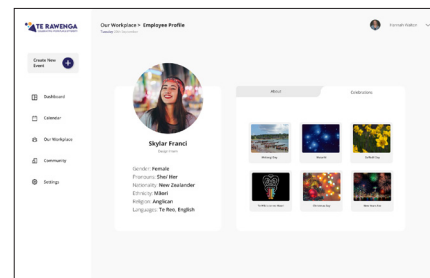
COMMUNITY PAGE



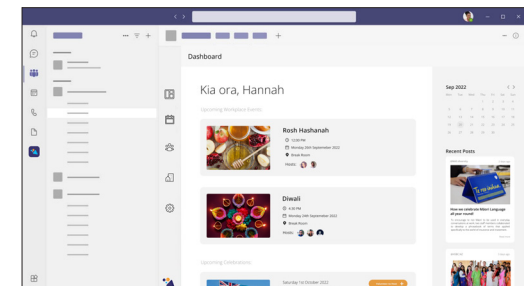
OUR WORKPLACE



EMPLOYEE PROFILE



PLUG IN



DIVERSITY SURVEY

TE RAWENGA

Hannah Nelson

Kia ora, Hannah

This 5-10 minutes survey will help us understand your cultural identity and what celebrations you participate in. We hope to create a more inclusive and welcoming environment within our business from this information.

Start

TE RAWENGA

Hannah Nelson

What is your Date Of Birth?

Day

Month

Year

Back

Next

TE RAWENGA

Hannah Nelson

To which gender identity do you most identify?

☐ Male

☐ Female

☐ Transgender Male

☐ Transgender Female

☐ Gender non-binary

☐ Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

Select your Pronouns:

☐ She/her

☐ He/him

☐ They/them

☐ None/Prefer not to answer

☐ Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

What is your Sexual Identity/Sexual Orientation
(Select all that apply):

☐ Straight

☐ Gay

☐ Lesbian

☐ Bisexual

☐ Trans

☐ Queer

☐ Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

The difference between Nationality & Ethnicity

Nationality

Nationality refers to the place of a person's birth and their legal status as a citizen of a country.

Ethnicity

Ethnicity is a self-identified affiliation to a group of people who share a common culture, language, ancestry, and history.

Back

Next

TE RAWENGA

Hannah Nelson

What is your Nationality?

Search

New Zealand

Australian

Japanese

Chinese

English

American

British

Scottish

German

Irish

Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

How would you best describe your Ethnicity?

Back

Next

TE RAWENGA

Hannah Nelson

What Languages do you speak:

Search

English

Māori

Te Reo Māori

Spanish

French

Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

What is your present religion, if any?

Search

No religion

Anglican

Catholic

Protestant

Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

Do you currently participate in any Cultural & Diversity Events?

Search

Yes

No

Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

Are there any specific requirements needed to accommodate your Religious beliefs in our workplace?

Back

Next

TE RAWENGA

Hannah Nelson

To what level, do you consider yourself to be Spiritual?

Not spiritual

Very spiritual

Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

What are the three most important things that people should know about your culture/ ethnicity/ religion/ beliefs/ identity?

1

2

3

Back

Next

TE RAWENGA

Hannah Nelson

Would you be comfortable if your workplace celebrated or acknowledged these events?

☐ Yes

☐ No

☐ Other (please specify)

Back

Next

TE RAWENGA

Hannah Nelson

Tēnā koe, Hannah!

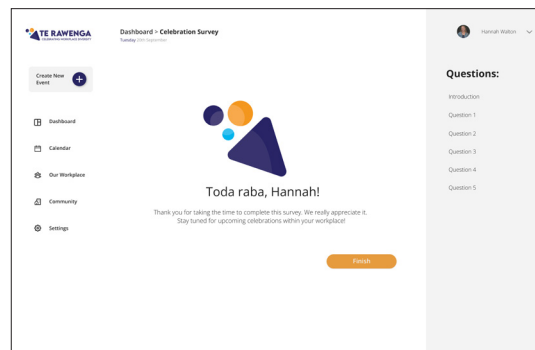
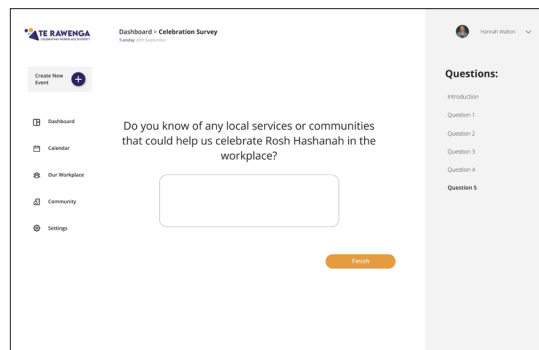
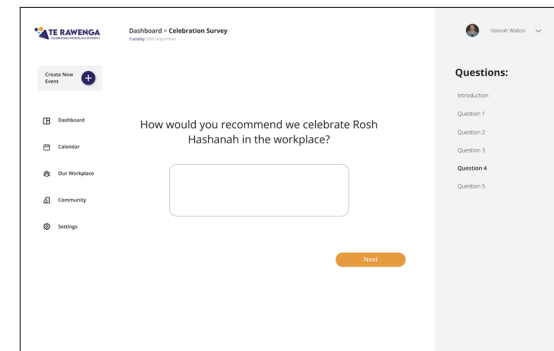
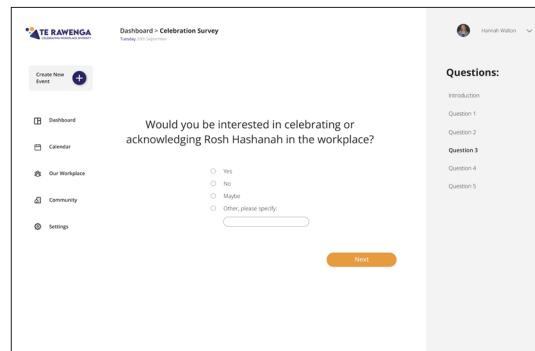
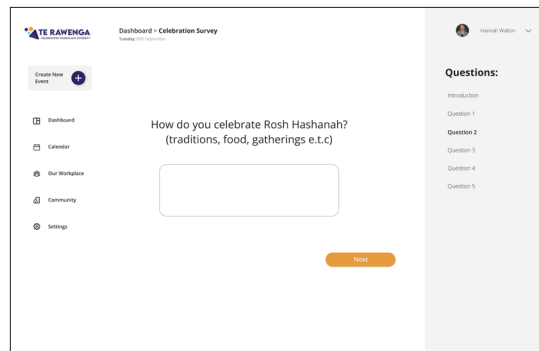
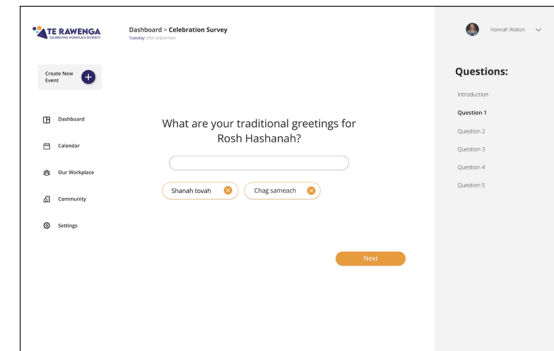
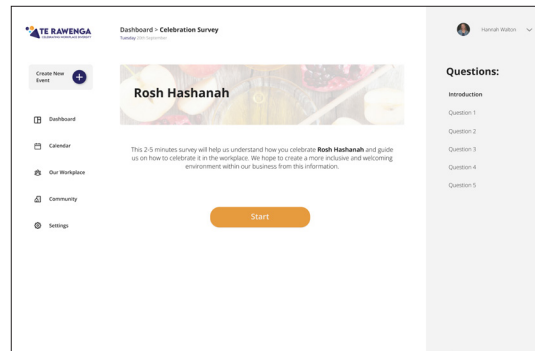
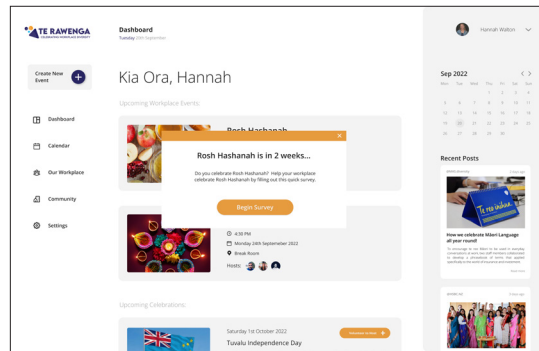
Thank you for taking the time to complete this survey. We really appreciate it.

