

He kai kei aku ringa

Website strategy

for

**NZ Agricultural
Greenhouse Gas
Research Centre
(NZAGRC)**

21 March 2024



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He kai kei aku ringa

He kai kei aku ringa is a well-known whakatauki that signifies resilience, empowerment, and hope. It refers to our ability to use our skills and resources to create successful and sustainable outcomes for the future.

We know and trust that Māori hold a piece of the puzzle for creating innovative solutions to reduce agricultural greenhouse gas emissions. We have a responsibility to our tamariki, our mokopuna, and generations to come to continue to seek solutions that contribute to managing and mitigating the impacts of climate change. We also know that for these solutions to be enduring we need to embark on a journey of developing our understanding with whānau Māori.

There is a lot of research about how to reduce agricultural greenhouse gas emissions from animals and our whenua, but this project is about people. Specifically, it is for people who make and influence decisions about whenua Māori (or will in the future): land owners, trustees, farmers, and whānau.

About the project

He kai kei aku ringa addresses the urgent need for Aotearoa to adopt sustainable agricultural practices in the face of the increased impact of climate change.

Approximately 5% of Aotearoa is Māori freehold land under collective Māori ownership. Māori land owners face a unique set of structural challenges that make it more difficult to access and use agricultural greenhouse gas emissions information and to make decisions about whenua that could reduce emissions.

In August 2023 the New Zealand Agricultural Greenhouse Gas Research Centre (NZAGRC) engaged VHC to develop a digital tool that could help to educate, engage, and activate Māori land owners, Māori farmers, and their whānau and communities to empower them to make decisions toward reducing agricultural greenhouse gas emissions.

About this document

VHC carried out extensive user research in late 2023 and early 2024 to understand Māori land owners' beliefs, drivers, aspirations, and challenges, and to validate, challenge, and refine the problem statement and scope set out above. This document is intended to set out the strategy for the He kai kei aku ringa digital solution. It briefly describes the research and summarises our key findings and insights. It then identifies our target and primary audiences, their user goals and needs, and describes the unique value proposition of He kai kei aku ringa.

User research findings and insights

What is user research

User research is a methodology that focuses on collecting rich in-depth information and data from the people who will use your solution. Its purpose is to help the design team learn, understand, and document the drivers, challenges, and needs of the people they are designing for. It ensures that designers can ensure their solution is addressing the underlying problems and opportunities, and it helps them to identify where and how to make the most impact for users.

In a typical user research process researchers and designers will use observation, interviews, workshops, and various forms of analysis to develop insights that validate or challenge their assumptions and open up new possibilities. The findings and insights from user research will also inform the strategy, user needs, and technical requirements for the digital solution.

Our research activities and phases

VHC carried out user research in late 2023 and early 2024 to understand Māori land owners' beliefs, drivers, aspirations, and challenges, and to validate, challenge, and refine the problem statement and scope set out above.

Activities / phases	Dates	Description
User research – Phase 1	Sep 2023 – Dec 2023	Broad focus interviews, workshops, and consultations with Māori land owners, farmers, interested parties, and key stakeholders to understand beliefs, drivers, aspirations, and challenges relating to agricultural greenhouse gas emissions and whenua.
User research – Phase 2	Jan 2024 – Feb 2024	Narrow focus interviews, workshops, consultations, and feedback sessions with Māori land owners, farmers, interested parties, and key stakeholders to explore more targeted questions relating to agricultural greenhouse gas emissions and whenua.

Summary of findings and insights

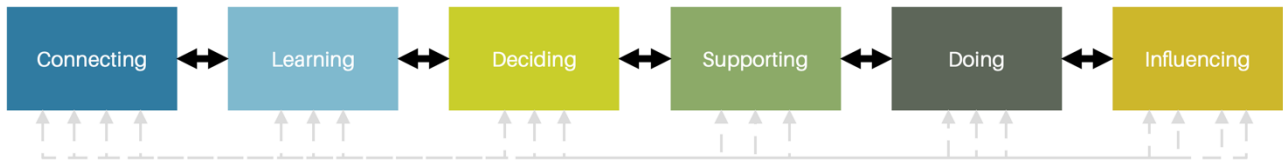
We identified the following high-level insights:

- Connection and caring – the central driver of caring about and acting to reduce agricultural greenhouse gas emissions is connection to whānau, hapū, whenua, and te taiao
- Systemic challenges – participants described the complexity and overwhelming nature of existing Western systems to navigate decision-making about whenua, farming, and GHG emissions
- Autonomy in decision-making – a recurring theme is the desire for autonomy in decision-making – Māori want to make informed decisions in their own time and way, accountable to their whānau, and not driven toward a particular Crown-determined outcome
- Data and information misalignment – a critical insight was the misalignment between formal data and information sources, how Māori interpret and understand these sources, and what Māori want and need from them
- Decisions should prioritise whānau – there was a strong feeling that core values and principles used in decision-making for whenua should prioritise whānau by enabling and protecting connection to the whenua and maintaining and respect the physical land.

These summaries do not do justice to the rich findings and insights captured in more detail in the document.

Common user journey identified

Although our research participants came from a wide range of contexts and profiles, their journey, actions, and goals were remarkably similar in structure. We have identified the core set of actions that people take at various points in their journey:



User goals identified

We identified five main user goals that a digital solution will need to meet to be successful and sustainable:

1. Overcoming barriers to connect with their whenua and whānau.
2. Deepening their connection to the land and community.
3. Exploring and implementing strategies to reduce emissions from their land.
4. Planning and taking action towards emission reduction.
5. Understanding the broader impacts of their decisions on the environment and future generations.

Audience

Overview

We understand that people are different, and we want to recognise and celebrate those attribute nuances and differences in the design of our digital solution. However, the solution must also be able to meet the needs of everyone who uses it.

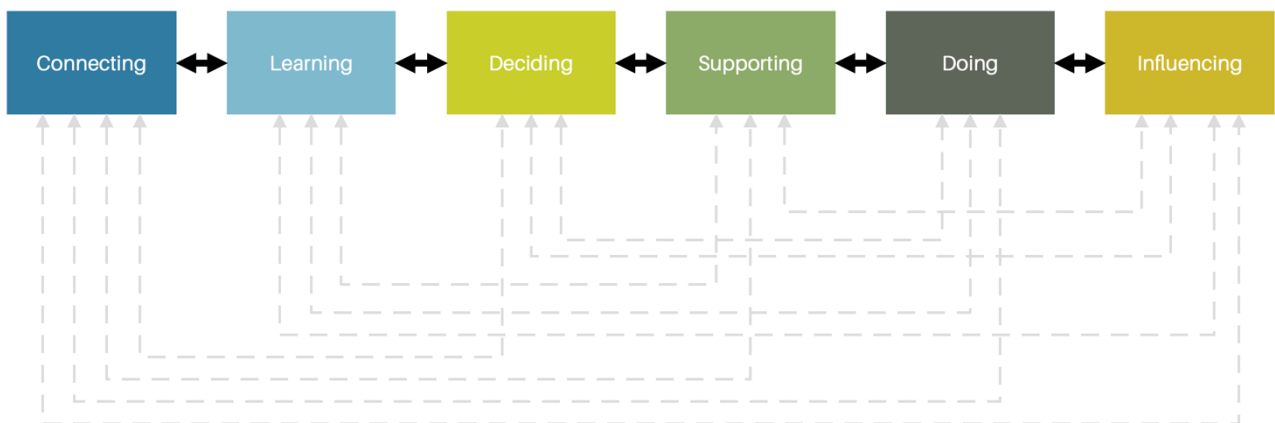
This section describes the attributes, actions, and personas of users within our target and primary audiences so that we can design our digital solution with their context and needs in mind.

User attributes and actions

Overview

We have identified that there are common attributes and actions that are shared across our user profiles. These attributes and actions are given more or less emphasis by different users at different parts of their journeys based on their unique contexts, including things like familiarity and comfort with their culture, educational background, or proximity to their whenua.

While we have presented the common actions as linear, there are an almost infinite number of combinations of contexts, attributes, pathways, and actions, which means users will behave and interact with the solution differently.



It will be critical for us to keep this in mind throughout the design process and avoid trying to categorise attributes and actions in a rigid way that could exclude people, and perpetuate the continued alienation of whānau from whenua by making the journey harder.

These common actions are described in more detail below and the common attributes are included as part of our user profiles in the next section.

