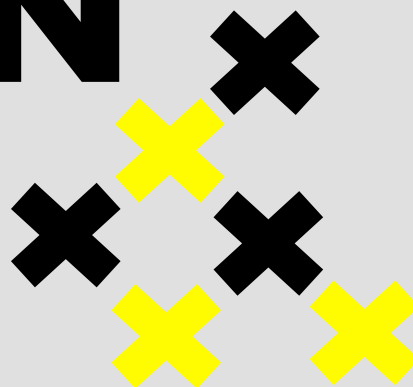
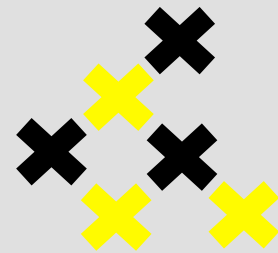


MĀORI

CO.DESIGN



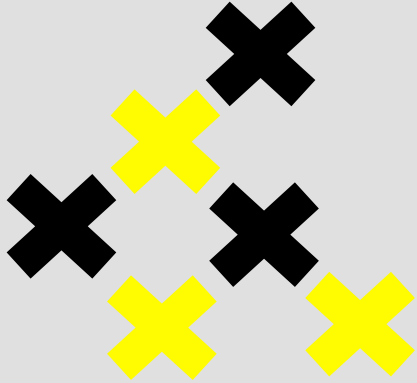


01: MĀORI

Normal, natural, common, ordinary



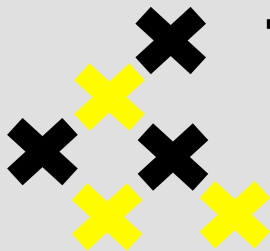
**Without
restraint, freely,
clear, intelligible**

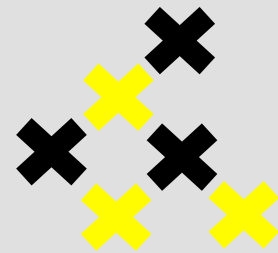


“

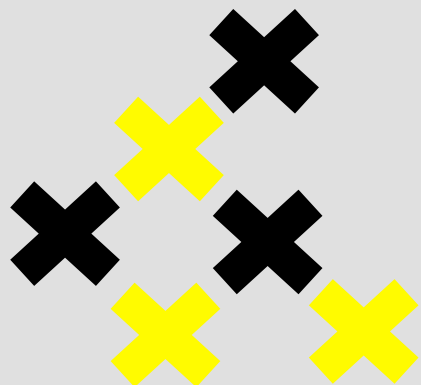
Māori live in diverse cultural worlds. There is no one reality nor is there any longer a single definition which will encompass the range of Māori lifestyles

”

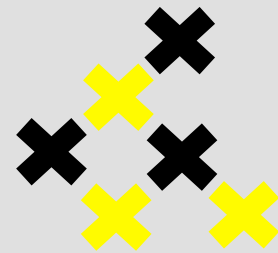




“Design is in our
WHAKAPAPA”

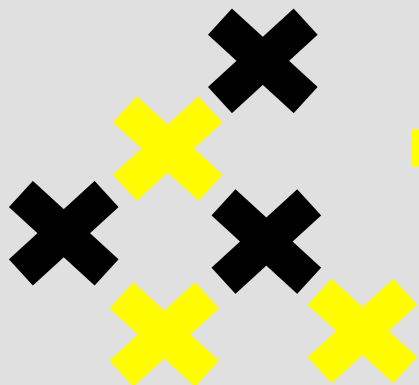






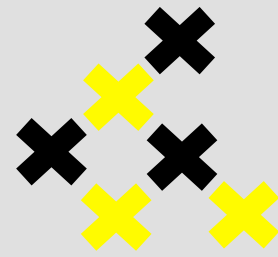
02: CO.