Stay tuned for upcoming celebrations within your workplace!

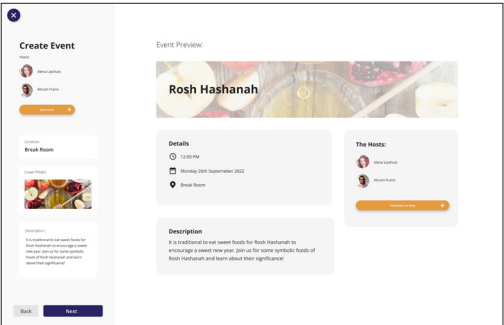
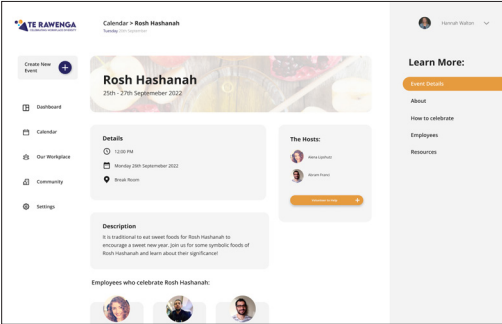
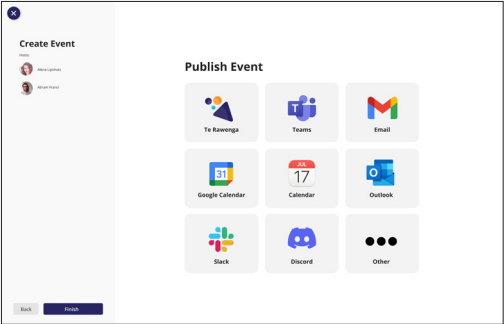
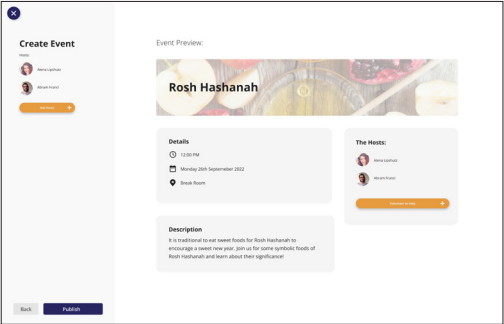
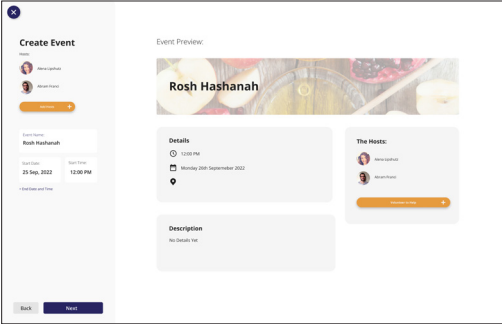
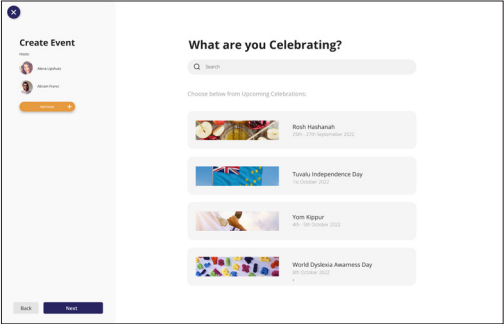
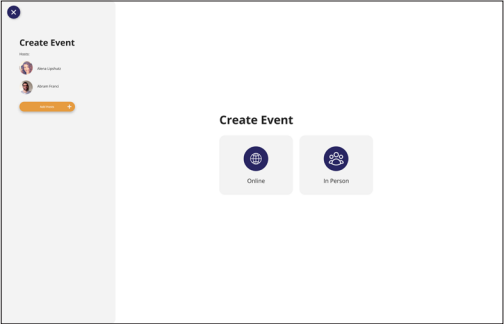
Back

Next

CELEBRATION SURVEY



CREATE AN EVENT



CELEBRATION INFORMATION

TE RAWENGA

Calendar > Rosh Hashanah

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

Celebrated by:

Alena Lipshutz

Jakov Carder

Abram Francis

What is Rosh Hashanah?

The Jewish New Year, Rosh Hashanah, is one of the holiest days in Judaism. The day begins on the first of Tishrei, the seventh month of the Hebrew calendar, and marks "the day of year" or "day of the year". The day commemorates and celebrates the creation of the world and is extremely important for the Jewish community.

When is Rosh Hashanah?

Rosh Hashanah is celebrated on the evening of September 26th and ends on the evening of September 27th for most Jewish communities outside of Israel.

History of Rosh Hashanah

The Torah is a founding religious text in Judaism. The Torah does not mention Rosh Hashanah, but it does mention a sacred occasion that begins around Rosh Hashanah. Rosh Hashanah is first mentioned in the Torah, a Jewish holy book. Rosh Hashanah is the first day of the Jewish New Year, also known as the Day of Remembrance. The Jewish calendar is brought to life by the Jewish people's influence on it.

Useful Resources:

Jewish Calendar 2021 Auckland - New Zealand - Hebrew

Rosh Hashanah 5781 - Auckland Hebrew Congregation

What is Rosh Hashanah?

TE RAWENGA

Calendar > Rosh Hashanah

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

How to celebrate Rosh Hashanah in the workplace

Rosh Hashanah is a very sacred holiday in Judaism, so workplace celebrations should be planned carefully and not for reasons. Here are a few ways to show your support for Jewish employees in the run-up to Rosh Hashanah.

Explore symbolic food around Rosh Hashanah

It is traditional to eat sweet foods for Rosh Hashanah to encourage a sweet new year. Some of the symbolic foods of Rosh Hashanah include apples and honey, date and honey cake and pomegranates.

Have flexibility for your Jewish colleagues

Rosh Hashanah is a religious holiday, and Jewish colleagues will require time off and may wish to adjust their working hours to prepare.

Be prepared how to wish someone a happy Rosh Hashanah

It is a good idea to learn more about Jewish culture and their religious practices to support employees of various religions.

Share Rosh Hashanah facts

Share facts and take messages about Rosh Hashanah. People can learn new things this way, and you can show your support.

Focus on Rosh Hashanah pronunciation

Concentrate and practice Rosh Hashanah's pronunciation with your team. It is a very important event for the Jewish community, so it is important to get the pronunciation right.

TE RAWENGA

Calendar > Rosh Hashanah > Alena Lipshutz

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

How does Alena Celebrate Rosh Hashanah?

Alena Lipshutz

Traditional Greetings:

"Shanai tov!"

"Dug l'chaim!"

Recommendations for celebrating in the workplace:

Explore symbolic food around Rosh Hashanah

Alena's Recommended Resources:

THE KOSHER DELI

Chabad New Zealand

TE RAWENGA

Calendar > Rosh Hashanah

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

Employees that celebrates Rosh Hashanah:

Alena Lipshutz

Abram Francis

Jakov Carder

TE RAWENGA

Calendar > Rosh Hashanah

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

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Consider researching Rosh Hashanah recipes for your team by trying during a lunch break, or ask your colleagues to make some traditional Rosh Hashanah recipes at home.

This would be a great opportunity to try new things while learning about their significance.

You may also want to consider ordering traditional Rosh Hashanah foods from a local Jewish shop or online Jewish supplier.