Common actions

Actions	Description
Connecting	Connecting involves a deep sense of community, shared identity, and respect. It's about connecting to the land and ancestors and celebrates the importance of relationships, both among people and between people and the natural world. Connecting looks different for every person and can often be a but rewarding journey as people address a range of barriers along the way.

Learning	Learning is a process that involves acquiring new knowledge, skills. this can happen through various experiences, interactions, and resources. Learning is a continuous and evolving process that involves active engagement, reflection, practice, and openness to new experiences and perspectives. It is about expanding understanding, deepening knowledge, and embracing the desire to discover and growth.
Deciding	Deciding involves the process of making a choice or reaching a conclusion after considering various options, factors, and outcomes. This can happen in a micro way every day or a macro way. It balances both rational thought processes and emotional considerations, often involving weighing pros and cons, assessing risks over both the long and short term and balancing the known with the unknown. The process of deciding is significantly impacted by the context in which the decision is being made for.
Supporting	Supporting can come in many different forms, depending on the needs of the person or situation. Supporting someone often means recognising what they need most at any given time, e.g. when someone is deciding or influencing the type of support looks different. Whether it's a listening ear, practical help, or just their presence, there are various ways that people who are supporting make a difference.
Doing	Doing involves taking action, moving from planning or intending to do something to actually executing it. It doesn't always have to be a big or ground breaking action, doing can also involve many different small steps. Either way it's about following through with actions that lead to a change or delivery. Doing can look different, depending on the context, objectives and the different roles that people have.
Influencing	Influencing involves the ability to affect the thoughts, behaviours, and decisions of others through various means, such as persuasion, communication, leadership, and relationship-building. It is about inspiring change, shaping opinions, and gaining buy-in from individuals or groups towards a desired outcome. Influencing involves building trust, inspiring action, and fostering collaboration towards shared goals. Effective influencers are able to adapt their approaches to different situations and audiences, using their influence for positive impact and meaningful change.

User profiles and personas

Overview

We have expressed our audience as **user profiles** as **user personas** to show how different users emphasise and deemphasise different attributes and actions.

What are user personas?

In digital design, **user personas** are semi-fictional characters created to represent different user types who might have similar goals or use the digital tool in similar ways. They are developed from user research and are useful references for designers and developers when they are designing.

We have presented the user personas in two different ways:

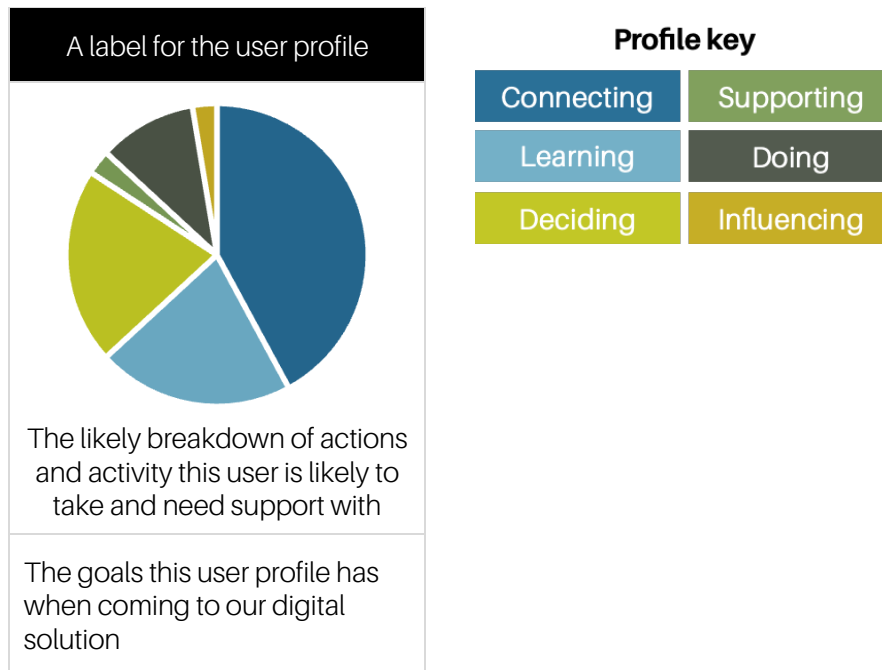
- **User profiles** showing how different users might approach our solution from their unique contexts and from any part of the journey, with different attributes emphasised or deemphasised
- **User personas** taking a single imaginary user and showing how their profile may be different at different stages of their lives as their contexts and beliefs and behaviours change and when they are wearing different pōtae. For these user personas we have also included the value and

outcomes that we believe our digital solution will offer them. Note that it is important to keep in mind that while these are presented as a linear journey they are not intended to imply that there should be a defined destination for anyone.

How to read this section

User profiles

We have mapped the user personas to the common actions described above based on what we learned in the user research. This provides a useful reference so that when we design for these personas, we can ensure their action needs are met. We have mapped three distinct user profiles for each broad category of users:



User personas

For this section we have set out each persona with the pōtae they are wearing when they come to the digital solution, a description of their context, beliefs, behaviours, and goals, a profile against the actions, and the outcomes we think they will get from the solution:

Pōtae	Description	Profile	Outcomes
<p>The pōtae our persona is wearing when they come to the digital solution in this part of their journey</p>	<p>A description of the persona, highlighting their drivers, motivations, aspirations, goals, and barriers to them achieving their goals.</p> <p><i>"A quote from a research participant who identifies with this persona"</i></p>		<p>The outcomes and benefits we think this persona at this stage of their journey will get from the digital solution</p>

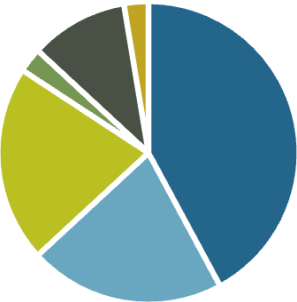


User profiles

Future Māori land owners

Users in this category are people who are not currently in a formal *legal* ownership role in relation to their whenua but who might want to influence or support decision-makers, or prepare themselves to be decision-makers.


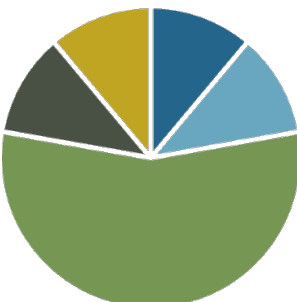

Profile key

Connecting	Supporting
Learning	Doing
Deciding	Influencing

	Learners and connectors	Influencers	Builders
Profile			
Goals	<p>Exploring, learning, and connecting to whenua and whakapapa.</p> <p>Navigating the many decisions and barriers</p>	<p>Being empowered to influence and challenge people with more power</p> <p>Becoming informed and gathering evidence</p>	<p>Building on connection through doing and creating change</p> <p>Learning about different approaches and ways that change can be achieved</p>

Māori land owners

Users in this profile are people who are currently in a formal *legal* ownership role in relation to their whenua but who might not be in a strong position to make decisions.




	Guides and advisors	Supporters	Frustrated outsiders
Profile			
Goals	<p>Understanding and influencing decisions</p> <p>Providing advice and support to decision-makers</p>	<p>Supporting decision-makers to make decisions</p> <p>Staying connected and informed</p>	<p>Understanding how to overcome disconnection and frustration</p> <p>Re-engaging to influence decisions and access benefits</p>

Māori decision-makers

This category represents people who have a formal legal decision-making role in relation to whenua Māori.



Profile key

Connecting	Supporting
Learning	Doing
Deciding	Influencing

	Analysts	Advocates	Solution finders
Profile			
Goals	<ul style="list-style-type: none"> Assessing the pros and cons of a particular decision Accessing and understanding information to support decision-making 	<ul style="list-style-type: none"> Enabling and empowering mokopuna to have a voice Learning to understand what's possible 	<ul style="list-style-type: none"> Staying connected and understanding what's possible Prioritising what's important for whānau and shareholders

Māori farmers

This category represents people who work on the land, but might not have decision-making power within the established and prescribed structures.

	Pragmatists	Doers
Profile		
Goals	<ul style="list-style-type: none"> Influencing and making sure that people understand the practical realities of decisions Learning about how to implement certain types of decisions 	<ul style="list-style-type: none"> Understanding how to plan and do the doing Building a deeper connection Understanding costs, benefits, and impacts to whānau, whenua, enterprise



User persona: Jane

Jane is an urbanized Māori who, inspired by the birth of her mokopuna, seeks a deeper connection with her whakapapa and whenua. Her journey is marked by a desire to break cycles of disconnection and actively contribute to the stewardship and sustainable management of her land. Jane navigates her reconnection with both humility and determination, aware of the complexities and systemic challenges ahead. She values the blend of her heritage and modern knowledge and is always conscious of the environmental legacy she will pass on to future generations.