Prefix: joint; mutual; common





**Convergence
of worlds**

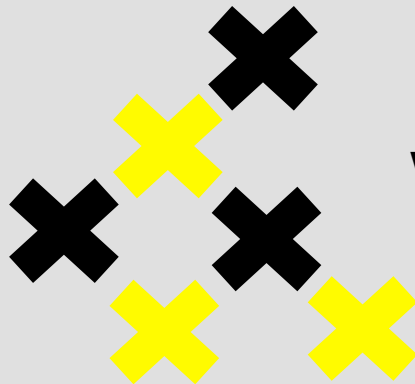


REDISTRIBUTION OF POWER



INNOVATION

Development, resources,
advancements, privilege,
measurable outcomes,
quick wins

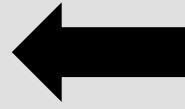


REALITIES

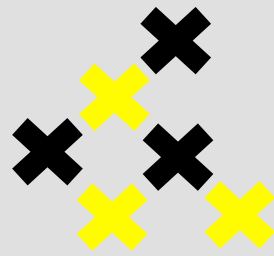
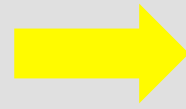
Worldviews, histories,
inequalities, self-
advocacy, language,
humility



TUKU MAI



TUKU ATU



Creating space/s

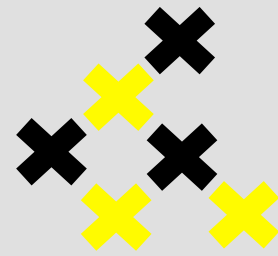
Reciprocation: a shared understanding

Equal distribution of power





SET THE CONDITIONS



01.

**Human
values**

02.

Neutrality

03.

Safe to fail

04.

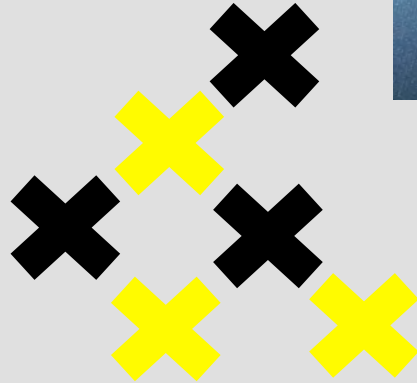
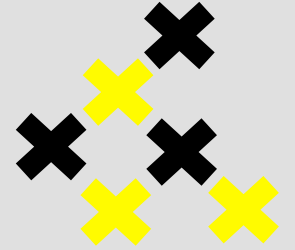
**Clarity from
complexity**

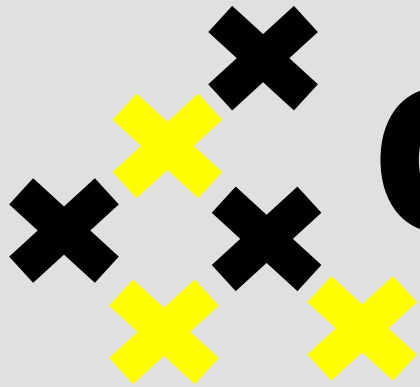
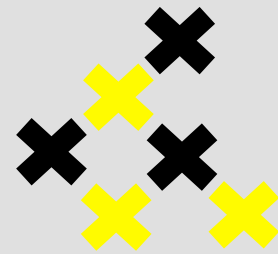
05.

**Growth vs.
fixed**

06.

**Process vs.
product**

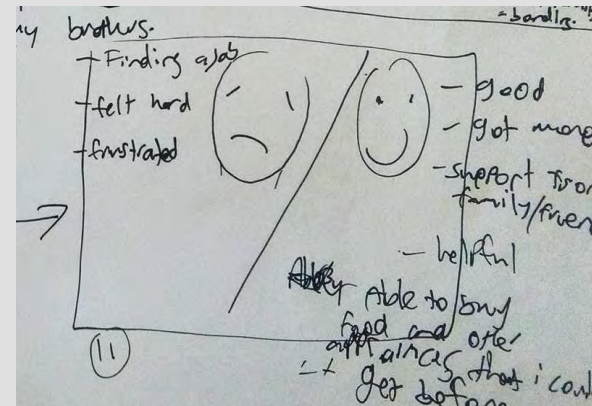
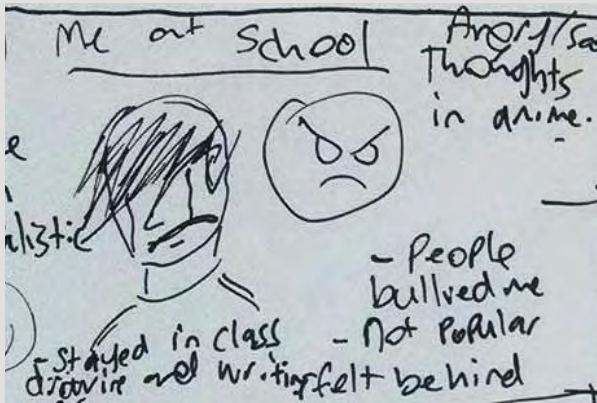