If your Jewish colleagues are comfortable, you could ask them for assistance in preparing food as well as information on its significance.

Auckland Food Services:

THE KOSHER DELI

Chabad New Zealand

Chabad New Zealand - Chabad House Auckland

TE RAWENGA

Calendar > Rosh Hashanah > Symbolic Food

Tuesday 25th September

Create New Event

Dashboard

Calendar

Our Workplace

Community

Settings

Learn More:

Event Details

About

How to celebrate

Employees

Resources

Rosh Hashanah

25th - 27th September 2022

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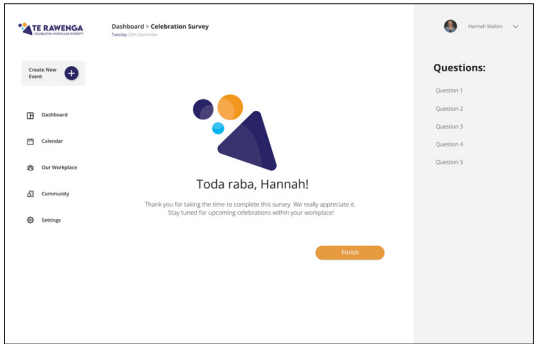
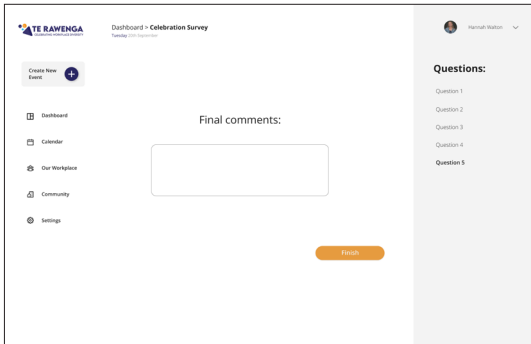
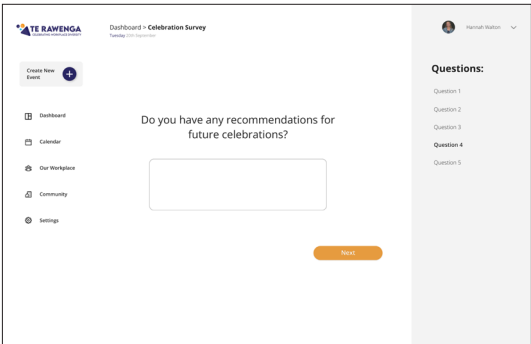
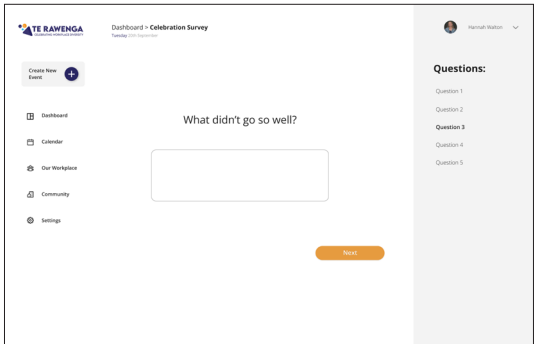
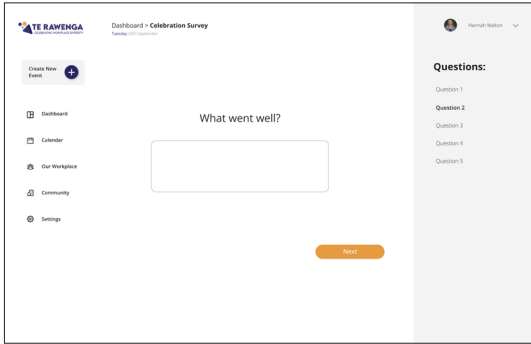
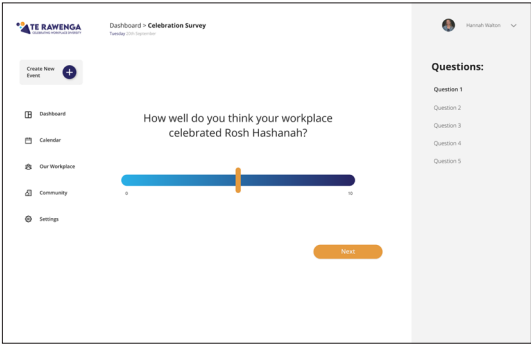
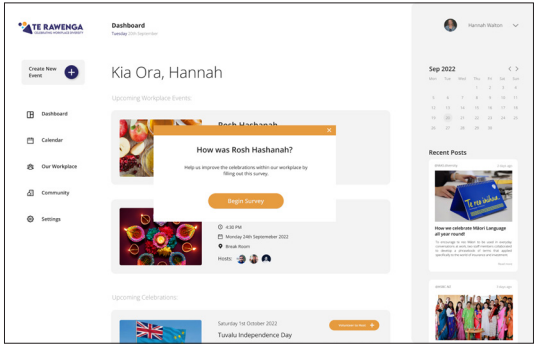
Auckland Food Services:

THE KOSHER DELI

Chabad New Zealand

Chabad New Zealand - Chabad House Auckland

FEEDBACK SURVEY



BRAND IDENTITY

DEVELOPMENT

Key words

value Connect culture New Zealand community celebration inclusive

advanta
advance/
advantage

axio
from the ancient
greek word
axiologos: worthy of
mention;
remarkable,
noteworthy, of note,
important

Haecce
The essence of a
particular thing;
those qualities
that define it and
make it unique.

adelanto
from the spanish
word adelantar;
progress,
advancement,
improvement

CELEBRATE
IT/
WHAKANUIA

te
rawenga

BRAND NAME/
SLOGAN IDEAS

Become a champion
of culutral
celebrations

Become a champion
of workplace
inclusion

Diversifie your
workplace

Do you know
your employees?

Creating inclusive
and connected
workplaces

workplace
inclusion

embracing
workplace
diversity

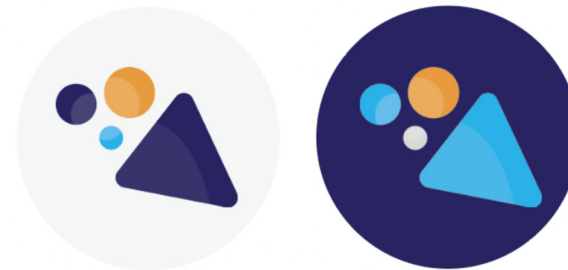
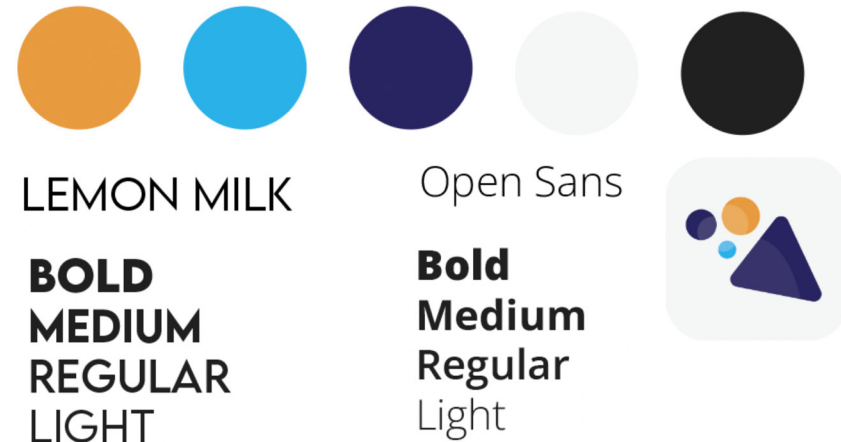
Creating
inclusive
workplaces