Profile key

Connecting	Supporting
Learning	Doing
Deciding	Influencing

Pōtae	Description	Profile	Outcomes
Future Māori land owner	<p>Jane describes herself as an urbanised Māori. She has spent most of her life loosely connected to her whakapapa and whenua. However, with the birth of a new mokopuna, she has become motivated to figure out what reconnecting might look like for herself and for her whānau. Jane realises, it's not going to be easy to navigate systems and relationships. Jane often feels uncomfortable having an opinion on things because of where she is on her journey of reconnection.</p> <p><i>"We are making those connects ourselves to our whenua for our kids. Breaking that cycle, getting in touch with our identity"</i></p>		<p>Jane understands her journey better and feels more confident to connect with others</p> <p>Jane understands what her next steps might be, so she can decide</p>
Future Māori land owner	<p>Jane will one day inherit shares in whenua from her mum but until then she sees herself as building her knowledge. She wants to make sure that the way the whenua is managed and cared for, is thinking about long term impacts and climate change. When she gets the chance, she is happy to share her knowledge and information with owners and trustees. She sees her ability to navigate both the Western and Māori worlds as an advantage.</p> <p><i>"Younger minds and views are important, and if we don't, we'll repeat and lose direction."</i></p>		<p>Jane has learned about her whenua and the impacts that climate change could have (and is having) on it, and feels more informed to have discussions about it</p> <p>Jane has the information and data to support and influence decision-makers</p>

Pōtae	Description	Profile	Outcomes
Māori land owner	<p>Jane describes herself as an active land owner and takes pride in her participation. She supports many elements of what her trustees and board are doing but is more than happy to challenge them if she believes they are not living up to their roles as kaitiaki. For Jane this is about respecting the environment and thinking about the impacts of the decision they make today for our tamariki and mokopuna.</p> <p><i>"Māori do humanity and environment really well and we don't compromise either or for the sake of gain."</i></p>		<p>Jane is up-to-date on the latest information so she feels more able to support decision-makers</p> <p>Jane learns about the key issues and has the information and data to support and influence decision-makers</p>
Māori decision-maker	<p>Jane is a responsible trustee for an Ahuwhenua Trust and currently has a large sheep and beef farm on the whenua. She takes her role seriously and feels privileged to be trusted by her whānau in her role. The tertiary education she received that was funded through the farm on her whenua has enabled her to be able to contribute her skills as an accountant. Making sure that everything remains financially viable and meets legislative requirements is some of the most important things she does being on a trust.</p> <p><i>"It's part of inherited responsibilities"</i></p>		<p>Jane has the ability to apply values and priorities over possible decisions that she is making</p> <p>Jane is able to provide information and inspiration to feed into and inform decisions</p>

User persona: John

John is deeply connected to the land and passionate about restoring native forests, deriving satisfaction from hands-on conservation work rather than formal titles or recognition. He values humility and sees himself as a supporter, grounded in a rich family history of engagement with their whenua. John's focus is ensuring the future health of the whenua and advocating for intergenerational involvement in land stewardship. He is driven by a desire to see his community and environment thrive, prioritising the legacy he leaves for future generations over personal gain or involvement in governance.

Profile key

Connecting	Supporting
Learning	Doing
Deciding	Influencing

Pōtae	Description	Profile	Outcomes
Future Māori land owner	<p>John works planting native trees on his whenua and loves building his knowledge of how to support the native forest back onto the land. He doesn't have an official role (like land owner or trustee) and relies on crumbs of funding to continue his work. His connection to te taiao is a central part of his life and he has an immense amount of knowledge and understanding of his local area.</p> <p><i>"I don't call myself a kaitiaki. I don't want to be taking too much glory or honour from those who I see as kaitiaki."</i></p>		<p>John has the information he needs to do and implement changes on the whenua</p> <p>John is able to spend time connecting and learning from the whenua</p>
Māori land owner	<p>John has grown up hearing his nanny and koro talk about their whenua and the work that is going on up there. Now as a land owner himself, he sees his role as a supporter to those that have the knowledge and mana to make the decisions. John hasn't spent much time or interacted with the land much because of the agricultural operations, he likes that some of the profits can help support education.</p> <p><i>"Capabilities are there [in the trust] you can go to the hui, but you're not the one making decisions."</i></p>		<p>John can find relevant resources to support trustee decision-making</p> <p>John is able to learn and understand more about his whenua and the impact decision-makers are having</p>

Pōtae	Description	Profile	Outcomes
Māori decision-maker	<p>John is the chair of multiple Māori land trusts and a committee member of a large. He believes that intergenerational thinking is critical for making good decisions for the future. Alongside the many decisions that he has to make he is motivated to support and enable his mokopuna into decision making roles.</p> <p><i>"I'm not in it for the money [being on boards], I'm in it for the future generations"</i></p>		<p>John is able to support rangatahi into decision-making roles</p> <p>John is able to listen and learn about different motivations his mokopuna have and the opportunities this creates</p>
Māori decision-maker	<p>John sees that to make any decision there needs to be a significant level of understanding of the impact and how these match to the priorities of the whānau and whenua. He wants to be able to think creatively about what options work best and doesn't believe that western agricultural models don't work for them.</p> <p><i>"When making decisions about the whenua, there's an aspect of morality, and then engaging with your family and owners and what their morality is saying."</i></p>		<p>John is able to visualise and balance different views to make a decision</p> <p>John has the ability to learn about the latest technologies and methods that match the values of the whenua.</p>
Māori farmer	<p>John has worked with the whenua for years and understands what has been changing over time. He has also been making sure that he understands new practices and approaches that align with the values of the trust who oversee the land. John sees a big part of his role is helping to educate the board on what's possible because many of them don't come from a farming background.</p> <p><i>"Forestry, dry stock, dairy, horticulture and agriculture -not experts on that stuff, Aunty just can't keep up."</i></p>		<p>John can assess information and learn new farming and agriculture approaches that align with trust values</p> <p>John is able to Influence the trust by providing the practical why and real life impacts of certain actions</p>

User goals and user needs

Overview

This section describes the user goals and user needs we identified from our user research.

What are user goals and user needs?

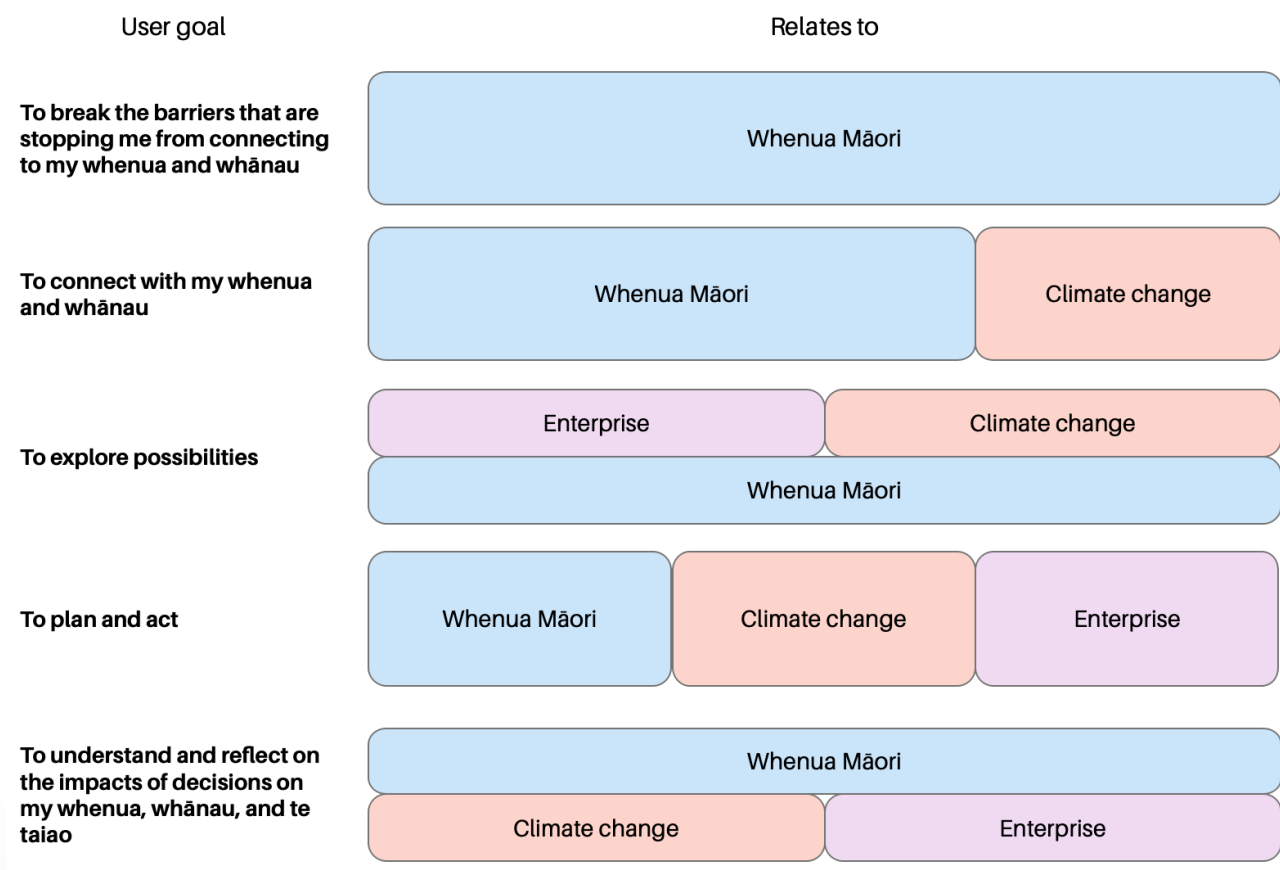
In user research and digital design, **user goals** are the final state or outcome the user wants to achieve by using the solution. User goals are different from **user needs**, which are the things that a user needs in order to achieve the user goal.

