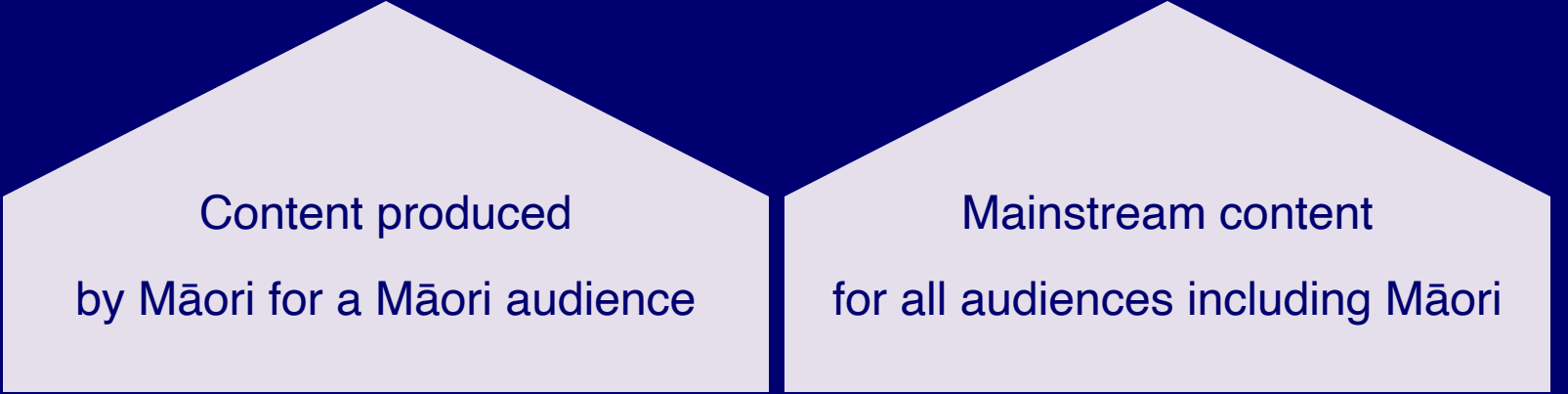


**Amping up  
te reo Māori  
in your UX design work  
#tereo**

Kia ora Rebecca!

# Scope (for this talk)

Digital content designed for use  
by a broad cross-section  
of New Zealanders

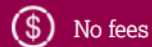
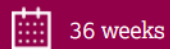
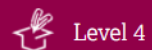


Content produced  
by Māori for a Māori audience

Mainstream content  
for all audiences including Māori

FOMO

## Te Ara Reo Māori



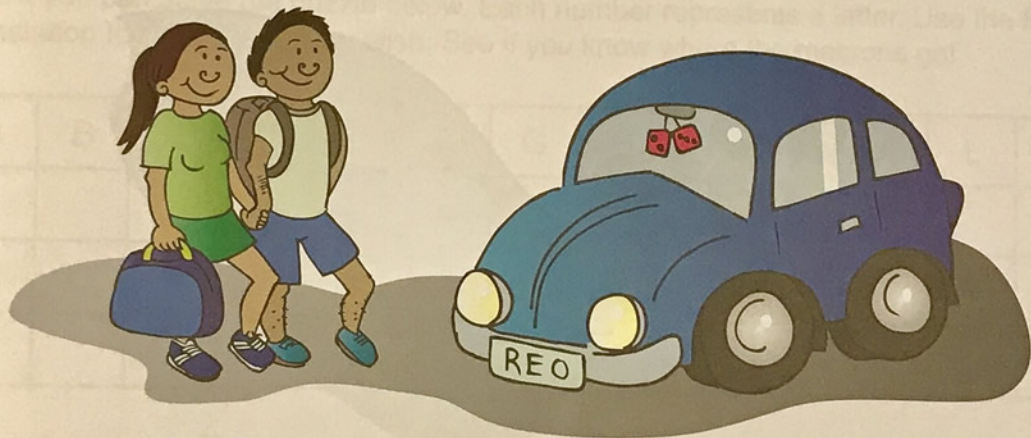
Ka hanga tātou i te whakaterere rawe  
mō ngā tangata  
kei te kimi rauemi matahiko

We will build awesome navigation  
for people  
looking for digital resources

**Classroom resources**[The Arts](#)[Cross-curricular](#)[ESOL](#)[Health and PE](#)[Languages & culture](#)[English / Literacy](#)[Maths & statistics / Numeracy](#)[Science](#)[Social sciences](#)[Technology](#)[Te reo Māori](#)**Ngā rauemi ako**[Hangarau](#)[Hauora](#)[Ngā reo](#)[Ngā toi](#)[Pāngarau](#)[Pūtaiao](#)[Te reo Māori](#)[Te reo Pākehā](#)[Tikanga-ā-iwi](#)**Curriculum documents****National Standards****Ngā Whanaketanga Rumaki Māori****Arareo Māori katoa****For parents, whānau & community****For school leaders****Professional development****Special education****Free resources****About this site****Contact us****Help**



## 20. Belonging to Two People



Complete the table below filling in the missing boxes using the correct category.