Embracing
Aotearoas
Diversity

Building an
inclusive
aotearoa

Embracing
workplace
diversity





FINAL BRAND IDENTITY

BRAND IDENTITY

PRIMARY LOGO



BACKGROUND COLOUR



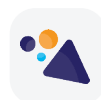
SECONDARY LOGO



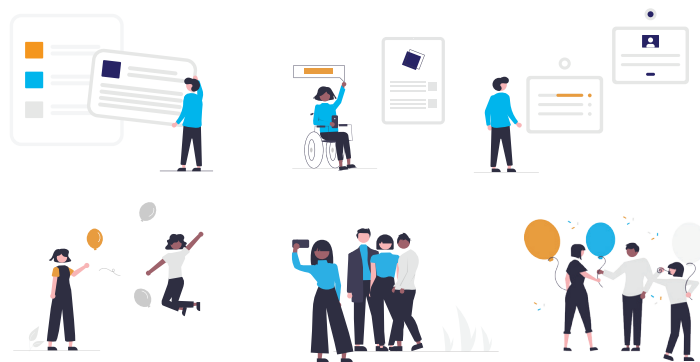
SUB MARK



PLUG IN ICON



DESIGN ELEMENTS



COLOURS



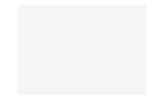
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RGB: 230, 155, 63
CMYK: 2, 48, 100, 0



HEX: #29b0e7
RGB: 41, 176, 231
CMYK: 78, 4, 0, 0



HEX: #282562
RGB: 40, 37, 98
CMYK: 100, 100, 24, 21



HEX: #f3f3f3
RGB: 243, 243, 244
CMYK: 3, 2, 2, 0



HEX: #212121
RGB: 33, 33, 33
CMYK: 72, 66, 65, 73

FONTS

Use for H1, headlines, titles

LEMON MILK

LIGHT
REGULAR
MEDIUM
BOLD

LIGHT ITALIC
REGULAR ITALIC
MEDIUM ITALIC
BOLD ITALIC

Use for H2, H3, Sub-headline, body text

Open Sans

Light
Medium
Regular
Bold

Light Italic
Medium Italic
Regular Italic
Bold Italic

ICONS



SLOGANS

“INCLUSION”

“ACCEPTANCE”

“UNDERSTANDING”

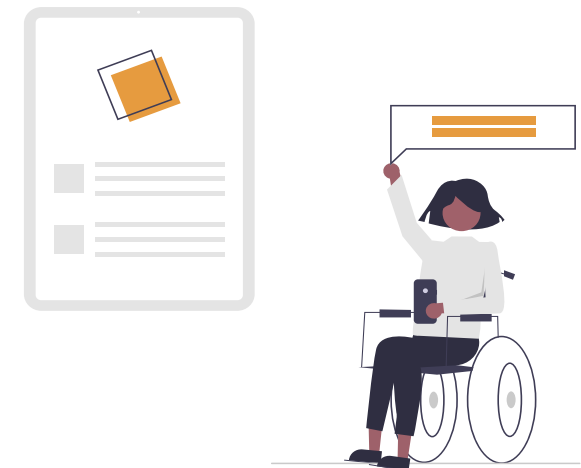
“Become a **Champion** of Workplace Inclusion”

USER TESTING

To test the design, I organised a meeting time with the five students they initially interviewed during primary research. I also created a survey using google forms to allow users to get the full experience of the diversity survey. For the other design features, I prototyped a website using Figma.

Figma enables the service to work like an actual website. From here, I asked each participant for their opinion on each feature. I also asked them to try and navigate their way around the website. I 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



RESULTS

	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 of 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 accomodate 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 seperate 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 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 its 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"> Dashboad 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 ti display responses so that it is easier for business owners to accomodate 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 swiping. 	<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 Rawenga until the next event.

ITERATIONS

From these results, 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, I have made the following alterations to the following features in the design.

- 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 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 information pages

- 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



Diversity survey

BUSINESS MODEL CANVAS

Social Business Model Canvas



<h3>Key Resources</h3> <ul style="list-style-type: none"> • Wifi, Computers • Software developers • Web developers • Office space • Start up funds • Trial businesses • Customer service • Social Media • Marketing • Accounts & Finance Manager <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<h3>Key Activities</h3> <p>Partner Relationships</p> <ul style="list-style-type: none"> • Connect with partners • Maintain connections • Co-design • Establish feasibility <p>Software & Web Development</p> <ul style="list-style-type: none"> • Development of prototype into working software • Development of Website • Development of Plug in • Maintenance of service, website & Plug in • Development of future iterations & Improvements <p>Testing & Gathering Feedback</p> <ul style="list-style-type: none"> • Interviewing users • Observing Users • Trailing Software • feedback collection • feedback surveys • Idea development • Iterations <p>Employee Recruitment</p> <ul style="list-style-type: none"> • Posting Job listing • Job interviews • Employee training & education <p>Customer Service</p> <ul style="list-style-type: none"> • Ensuring Customers are Happy • Helping customers with enquires • Answering emails, phone calls & questions <p>Marketing</p> <ul style="list-style-type: none"> • Spread awareness of the service • Attract customers • Social media advertising • Targeted advertising <p>Accounting & Finance</p> <ul style="list-style-type: none"> • Management of Employee Pay • Budgetting • Management of Revenue Streams • Business Income • Outgoing Funds <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<h3>Type of Intervention ²</h3> <p>Service / Add on (plug in) - A cultural celebration service that helps medium sized businesses learn about their employees diversity and celebrate it in the workplace. This service can also be a plug in for existing software such as Microsoft Teams or Slack.</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<h3>Segments ¹</h3> <ul style="list-style-type: none"> • Employees -(relationships, work ethic, mental health, connections, family, mood) • Business owners • Business in general • HR managers <p>Beneficiary</p> <p><i>Who benefits from your intervention?</i></p>	<h3>Value Proposition ³</h3> <p>Our Cultural Celebration Service helps Business create an inclusive and welcoming workplace, by reducing their lack of knowledge around their employees diversity and helping them to celebrate all cultures and identities within their workplace.</p> <hr/> <h4>Beneficiary Value Proposition</h4> <h4>Impact Measures</h4> <p>Social Impact will be measured through feedback surveys. Feedback surveys will be apart of our service and will help business owners measure the effectiveness of their celebratory events and if their employees feel more valued and connected within the workplace.</p> <p>This feedback will taken into account by our service and will be used to further improve our services and as well as used to show that we are creating social impact.</p> <p><i>How will you show that you are creating social impact?</i></p>					
<h3>Partners + Key Stakeholders</h3> <ul style="list-style-type: none"> • Diversity Works NZ • Auckland Businesses • Software Developers • Local Services • Local Communities • Religious Groups • Cultural groups • Microsoft Teams • Google calendar • Apple Calendar • slack • Other Calendar Services <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>		<h3>Channels ⁶</h3> <p>Awareness Channels</p> <ul style="list-style-type: none"> • Targeted Advertising through YouTube, google Ads, Tik Tok, Facebook, Linkden. • Flyers • Word of Mouth • Website <p>Purchase Channels</p> <ul style="list-style-type: none"> • Website (Chrome, Safari e.t.c) • Plug in Download (Microsoft teams, chrome) <p>After-sales Channels</p> <ul style="list-style-type: none"> • Website Chat Bot • Messenger Chat Bot • Phone • Email <p><i>How are you reaching your users and customers?</i></p>	<h3>Customer ⁴</h3> <ul style="list-style-type: none"> • Business owners • HR managers • Workplace struggling with inclusivity and the celebration of diversity. <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	<h3>Customer Value Proposition ⁵</h3> <ul style="list-style-type: none"> • Our customers want their employees to feel more valued, included and connected within the workplace. • They want a service that helps them do this in a way that is seamless and simplistic. • They want to connect with their employees and be able to celebrate their culture and identity in a non-offence manner. <p><i>What do your customers want to get out of this initiative?</i></p>					
<h3>Cost Structure</h3> <table border="0"> <tr> <td>Fixed Costs</td> <td>Variable Cost</td> </tr> <tr> <td> <ul style="list-style-type: none"> • Salaries • Rent • Utilities </td> <td> <ul style="list-style-type: none"> • Start up costs • Software Development • Website & Service Maintenance • Targeted Advertising </td> </tr> </table> <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>		Fixed Costs	Variable Cost	<ul style="list-style-type: none"> • Salaries • Rent • Utilities 	<ul style="list-style-type: none"> • Start up costs • Software Development • Website & Service Maintenance • Targeted Advertising 	<h3>Surplus</h3> <ul style="list-style-type: none"> • Further development of the service - More features & better usability. • Expanding the service outside of Auckland • Further Software Development • More Targeted Advertising <p><i>Where do you plan to invest your profits?</i></p>		<h3>Revenue</h3> <p>Yearly Subscription Fees:</p> <ul style="list-style-type: none"> • Business size dependent: Prices will range depending on how many employees a business has. • All features of the service are included in subscription <p>Under 30 employees - \$14 a month - \$168 yearly 30 -50 employees - \$24 a month - \$288 yearly 50 + employees - \$34 a month - \$408 Yearly</p> <p><i>Break down your revenue sources by %</i></p>	
Fixed Costs	Variable Cost								
<ul style="list-style-type: none"> • Salaries • Rent • Utilities 	<ul style="list-style-type: none"> • Start up costs • Software Development • Website & Service Maintenance • Targeted Advertising 								