User goals

We have identified 5 main user goals. We heard these goals expressed in various ways throughout our research, and it was clear from the rich discussions we had that they are shared across multiple user profiles. The user goals are:

1. To break the barriers that are stopping me from connecting to my whenua and whānau
2. To connect with my whenua and whānau
3. To explore possibilities for reducing agricultural greenhouse gas emissions from my whenua
4. To plan and act to reduce agricultural greenhouse gas emissions from my whenua
5. To understand and reflect on the impacts of decisions on my whenua, whānau and te taiao.

It also became clear that some of the user goals did not relate directly to agricultural greenhouse gas emissions or climate change. To understand these relationships, we have mapped and emphasised the user goals we identified to the three key areas that we expect a digital solution would need to address to be successful:



User needs

We have identified 34 user needs and mapped these to user goals.

User goal	User needs
To break the barriers that are stopping me from connecting to my whenua and whānau	To be supported and enabled to be a kaitiaki
	To connect to whakapapa and connect to my whenua
	To understand what has stopped me connecting with my whenua/whānau
To connect with my whenua and whānau	To support people in leadership and decision-making roles
	To preserve knowledge for future generations
	To share knowledge and stories about my whenua
	To consume knowledge and stories about my whenua
	To contribute support for my whānau and whenua
	To learn what others are doing
To explore possibilities for reducing agricultural greenhouse gas emissions from my whenua	To know how much money this will cost
	To weigh up the cost and benefit
	To access specific information about my whenua
	To understand how whenua can be used to support our people
	To understand regulation and legislation that affects me and my whenua
	To learn about and have an understanding of my/our whenua
	To know what my whenua is suitable for
	To assess the opportunities
	To understand more about whenua and agricultural uses
	To deepen my knowledge to support my kaitiaki journey
	To learn about different options for my/our whenua
	To learn more about a specific climate related issue
To plan and act to reduce agricultural greenhouse gas emissions from my whenua	To be able to know and trust the source of the information
	To know who the right people are to help me do
	To connect multiple pieces of info and data
	To know how to implement change

	To consume data on my terms
	To see that information is relevant to me and my culture
To understand and reflect on the impacts of decisions on my whenua, whānau, and te taiao	To understand the impact of actions I take
	To reflect on the short-term impact
	To understand the impacts of decisions
	To reflect on the long-term impact
	To make the 'right' decision on behalf of the owners
	To make the 'right' decision on behalf of the whenua
	To understand the impact of GHG on my whenua

We have also mapped these user goals and needs to data and information sources. This mapping will be provided in a separate report.



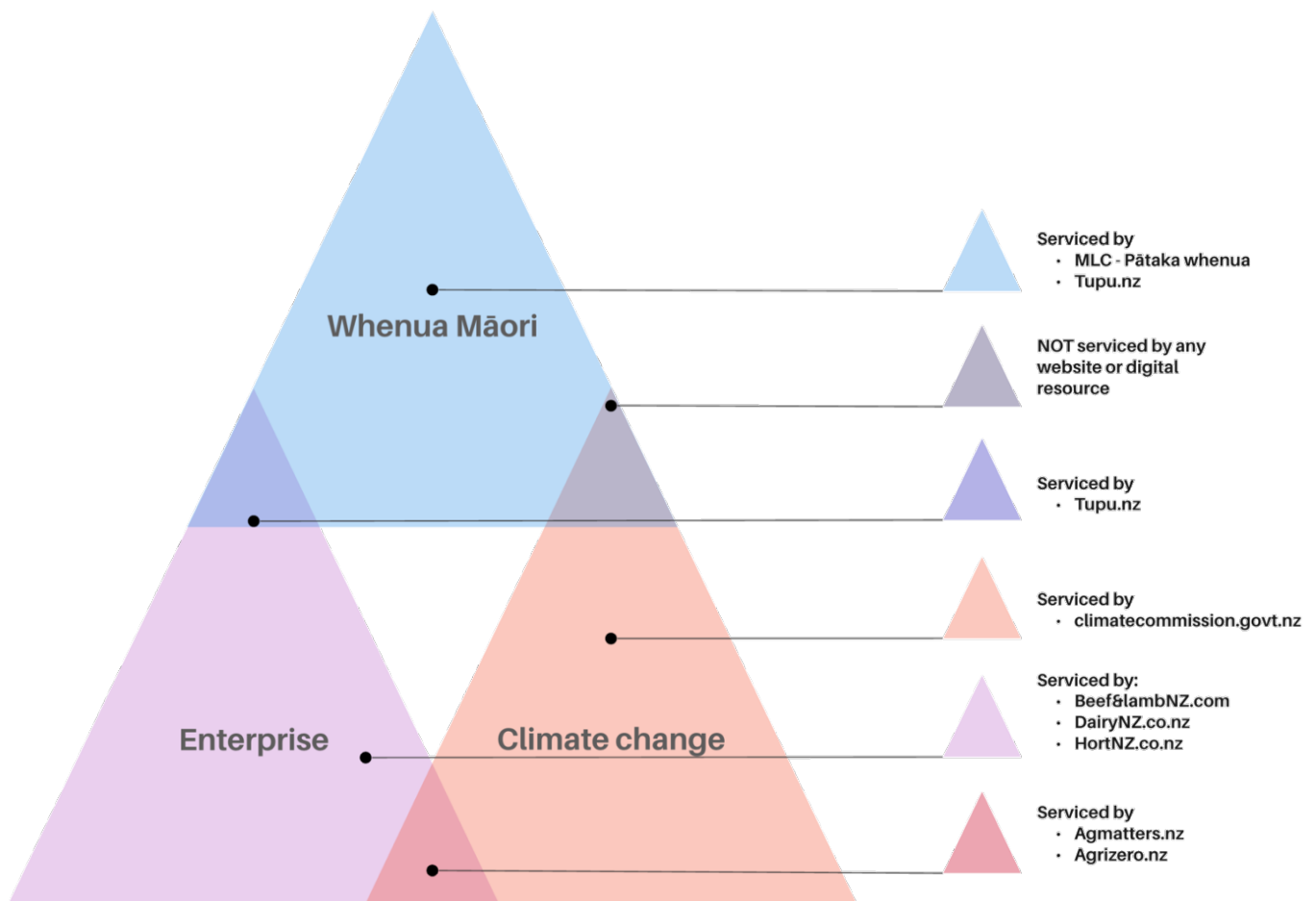
The gap in the market

For a digital solution to be successful it must address a problem or gap for users that is not already solved or addressed by another product or solution, and meet their needs relating to that problem or gap.

A key finding from our user research was that people don't really care about agricultural greenhouse gas emissions, but that the people who do care about it already care deeply about whenua. The insight we found was that **people need to care about something before they can turn information into action** and that they also need to deeply care about something before they will deviate from their familiar or normal way of living or working.