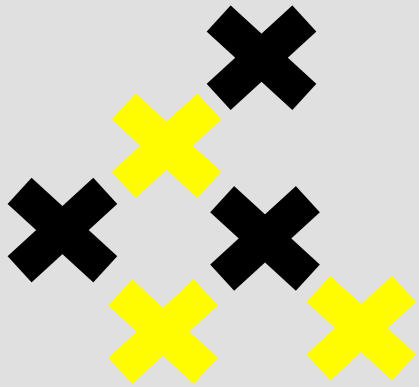


03: DESIGN

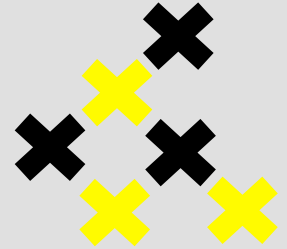
**Problem solving, creative solutions,
process of discovery, iteration, visual & verbal**

“ Allows us to gain access to a **hidden world** of user experience ”





TOOLS
PROCESS
FRAMES



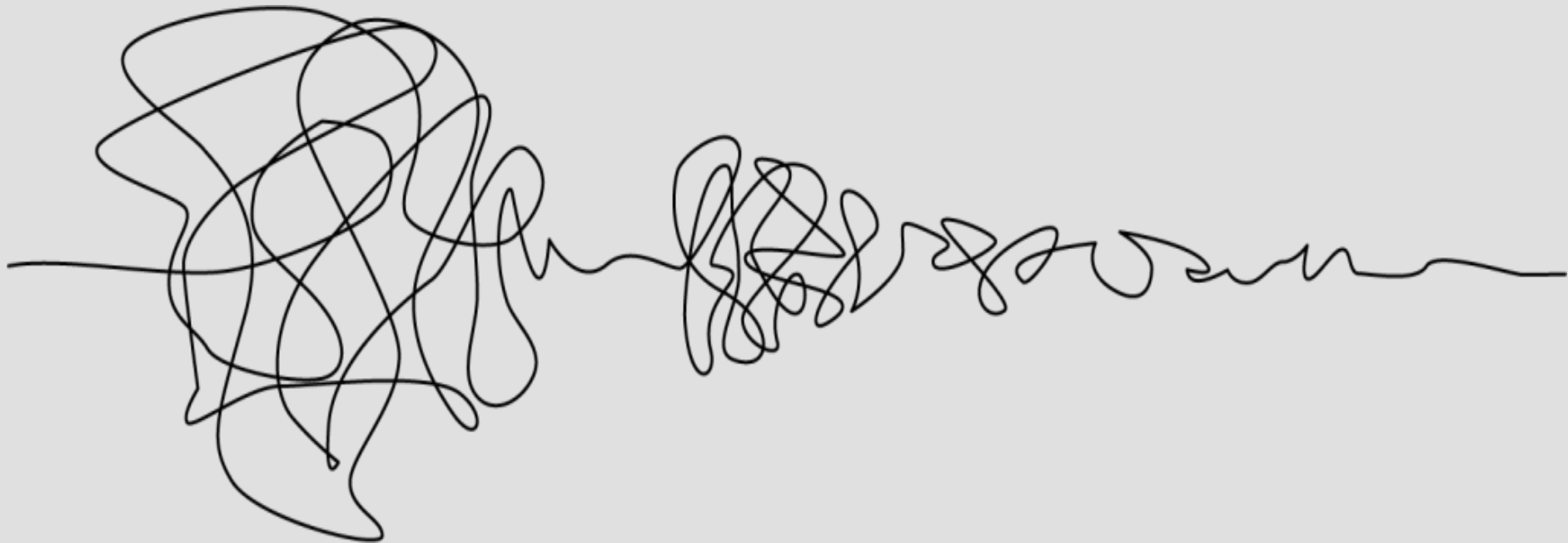
EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST





"If we don't feed ourselves with knowledge. Ki te ngoikore te Hinengaro"

CONTEXT

Tane is a young father. He has only one son. He works for his local rūnanga in community development. He has a passion for Māoritanga and sees culture as key to unlocking better health for his people. It saddens him to see Māori people carrying the burden of ill health and strives hard to contribute to the cultural development of his whānau, hapū and iwi.

Tane, however, has his own health struggles due to his selfless nature and carries more weight than he would like, especially since becoming a father. He doesn't believe the current public health system serves Māori communities and strives to see Māori reaching better health outcomes through the revitalization of Mātauranga Māori and using whakapapa to reconnect.

VALUES

- Empower whānau to be their own drivers in health
- Encouraging whānau towards thinking in a Māori way
- An obligation to look after and share our knowledge

MOTIVATIONS

- Always think bigger than myself
- Whānau/hapū/iwi centric
- Aims to educate whānau around Māori Health vs. Public Health

GOALS

- To create more Māori frameworks
- To always serve my whānau and people before myself
- Uphold the mana of my whakapapa

BARRIERS

- Mainstream ideologies
- Always being told what Māori health looks like by non-Māori
- Lack of resources to ensure our people flourish in their communities
- The costs of kai and living for whānau
- Our people not being given an opportunity to lead

TECHNOLOGY USE

HIGH LOW

PHYSICAL HEALTH

HIGH LOW

SPIRITUAL HEALTH

HIGH LOW

MENTAL HEALTH

HIGH LOW



"If we look back our ancestors had all of these things before, like living off the land. There was no rubbish, no waste and that is what we should be reflecting"

CONTEXT

Aroha is a caregiver who lives in a rural town in the East Coast of Aotearoa. She has a yearning to learn from the past and believes that her health would be improved through connection with how her tūpuna lived. Her community has a strong sense of culture, although it is hard for Aroha to know how to seek more knowledge about her history and whakapapa – or to ask questions. As a result, her health is generally quite poor with an ongoing struggle with diabetes.

Because her town does not have cellphone reception Aroha doesn't really use technology in her daily life and relies on community events or trips to the nearest supermarket to socialize. She loves her tamariki and moko and devotes all of her time to their needs.

VALUES

- Whakapapa: walking in the steps of my ancestors
- Mātauranga: having the knowledge of how my tūpuna lived
- Manawarora: having resilience to carry on

MOTIVATIONS

- Learn more around maramataka and how to grow my own kai
- Learn more around how my tūpuna lived in the past
- Live koiora (life) sustainably

GOALS

- Grow māra kai
- Understand and share whakapapa
- Connect to my taiao and whakapapa more often

BARRIERS

- Limited time & resources
- Sense of feeling out of touch
- Don't know where to start
- Whakamā to ask for assistance
- Focused on my tamariki but don't know how to do it for myself