VALUE PROPOSTION

Ad-Lib Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of “pitchable” sentences

Our diversity celebration service

help(s) Businesses owners

who want to Customer segment

Create an inclusive and welcoming workplace

jobs to be done

by reducing

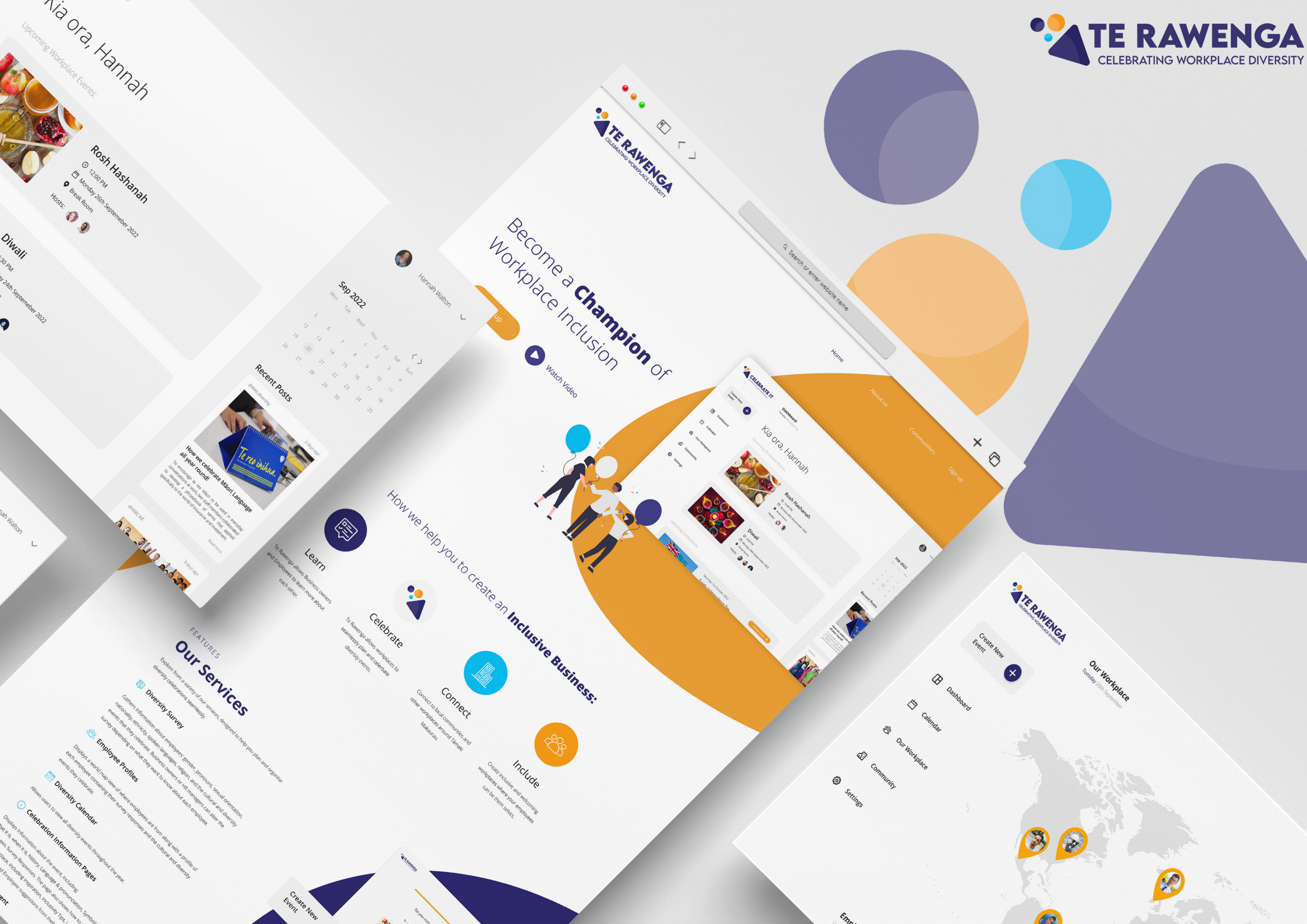
verb (e.g., reducing, avoiding) and a customer pain

and helping

verb (e.g., increasing, enabling) and a customer gain

(unlike) competing value proposition

Our **diversity Celebration Service**
helps **Businesses owners**
who want to **create an inclusive and
welcoming workplace**
by **reducing their lack of knowledge about
their employee's diversity**
and **helping them to celebrate all cultures
and identities within their workplace.**



Kia ora, Hannah

Upcoming Workplace Events

Rosh Hashanah

Monday 26th September 2022
Break Room
Hosts: [User Avatars]

Diwali

Monday 24th September 2022

Become a **Champion** of Workplace Inclusion

Watch Video

Recent Posts

How we celebrate Mori Language all year round!

To encourage all our Mori to be used in support of our Mori language, we have created a calendar of events to celebrate Mori language and culture.

How we help you to create an **Inclusive Business**:

Learn

Te Rawenga allows Business owners and employees to learn more about each other.

Celebrate

Te Rawenga allows workplaces to seamlessly plan and celebrate diversity events.

Connect

Connect to local communities and other workplaces around 'Aotahi Māhuru'.

Include

Create inclusive and welcoming workplaces where your employees can feel their voice.

FEATURES Our Services

Diversity Survey
Expire from a survey of our services, designed to help you plan and organise diversity celebrations seamlessly.

Employee Profiles
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.

Celebration Information Pages
Displays information about the event, including: what it is, when it is, history, language & pronunciation, symbols, dress, survey responses. The page also allows you to create employee suggestions from their...