We believe that this means for our digital solution to succeed it must connect agricultural greenhouse gas emissions to things that people already care deeply about, like whānau and whenua, or their farm.

We have identified that each of the subject areas in isolation is relatively well-served by digital tools. In some cases, there are also digital tools that serve combinations of two subject areas, for example Agmatters.nz links climate change information with agribusiness. However, there are no resources that bridge the gap between whenua Māori, climate change, and enterprise in a compelling way.



Opportunities and initial concepts

We have identified opportunities for He kai kei aku ringa that could enhance its reach and value for our users:

Opportunity	Description
Unique value proposition	A key insight from our user research was that people need to deeply care about something before they can turn information into action. There is an opportunity to for this digital solution to connect agricultural greenhouse gas emissions (which most people don't care about, and many people haven't heard of) to things they care deeply about like their whānau, their whenua, and their farm.
Personalisation to user real world context and whenua	A key insight from our user research was that digital tools can never replace physical experiences that nurture connection. However, there is an opportunity to strengthen the connection of our content, data, and tools by using technology to tailor them to users' specific contexts and whenua by asking questions, letting them create their own experience, and enabling them to see themselves in the tool.
Interactivity and connecting digital experiences to the real world	
Prioritising collaboration and community building	We know that change in the whenua Māori space is collaborative. We also know that Māori value whānau and relationships highly, and that strong relationships can help whānau navigate through tough decisions and keep the solutions sustainable. There is an opportunity to prioritise collaboration and community-building through the use of tools and case studies to ensure it is always considered in any process.



Our unique value proposition

In order to attract and engage our target and primary audiences, we need to offer a unique value proposition with our digital solution.

As described above, a key finding from our user research was that people don't really care about agricultural greenhouse gas emissions, but that the people who do care about it already care deeply about whenua. The insight we found was that **people need to deeply care about something before they can turn information into action.**

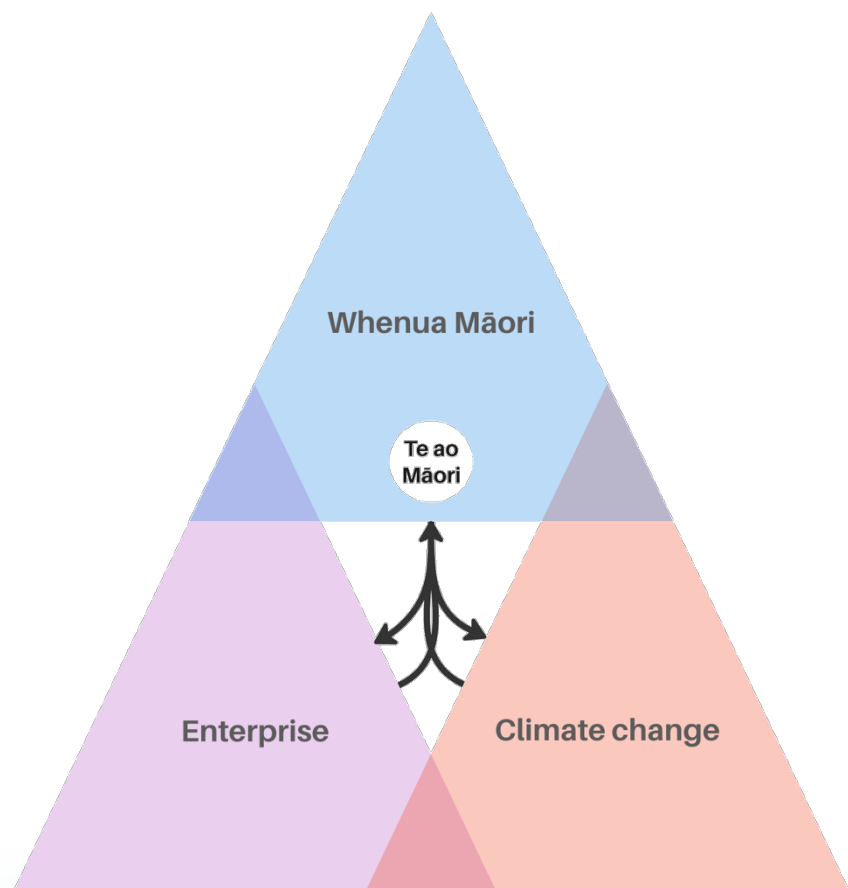
Our challenge, then, is to bring together the three separate but **interconnected** and complex subjects, each with their own contexts, histories, and challenges for Māori.

We believe that this means for our digital solution to succeed it must make clear the connection between agricultural greenhouse gas emissions and things that people already care deeply about, like whānau and whenua, or their farm.

The unique value proposition for He kai kei aku ringa is to give Māori autonomy over their decision-making by enabling them to enter and navigate these complex issues through the lens of the subject they care about most deeply, be it whenua, climate change, or enterprise.

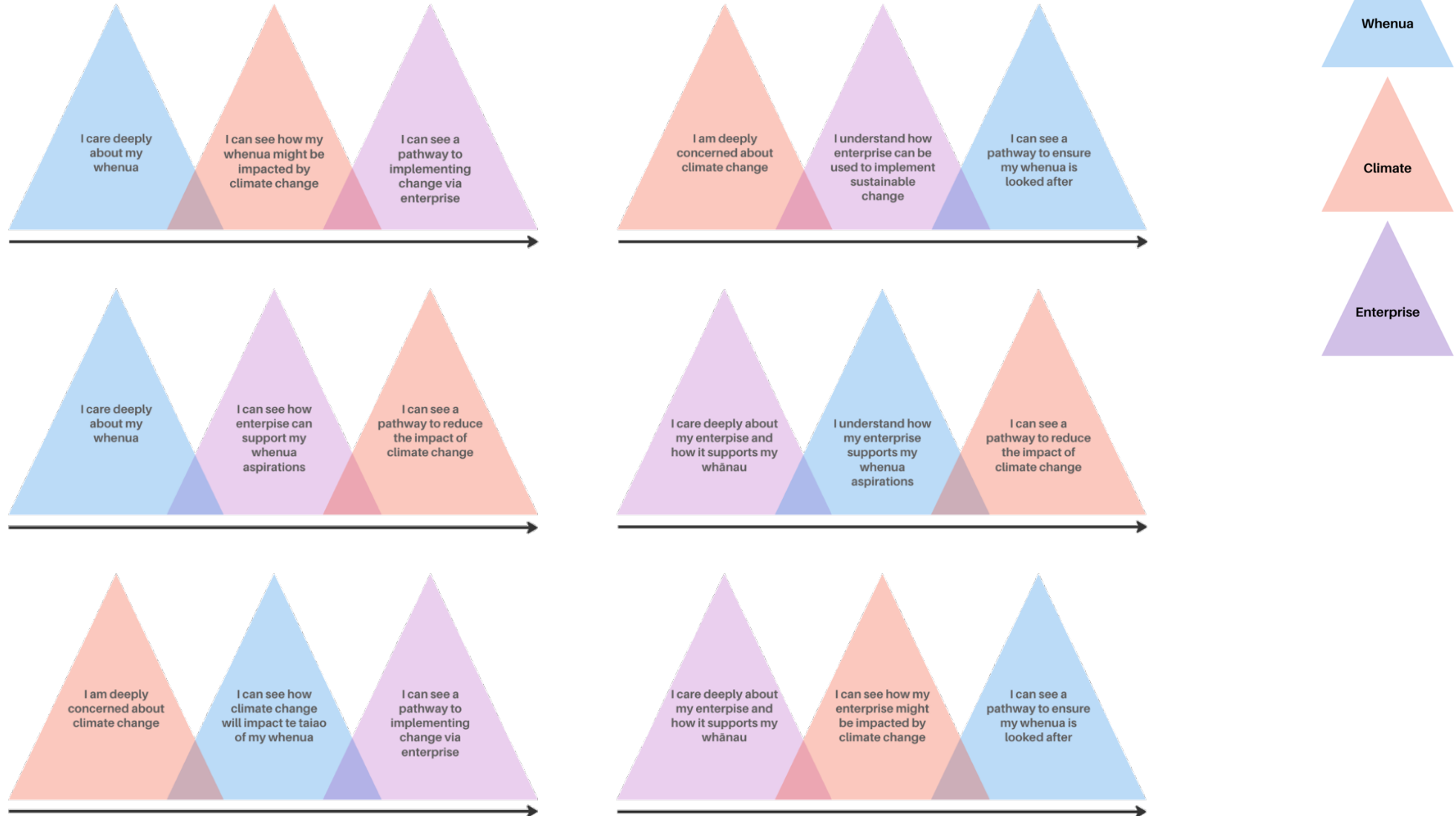
To achieve this, the design and user experience must be designed in a way that is distinctly Māori, and that realises the essence of the whakatauki, He kai kei aku ringa.