TECHNOLOGY USE

HIGH LOW

PHYSICAL HEALTH

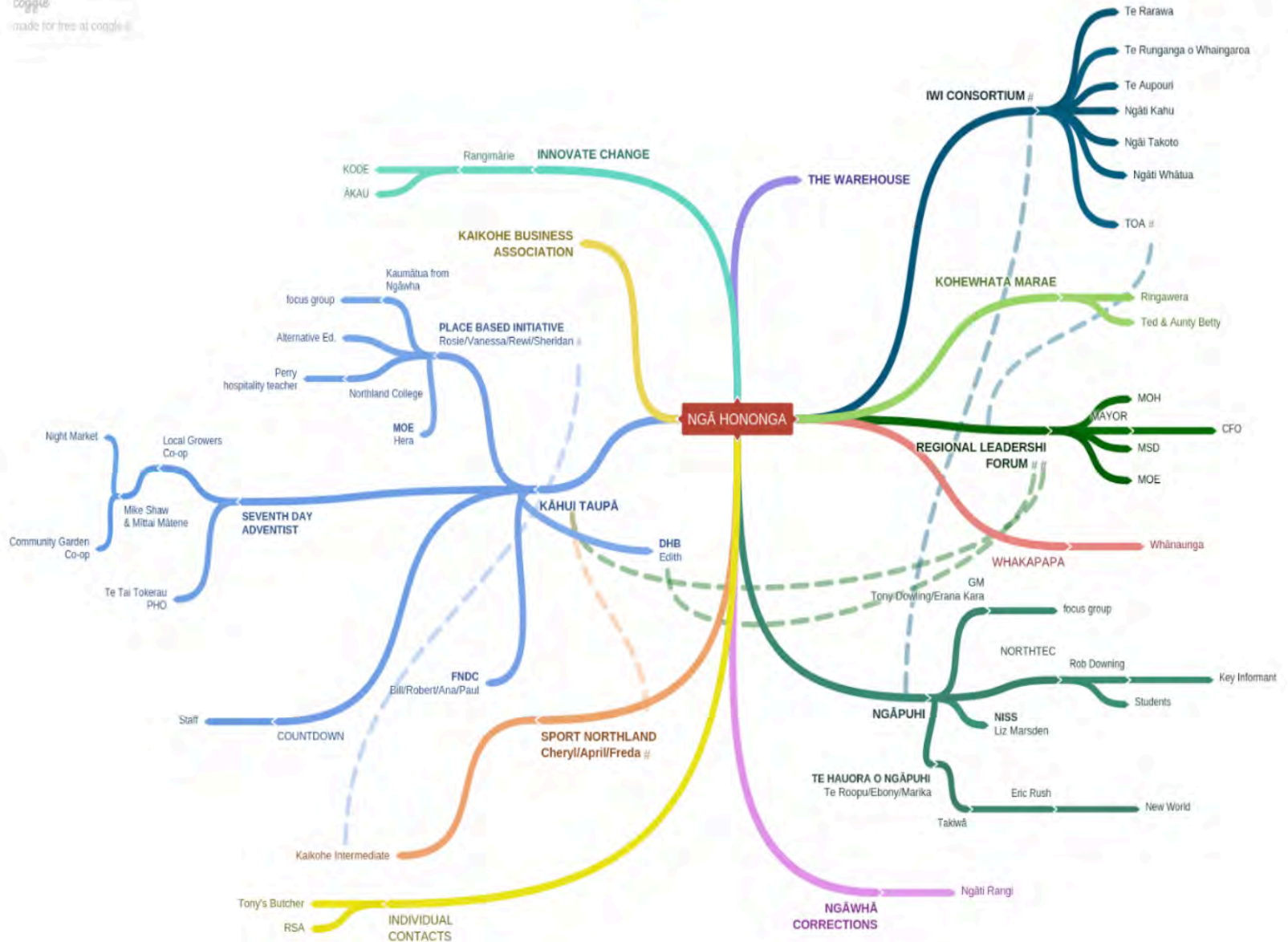
HIGH LOW

SPIRITUAL HEALTH

HIGH LOW

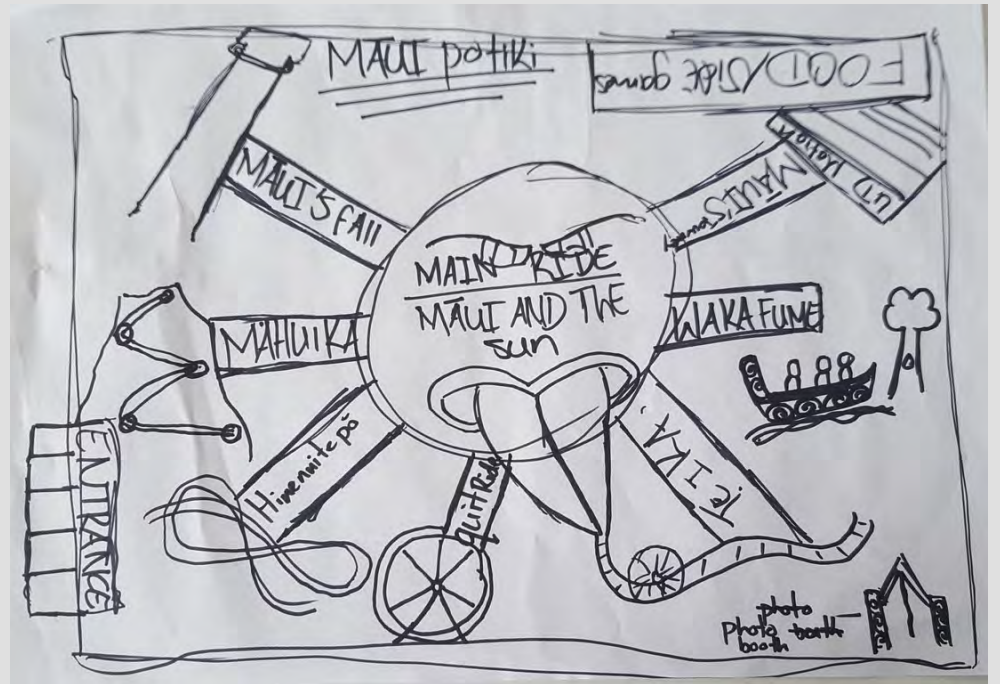
MENTAL HEALTH

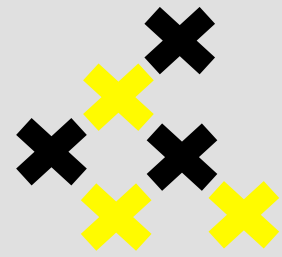
HIGH LOW



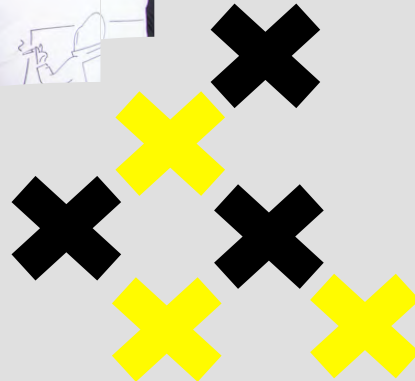


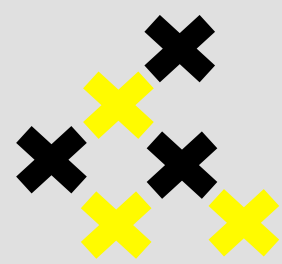
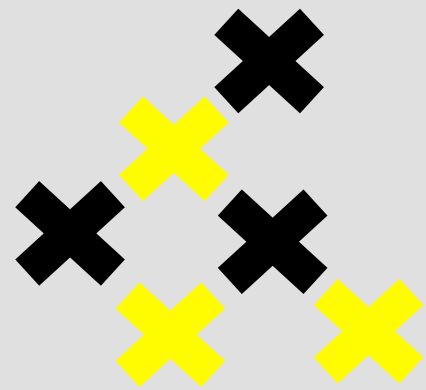
MĀUI TIKI Ā-TARANGA





MĀORI CO. DESIGNERS





DESIGN CONCEPTS

- >> **Whakapapa:** Of an idea, of a project, of knowledge
- >> **Tohu:** What is happening in the wider context
- >> **Manaaki:** Understanding the privileging of voices
- >> **Kaitiakitanga (tohorā):** Guiding the process with flexibility
- >> **Āhurutanga:** Creating safety within creativity & innovation
- >> **Pūmanawa:** Skills, capability development & sustainability