TE RAWENGA
CELEBRATING WORKPLACE DIVERSITY

Create New Event

Our Workplace
Tuesday 20th September

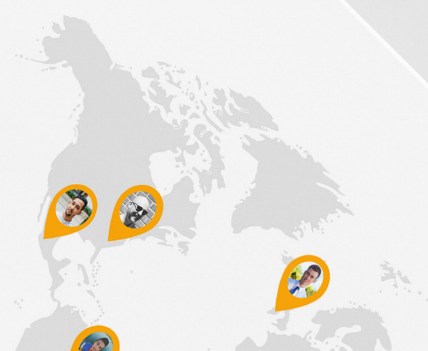
Dashboard

Calendar

Our Workplace

Community

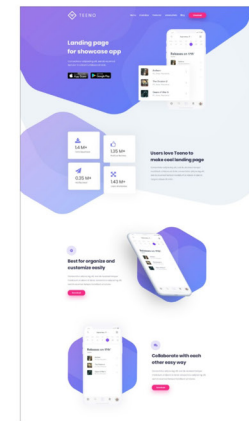
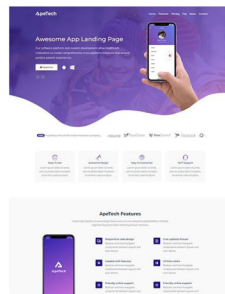
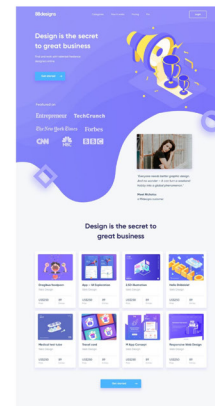
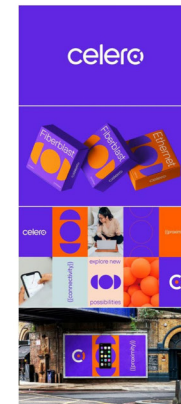
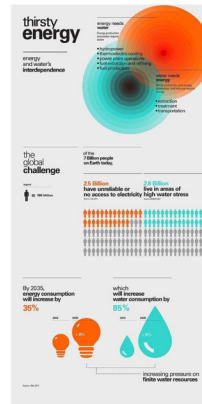
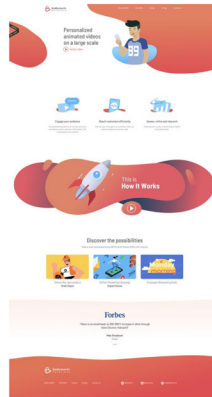
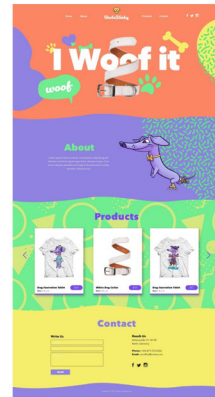
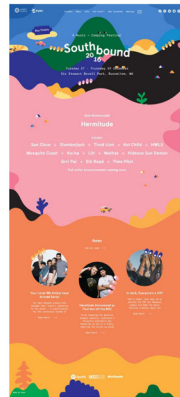
Settings



DELIVER

POSTER

PRECEDENTS



IDEATING



DRAFTS



FINAL POSTER





Hannah Walton

Create New Event



Kia ora, Hannah

Dashboard

Calendar

Our Workplace

Community

Settings

Upcoming Workplace Events:



Rosh Hashanah

12:00 PM

Monday 26th September 2022

Break Room

Hosts:



Diwali

4:30 PM

Monday 24th September 2022

Break Room

Hosts:

Upcoming Celebrations:



Saturday 1st October 2022

Volunteer to host

Sep 2022

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Recent Posts



How we celebrate Māori Language all year round!

To encourage te reo Māori to be used in everyday conversations at work, two staff members collaborated to develop a glossbook of terms that applied specifically to the world of insurance and investment.



TE WHARE TAPA WHĀ

Taha Tinana - Physical Well-being

Celebrating culture in the workplace impacts Physical Well-being as it helps to boost employees' mental and emotional well-being, which can help them to feel more encouraged to improve their physical well-being. Te Rawenga promotes activities and outings in the workplace, which can also help boost physical well-being. Activities could include walks, dances, fitness classes, experiences, e.t.c.

Taha Wairua - Spiritual Well-being

Celebrating in the workplace helps employees learn about and understand different cultures, religions and spiritual beliefs. Te Rawenga helps people become more aware of Aotearoa's diversity and allows them to become more in tune with their spiritual selves. People will also be more accepting and understanding of other spiritual beliefs.

Taha Hinengaro - Mental and emotional well being

Celebrating culture in the workplace impacts mental and emotional well-being as it helps to make employees with different backgrounds, cultures, and identities feel less like an outsider and more valued. Employees leave work feeling more uplifted. Te Rawenga helps people learn more about Aotearoa's diversity and helps to create more open minds. It allows more appreciation & acceptance of your own culture, as well as the appreciation & acceptance of others, which helps boost mental and emotional well-being. Employees will feel more freedom and less judgement for being who they are.

Taha Whānau - Family and Social Wellbeing.

Celebrating culture in the workplace impacts family and social well-being by bringing employees together and building relationships and a stronger sense of community. Te Rawenga helps workplaces to create a space that allows employees to belong, care and share. Employees become part of wider social systems and are provided with the strength to be who they are and connect with their ancestors. While also enabling them to connect with other cultures, Te Rawenga helps employees' overall social well-being.

COMMUNITY IMPACT

Te Rawenga impacts the community in many different ways. When businesses use Te Rawenga, they are helping to make their employees feel more valued and connected within the workplace. It helps to promote acceptance and understanding and stops people from making incorrect assumptions about other cultures. This benefits the community as they can make more connections and feel more included here in Aotearoa.

Te Rawenga also helps to bring fun into the workplace, which has proven to boost employees' overall motivation, productivity and commitment. Having fun in the workplace also helps lower the turnover of employees and promotes stronger and more positive workplaces. This impacts the community as employees leave work feeling uplifted and important, impacting life outside work, such as with family and friends.



ENVIROMENTAL IMPACTS

The potential environmental impacts of Te Rawenga will come from the users who use Te Rawenga. Certain diversity events or gatherings may cause the waste or overconsumption of food and other products, such as decorations and non-reusable utensils,

Because this project significantly focuses on helping business owners and employees come together, ensuring workplaces are sustainable was not a priority due to time constraints.

However, a future iteration of this project could include sustainability reminders for businesses and guidance on how not to over-order and waste things such as food for the number of employees you have within your company. Other services could also include hiring packages of reusable utensils or decorations for businesses that may not have the resources to accommodate their staff and stop them from using non-reusable utensils and decorations.

Other environmental impacts of Te Rawenga are that it requires electricity to work. This is because it is an online service that can only be accessed via a computer. It also requires wifi to be able to connect communities and access resources. The power used to access Te Rawenga is not sustainable most of the time.



REFLECTIONS

WEEKLY REFLECTIONS

Week 1

I couldn't start my project proposal this week as we had not been briefed on it yet. This will be one of my main priorities next week, and I will adjust my time to make room for it. This week I also started to identify gaps in the market by rating current solutions based on whether they were educational/ interactive or were more specific or general.

Week 2

This week I focused on finishing off my discovery and define phase. I completed both of these in less time than expected, which meant I got an early start on my develop phase. This also means I ticked off two of my milestones.

Ethics approval to interview people has been ruled out as it would take too long to get ethics approval. However, we can still have conversations with people, which I have been doing. I have managed to talk to 4 people who work in business sizes ranging from small to large. From these conversations, I managed to develop some insights to help me develop my ideas further. I can also talk to our partners/ clients directly, as we have ethics approval. This means I will need to set up an interview sometime this week to speak to them about my idea and gather feedback about their thoughts.

My 302 assignments have also been extended; they are not due until the end of the week, so I can spend some more time refining them next week. My last checkpoint before the break is next week, as Diana is away on Thursday. This means I will have to get all my questions out now to prepare me to work on my prototype in the holidays.

Week 3

This week I focused on finishing my design proposal and beginning my develop phase. I managed to hand in my design proposal a few days early; however, I left the data collection analysis plan till the last minute as I was baffled about what to do.

I have begun to sketch what the service may look like and started to develop a user journey map of the service. I also have developed a map of how the service would work from a business owner's perspective and an employee's perspective. After meeting with Diana, she told me to present these in a way that is clearer and simpler when presenting to diversity works. I have also had another setback with my primary research. I can't have conversations with anyone outside of the uni without ethics approval; therefore, I will have to start setting up conversations with people in my degree and sending out a survey to those within my degree. I am also not supposed to talk to diversity works without ethics approval.

Week 4

This week I had to revisit my data and collection analysis plan. This was because most of the class had done it wrong. I also sent out a survey to my class on discord. However, I have only received three responses so far. I have also begun creating my slide deck and mid-semester pitch for next week. This meant I had to create my first mockup. I did a practice presentation and got feedback from Diana and some of my streams. They asked some questions to help me define my idea more and ensure I was more precise on the day.