We have sketched some of the possible user pathways through the tool below, as well as some initial concepts to realise the opportunities and our unique value proposition.



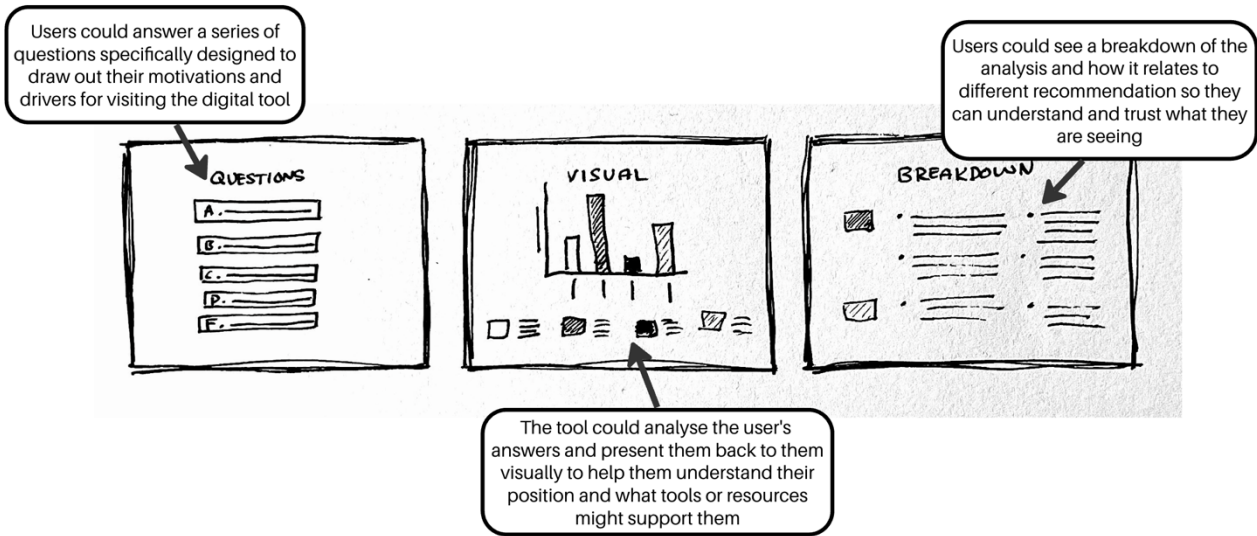
Possible user pathways

This concept shows how we intend to recognise users' different entry points and possible pathways to different types of content that they may not initially have been interested in or realised was important:



Concept 1 - Connecting users' drivers and motivations to content

Concept storyboard






About this concept

This concept would ask the user about their motivations and drivers to help connect them to a wider range of information that aligns to their personal context. This could help them to:

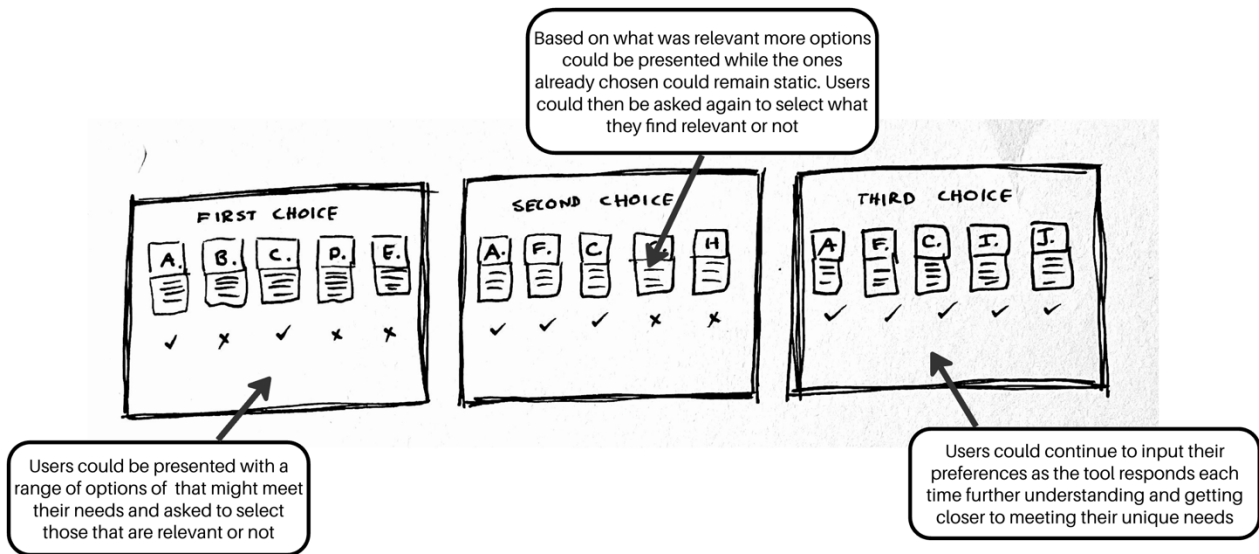
- Explore their motivations and drivers
- Connect their motivations and drivers with data, information, and tools, and
- Understand this connection and why it is important.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - Access to information on its own doesn't make an issue matter - The colonised system alienates Māori from their whenua - Dictating a "focus" limits possibilities and stifles uniqueness
	User profiles	<ul style="list-style-type: none"> - Deciding - Influencing - Learning
	Realises opportunities	<ul style="list-style-type: none"> - Personalisation to user real world context and whenua - Unique value proposition

Concept 2 - Listening and responding to users' needs and interests

Concept storyboard






About this concept

This concept is an interactive tool that uses user input to determine what information they're shown, so that they have autonomy over the content they experience. This could help people to:

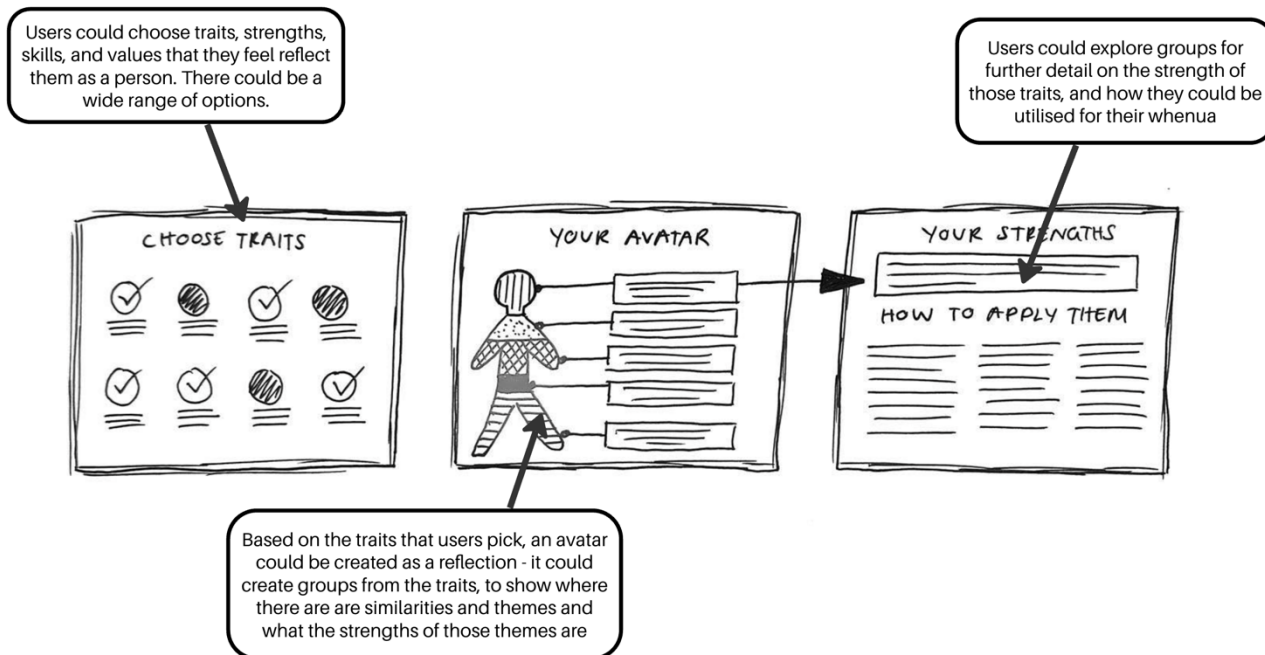
- Understand how different choices and preferences affect other choices and preferences
- Get a website that is tailored specifically to what they think is relevant
- Save time finding the information they want.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - People want to engage with information that feels like it is for them - Dictating a "focus" limits possibilities and stifles uniqueness
	User profiles	<ul style="list-style-type: none"> - Learning - Doing - Influencing - Deciding
	Realises opportunities	<ul style="list-style-type: none"> - Personalisation to user real world context and whenua - Interactivity and connecting digital experiences to the real world - Unique value proposition

Concept 3 - Celebrating the value that Māori bring to their whenua

Concept storyboard






About this concept

This concept would create a place for users to capture all their skills, knowledge and connections, have those recognised by the tool, and then see how they could use those traits to create value in the role that they have in caring for their whenua. This could help people to:

- Celebrate any and all forms of connection that whānau could bring and create for their whenua
- Help to nurture the connection, skills, and knowledge that is already there
- Feel recognised for their traits, skills, and capabilities, and
- Understand how these could be applied to their whenua.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - More weight and value is given to certain contributions over others - The colonised system alienates Māori from their whenua - Empathy across generations preserves the knowledge that's important in caring for the whenua
	User profiles	<ul style="list-style-type: none"> - Connecting - Learning
	Realises opportunities	<ul style="list-style-type: none"> - Personalisation to user real world context and whenua - Interactivity and connecting digital experiences to the real world - Unique value proposition

Concept 4 - Connecting and sharing stories

Concept storyboard






About this concept

This concept describes a digital tool that would enable users to share and consume success stories of others, and encourage connection to them to share experiences, questions, and advice in a safe way. This could help people to:

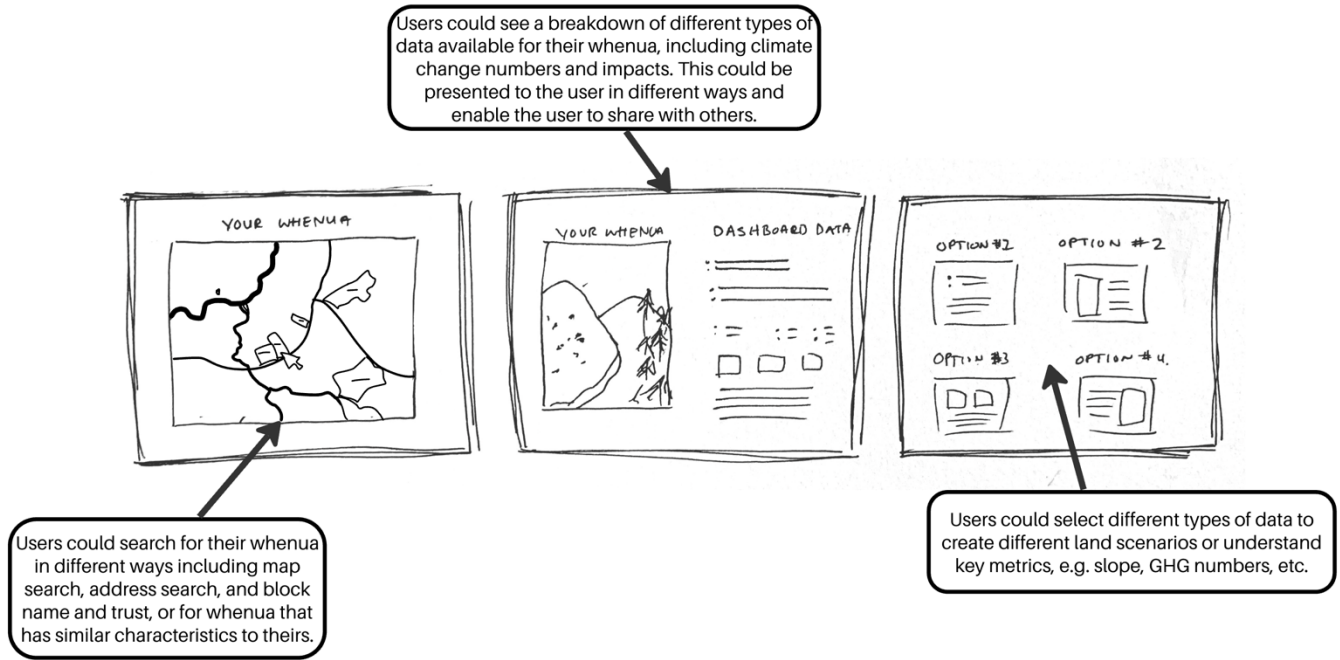
- Get new ideas and inspiration from people who have been in a similar context or share attributes
- Understand what others are doing and the journey they have taken to get there, and
- Connect to people to learn and share ideas across generations and locations.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - We need to recognise the importance of the journey, not the destination - Digital can never replace physical experiences that nurture connection - Empathy across generations preserves the knowledge that's important in caring for the whenua
	User profiles	<ul style="list-style-type: none"> - Connecting - Doing - Learning - Deciding
	Realises opportunities	<ul style="list-style-type: none"> - Prioritising collaboration and community building - Interactivity and connecting digital experiences to the real world - Unique value proposition

Concept 5 - Visualising whenua data

Concept storyboard






About this concept

This concept describes an interactive tool that enables users to deep dive into information about their whenua, by selecting areas information and data that is interesting or of relevance, and by providing contextual information to ensure they can use it safely. This could help people to:

- Learn more about their whenua and increase their connection to it
- Have reliable information about their whenua to inform discussions and decisions
- Validate or challenge information that others hold or share about their whenua
- See information in the context of their whenua, i.e. in a less abstract way, and
- Understand what's possible.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - Access to information and data is based on relationships - Land use change choice - change without choice is a demand
	User profiles	<ul style="list-style-type: none"> - Connecting - Doing - Learning - Deciding
	Realises opportunities	<ul style="list-style-type: none"> - Prioritising collaboration and community building - Interactivity and connecting digital experiences to the real world - Unique value proposition

Concept 6 - Beautiful and intuitive user interface




About this concept

This concept is to enable users to see themselves in the tool by reflecting their context, motivations, and values through the user interface. This could help people to:

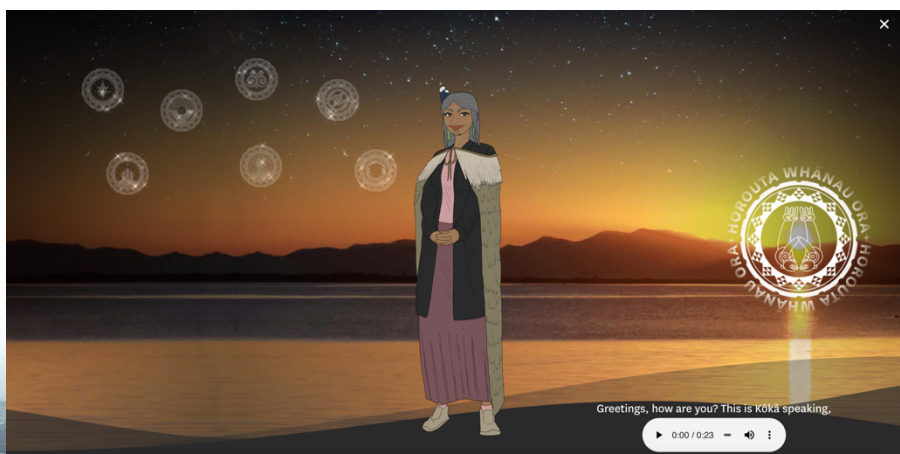
- Feel welcome and safe even when confronted with possibly challenging material
- Search for and use information in a way that makes sense to them.