I also went to Krishna for feedback this week. He mentioned that my design was one-sided and only focused on the employee side. He said I need to consider those business owners already have a lot to do, so putting this responsibility on them may not work. He said businesses also don't have a large budget for this stuff, so I would have to consider creating budget-friendly options. When I mentioned this to Diana, she said that most businesses would have an HR manager who can help to organise these sorts of events.

Next week, I will begin defining my brand identity and prototyping my solution. I will also need to start collecting all my primary data and putting it together for the final hand-in. I also have to record a stand-up next week for DES 302 as we have a public holiday on Monday for the queen.

Week 5

I presented my idea to diversity NZ and a few lecturers this week. They said my idea was good but needed some refining and improvement. They wanted to know how I would develop this concept further and focus on how we can learn about other's cultures and why we celebrate. They wanted my idea to be more empowering to people and engage other people. They also wanted me to ensure that my idea was creating an impact. They also said that it should be able to be added to an existing calendar. My goal next time is to emphasise the benefits for a business owner.

This feedback has set me back a bit regarding my development and delivery phase. I have pushed back my delivery phase until week four as I focus on developing my idea and refining these features. I realise I may not have enough time to wireframe

the whole concept. I have also put off my brand identity until the delivery phase, as I am confident this is something I will be able to do within a few days. Developing my idea is more important at this stage in my process. I am hoping to have my idea fully fleshed out by Tuesday, week four, and I will be able to get feedback from Alya and Krishna before I move on to my delivery phase.

Week 6

This week I finished developing my idea and began putting it together for my final hand-in. I am starting to realise just how much is left to do, and deadlines are catching up. Alan has extended our data collection analysis deadline until October 17, which has bought me some extra time.

I also talked to Diana this week, and she said that I would need to speak to Ayla about the name of my product if I want to incorporate Māori language. She also said she wanted to see a prototype next Thursday of how my service would work. I am planning to continue doing this on Figma. At this point in time, I am not too stressed, but I know that work will creep up on me soon, so it is better to be ahead. This week I also recorded and handed in my first stand-up for Alan; this stand-up was only worth 5%. However, the next one is going to be worth 20%.

Week 7

This week, I focused on developing my brand identity and completing my prototype. After talking with Ayla, she said that Te Rawenga would be a good name to call my design as it means to celebrate. She also told me to start thinking about how things within my service would work, such as exporting events into calendars. I also talked to Diana this week and showed her part of my prototype; she said I needed to develop a survey and a feedback survey. She also said that for my final presentation, I should create a video

showing how my product will work so that it is easy to understand. My service is quite complicated; therefore, I will need to ensure my communication is clear during the final presentation.

I have also finished developing my brand identity by choosing the colours, fonts and logo design. I will get some feedback on this next week. My goals for next week will be to start completing the business templates, begin storyboarding for my video, and develop some answers for the community, tech and enviro pillar so I can get feedback on them before the end of the semester.

Week 8

This week, we discussed our board layouts and looked at examples of existing boards. I had my final meeting with Diana, who helped me fix my prototype. I needed to distinguish the difference between nationality and ethnicity so that users understood. I also finished my prototype but still need to connect them using Figma. I finished my business model canvas and developed a value proposition for the business pillar.

I have yet to answer questions from the community, tech and environment pillars. However, this will be one of my priorities next week. I also need to finish my data analysis. I want to get feedback on this from Allan before submitting it, so I will aim to complete it by Tuesday.

Diana also wants me to do a video explaining my idea as it is complicated to comprehend without visuals. I will also start laying out my poster next week, so I have time to get feedback from Diana and Krishna.

Week 9

It's the last week of the semester, and the pressure is kicking in. My prototype is complete; however, this week, my main goal is to complete the data

analysis of my research and hand it in early. I want to get a head start on my technical report, as I am unsure how long this will take me.

Week 10

This week I created my first poster draft to get feedback from Krishna and Diana. They said my poster was good but needed less text and more visuals. They also said I needed to combine my wireframes with my user journey so that it made more sense. They also wanted to see photos of the website being used in person.

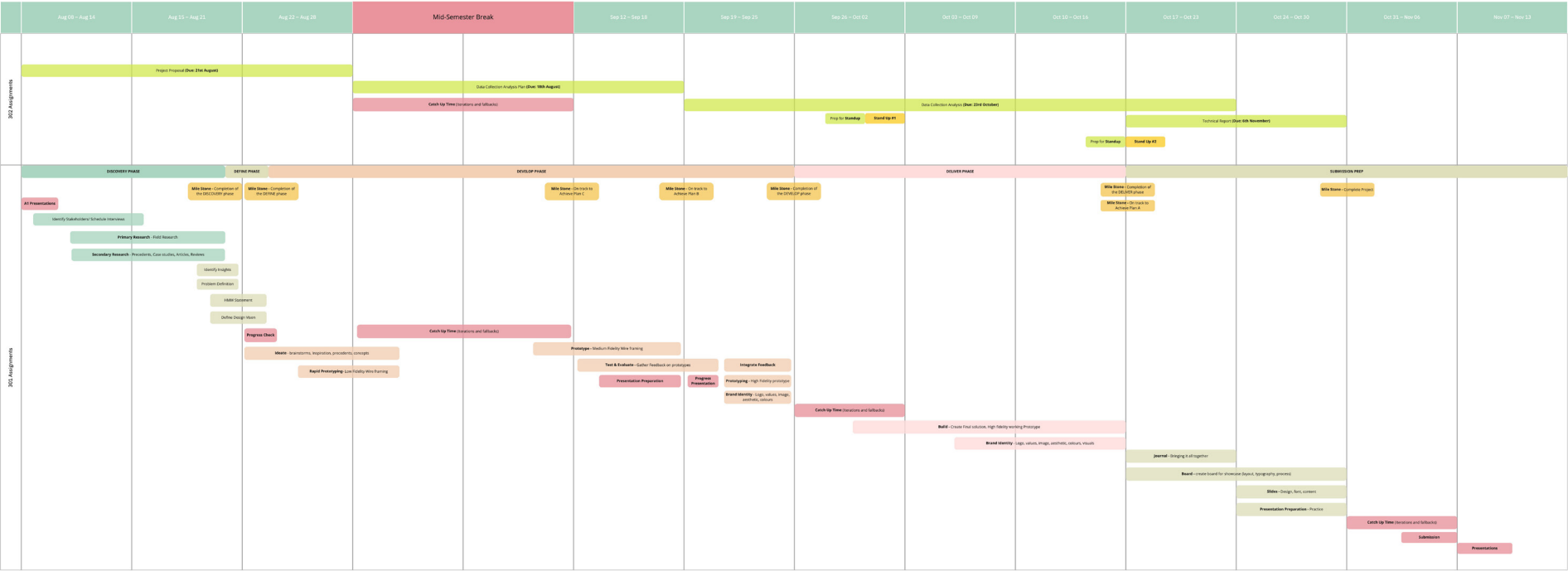
I also have been focusing on cleaning up my miro board and ensuring I have answered all the pillars. I will start the video next week as I don't think it will take too long.

Week 11

This week I began to create my video. However, this set me back a lot, as it took me three days. This was a lot longer than I thought it would. This put me under a huge time constraint for my poster and journal, and I was under a lot of pressure. I started editing my poster on Thursday and pulled an all-nighter to get it printed on Friday. I started my Journal on Friday and only managed to print it before Sunday. I am looking back now at all the times I procrastinated and have big regrets.

I have all of Sunday to create my pitch and upload my work before 9 am Monday. I am excited to be done.

GNATT CHART



TIMELINE

WEEK 1

[illegible]

WEEK 3

Task	Task	Start	End
Task 1	Task 2	Task 3	Task 4
Task 5	Task 6	Task 7	Task 8
Task 9	Task 10	Task 11	Task 12
Task 13	Task 14	Task 15	Task 16
Task 17	Task 18	Task 19	Task 20
Task 21	Task 22	Task 23	Task 24
Task 25	Task 26	Task 27	Task 28
Task 29	Task 30	Task 31	Task 32
Task 33	Task 34	Task 35	Task 36
Task 37	Task 38	Task 39	Task 40
Task 41	Task 42	Task 43	Task 44
Task 45	Task 46	Task 47	Task 48
Task 49	Task 50	Task 51	Task 52
Task 53	Task 54	Task 55	Task 56
Task 57	Task 58	Task 59	Task 60
Task 61	Task 62	Task 63	Task 64
Task 65	Task 66	Task 67	Task 68
Task 69	Task 70	Task 71	Task 72
Task 73	Task 74	Task 75	Task 76
Task 77	Task 78	Task 79	Task 80
Task 81	Task 82	Task 83	Task 84
Task 85	Task 86	Task 87	Task 88
Task 89	Task 90	Task 91	Task 92
Task 93	Task 94	Task 95	Task 96
Task 97	Task 98	Task 99	Task 100

WEEK 5

Day 19	Day 20	Day 21	Day 22	Day 23	Day 24	Day 25
DEVELOP PHASE						
Task & Evaluation						
Content Feedback		Feedbacks : User Workshop Display Item Mapping				
Progressive Presentation						
MS Data Collection Activities						
MSI Status : On track to achieve target					Missing Deliverables Reflection	
Total						25

WEEK 7

[illegible]

WEEK 9

Project Overview							Key Dates		Status	
Start Date	End Date	Project Name	Project Manager	Project Lead	Project Sponsor	Project Stakeholder	Start Date	End Date	Progress	Notes
2023-01-01	2023-03-31	Project Alpha	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2023-01-01	2023-03-31	80%	On Track
2023-04-01	2023-06-30	Project Beta	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2023-04-01	2023-06-30	60%	At Risk
2023-07-01	2023-09-30	Project Gamma	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2023-07-01	2023-09-30	40%	On Track
2023-10-01	2023-12-31	Project Delta	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2023-10-01	2023-12-31	20%	At Risk
2024-01-01	2024-03-31	Project Epsilon	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2024-01-01	2024-03-31	10%	On Track
2024-04-01	2024-06-30	Project Zeta	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2024-04-01	2024-06-30	5%	At Risk
2024-07-01	2024-09-30	Project Eta	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2024-07-01	2024-09-30	0%	On Track
2024-10-01	2024-12-31	Project Theta	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2024-10-01	2024-12-31	0%	At Risk
2025-01-01	2025-03-31	Project Iota	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2025-01-01	2025-03-31	0%	On Track
2025-04-01	2025-06-30	Project Kappa	John Doe	Jane Smith	Bob Johnson	Charlie Brown	2025-04-01	2025-06-30	0%	At Risk

WEEK 11

Start Date	Start Date	Start Date	Start Date	Start Date	Start Date	Start Date
Journal: Bringing it all together						
<ul style="list-style-type: none"> Index - Design, Aest, Content Preparation Preparation - Practice Play to make bond 						
<ul style="list-style-type: none"> Index - Design, Aest, Content Preparation Preparation - Practice Play to make bond 						

WEEK 2

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Aug 16	Aug 17	Aug 18	Aug 19	Aug 20	Aug 21	Aug 22
RESEARCH PHASE Primary Research: (Interviews, Focus Groups, Surveys) Secondary Research: (Literature Review, Case Studies, Articles, Reports)		ANALYSIS PHASE Data Collection Data Analysis Pattern Recognition		DESIGN PHASE User Requirements Information Architecture Wireframes		DESIGN PHASE User Requirements Information Architecture Wireframes
PROTOTYPING PHASE User Stories User Flows Mockups		PROTOTYPING PHASE User Stories User Flows Mockups		PROTOTYPING PHASE User Stories User Flows Mockups		PROTOTYPING PHASE User Stories User Flows Mockups
IMPLEMENTATION PHASE Development Testing Deployment		IMPLEMENTATION PHASE Development Testing Deployment		IMPLEMENTATION PHASE Development Testing Deployment		IMPLEMENTATION PHASE Development Testing Deployment
EVALUATION PHASE User Feedback Performance Metrics Iteration		EVALUATION PHASE User Feedback Performance Metrics Iteration		EVALUATION PHASE User Feedback Performance Metrics Iteration		EVALUATION PHASE User Feedback Performance Metrics Iteration

WEEK 4

Task ID	Task Name	Owner	Status
Task 1.1	Task 1.1.1	Task 1.1.2	Task 1.1.3
Task 1.2	Task 1.2.1	Task 1.2.2	Task 1.2.3
Task 1.3	Task 1.3.1	Task 1.3.2	Task 1.3.3
Task 1.4	Task 1.4.1	Task 1.4.2	Task 1.4.3
Task 1.5	Task 1.5.1	Task 1.5.2	Task 1.5.3
Task 1.6	Task 1.6.1	Task 1.6.2	Task 1.6.3
Task 1.7	Task 1.7.1	Task 1.7.2	Task 1.7.3
Task 1.8	Task 1.8.1	Task 1.8.2	Task 1.8.3
Task 1.9	Task 1.9.1	Task 1.9.2	Task 1.9.3
Task 1.10	Task 1.10.1	Task 1.10.2	Task 1.10.3
Task 1.11	Task 1.11.1	Task 1.11.2	Task 1.11.3
Task 1.12	Task 1.12.1	Task 1.12.2	Task 1.12.3
Task 1.13	Task 1.13.1	Task 1.13.2	Task 1.13.3
Task 1.14	Task 1.14.1	Task 1.14.2	Task 1.14.3
Task 1.15	Task 1.15.1	Task 1.15.2	Task 1.15.3
Task 1.16	Task 1.16.1	Task 1.16.2	Task 1.16.3
Task 1.17	Task 1.17.1	Task 1.17.2	Task 1.17.3
Task 1.18	Task 1.18.1	Task 1.18.2	Task 1.18.3
Task 1.19	Task 1.19.1	Task 1.19.2	Task 1.19.3
Task 1.20	Task 1.20.1	Task 1.20.2	Task 1.20.3
Task 1.21	Task 1.21.1	Task 1.21.2	Task 1.21.3
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Task 1.41	Task 1.41.1	Task 1.41.2	Task 1.41.3
Task 1.42	Task 1.42.1	Task 1.42.2	Task 1.42.3
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Task 1.46	Task 1.46.1	Task 1.46.2	Task 1.46.3
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Task 1.62	Task 1.62.1	Task 1.62.2	Task 1.62.3
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Task 1.64	Task 1.64.1	Task 1.64.2	Task 1.64.3
Task 1.65	Task 1.65.1	Task 1.65.2	Task 1.65.3
Task 1.66	Task 1.66.1	Task 1.66.2	Task 1.66.3
Task 1.67	Task 1.67.1	Task 1.67.2	Task 1.67.3</

WEEK 6

Project Timeline					Task Details		Status	
Task ID	Task Name	Start Date	End Date	Duration	Task Description	Progress (%)	Notes	
PUBLIC RELEASE	Early on Time to Market and Release	DEVELOP PHASE						
		Requirement Gathering			Identify requirements	100	Task finished and approved	
		Design			Develop system architecture	80	Design document is under review	
		Development			Develop code and test	60	Code is being developed	
		Testing			Test system and release	40	Test cases are being developed	
			2023 RELEASE DATE		Monthly Development Release			
					Go to Market - Launch of the MVP to the market			

WEEK 8

00100	00101	00102	00103	00104	00105	00106	Task	Hours	Notes
							Revised schedule	18	
							Build - Classroom materials, high quality student materials		
							Brand Identity - Logo, colors, images, marketing, videos, website		
							Web Site - Classroom Website		
							Plan for 100 Readings		
							Monthly Summaries		
							Make Summary Materials		
							Make Summary - Completion of the 100-100 plan		
							Total	45	

WEEK 10

2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30		Task	Hours	Notes
										Event	10	
										Participation within area	10	
										Participation in competition	10	
										Technical Report	16	
										Prize Award	9	
										Total	47	

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