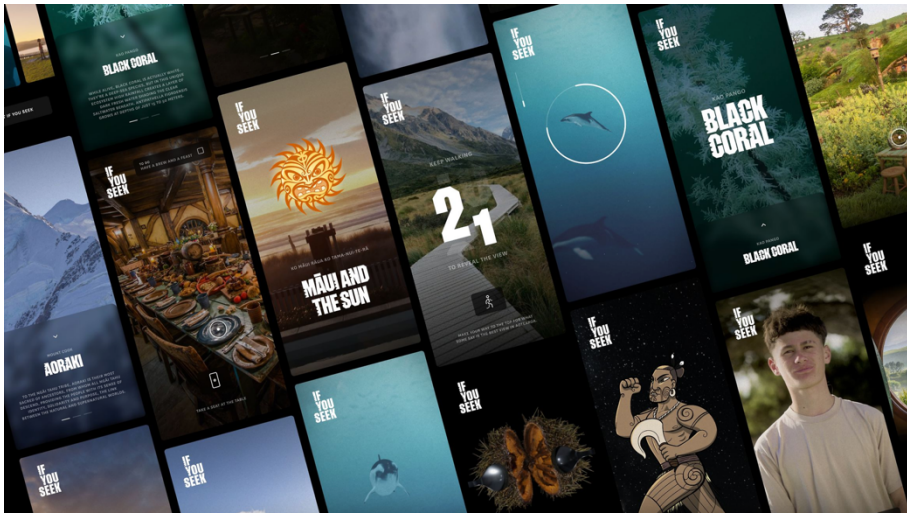
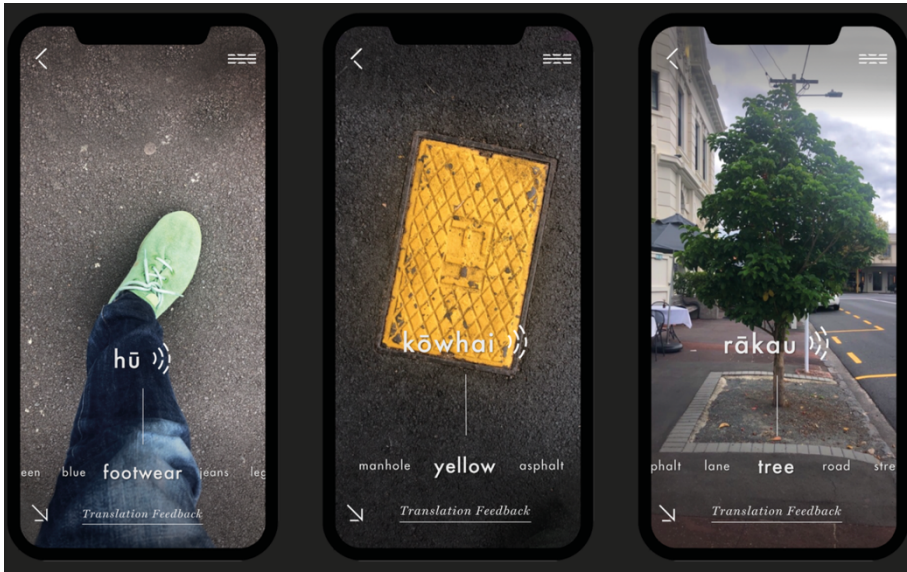
Making the tool easy to use and beautiful will also encourage people to share it and expand its reach. The following pages include examples of beautiful user interfaces that are distinctly Māori.

How this concept connects to the user research, user profiles, and opportunities

	Influencing user insights	<ul style="list-style-type: none"> - Access to information and data is based on relationships - Land use change choice - change without choice is a demand
	User profiles	<ul style="list-style-type: none"> - Connecting - Learning - Supporting - Influencing - Deciding - Doing
	Realises opportunities	<ul style="list-style-type: none"> - Interactivity and connecting digital experiences to the real world - Personalisation to user real world context and whenua

Examples





He kai kei aku ringa

Website strategy

NZAGRC goal

To discover, develop, and make available practical and cost-effective technologies and practices for New Zealand farmers and growers to reduce agricultural greenhouse gas emissions

Website strategy

Nurturing our connection and broadening our knowledge of our whenua and te taiao by growing and fostering intergenerational approaches for adapting to climate change impacts.

Website objectives

Creating a digital place where mātauranga can be shared, consumed, and created that reflects our Māoritanga first

Supporting whānau to recognise and use their innate connection with te taiao and their hapori

Ensuring our platform is resilient and whakamana our tamariki and rangatahi and rangatahi to prepare for their leadership role in the future

Promoting decision-making through amplifying innovation demonstrated through Māori agricultural excellence

Designing tools and resources that express our method of intergenerational decision-making

Website outcomes

To break barriers

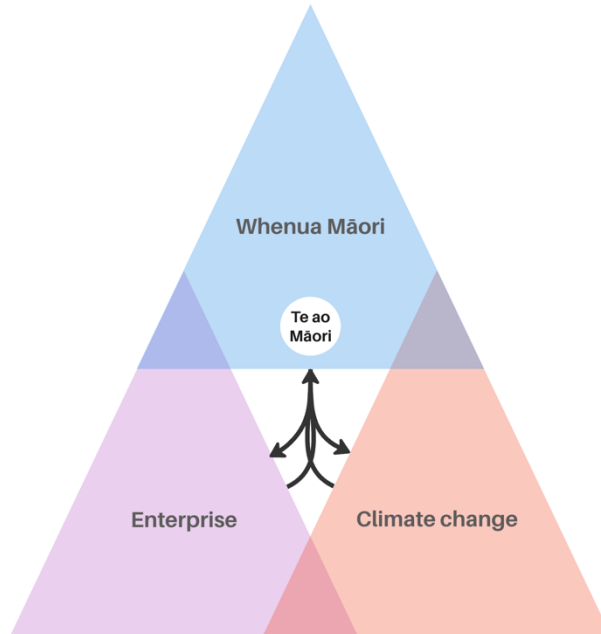
To build connections

To explore

To plan and act

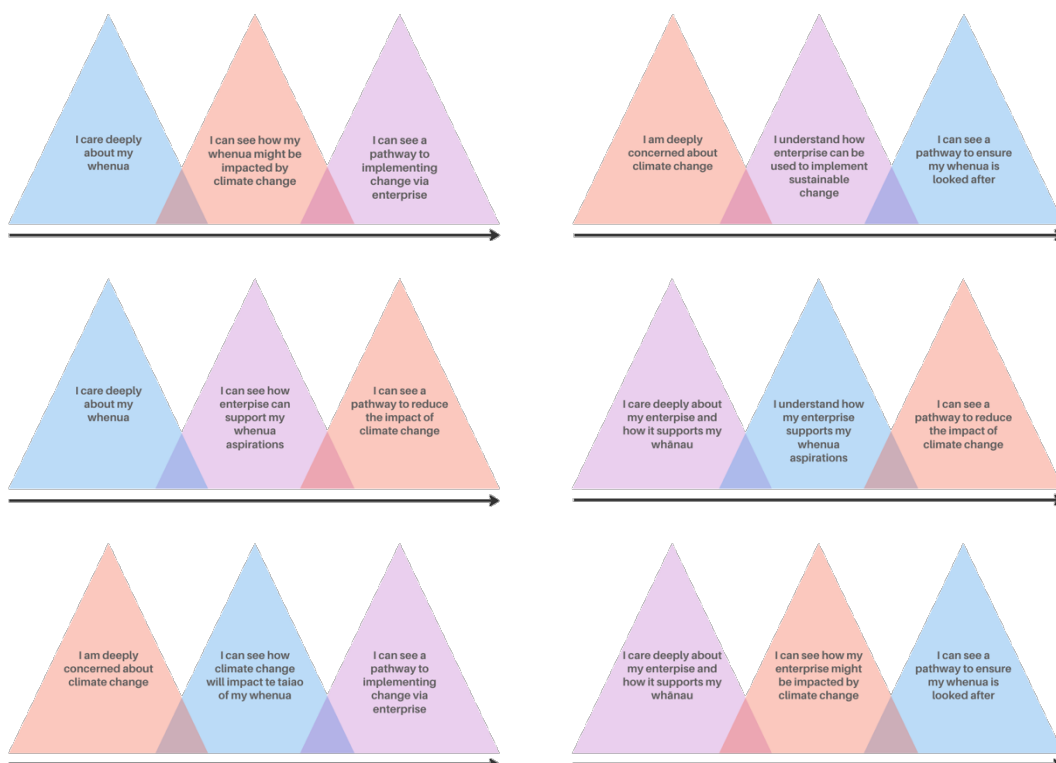
To reflect

How we will realise **He kai kei aku ringa**



We will give Māori autonomy over their decision-making by enabling them to enter and navigate the complex agricultural greenhouse gas emissions space through the lens of a subject they care deeply about, be it whenua, climate change, or enterprise.

To achieve this the user experience will be designed in a way that is distinctly Māori, offers multiple user pathways and a tailored experience, and realises the essence of the whakatauki, He kai kei aku ringa.



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