Pronoun	A form	O form	Comment
tāua	nā tāua	nō tāua	Ours, belonging to us (including the listener)
māua		nō māua	Ours, belonging to us (not the listener)
kōrua	nā kōrua		Yours, belonging to you two
rāua	nā rāua		Theirs, belonging to them two

“Where  
is... ?”

Kei hea te / ngā [kupu ingoa] ?

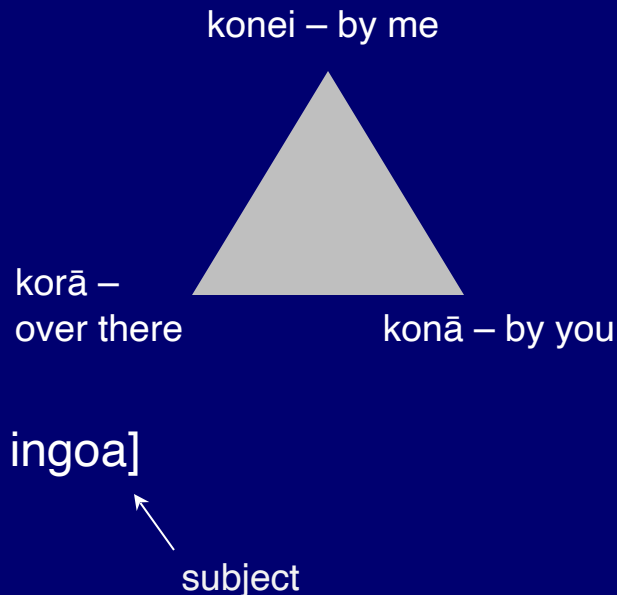
Kei konei / konā / korā (short version)

Kei [locative] i te [kupu ingoa] te / ngā [kupu ingoa]

Kei runga i te tūru te pene

Kei waenganui i te pukapuka me te tūru te pene

(The pen is between the book and the chair)





“Pākehā paralysis”

“Pākehā paralysis”

(Google it for  
solutions)



# mana

135

THE MĀORI PERSPECTIVE

[www.mana.co.nz](http://www.mana.co.nz)

THE RACISM ISSUE

## NEW ZEALAND'S SHAMEFUL SECRET

Māori are 380% more likely to be convicted of a crime and 200% more likely to die from heart disease and suicide. Māori are paid 18% less and 34% leave school without a qualification. Māori die earlier and suffer more. **It's not fair.**

[READ STORIES](#)[LEARN MORE](#)[TIPS](#)[SHARE YOUR STORY](#)[VIDEOS](#)[ABOUT](#)

# RACISM IS A PROBLEM

Read the stories of people's experiences dealing with racism

[SHARE YOUR STORY](#)

# Give nothing to racism

Make your video









LGBTIQA+ community spaces



Mainstream spaces





Written by [express Magazine](#)

**Countdown has launched a new transgender transitioning policy aimed at supporting transitioning team members across the country.**

What **content** does your Māori audience want to see in te reo Māori?



Te Reo Wainene o Tua

@tereowainene

Follow



@PukeAriki #Puanga2017 #Taranaki  
#purakau @reomaori



12:28 PM - 24 Jun 2017 from [New Plymouth, New Plymouth District](#)

1 Retweet 1 Like





Apple What's Up @appappleus · 2h



**Northland kura creates first te reo Maori iTunes resources**

Te Kura Kaupapa Maori o Whangaroa develop first te reo Maori iTunes resources.

[nzherald.co.nz](http://nzherald.co.nz)

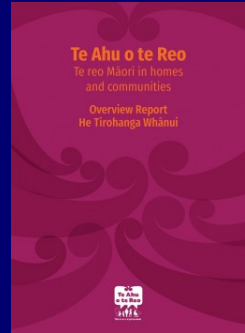
**In 2016, 5719** adults

Were learning te reo Māori  
at Te Wānanga o Aotearoa



# Te Ahu o te Reo report:

“The intensive efforts for revitalisation in Māori communities are beginning to succeed.”



How is your te reo Māori  
content being **UX tested**?



**Darren Davis**

@DarrenDavis10

Following



**#Auckland** Council's just named headquarters reflects the Māori and Pākehā history of Tāmaki Makaurau/ Auckland.



8:58 AM - 4 Jul 2017 from **Auckland, New Zealand**

2 Retweets 5 Likes



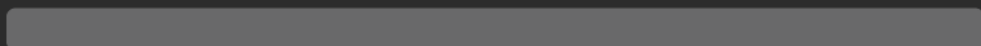


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Contact us  
Whakapā mai



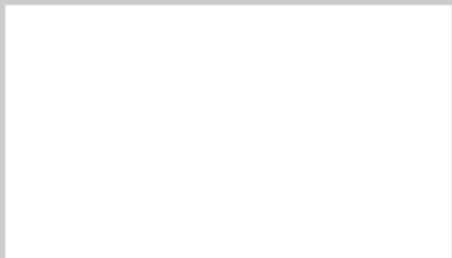
Home    Beyond the classroom    Teaching    Professional learning    Leadership    **Technologies**    Connected Learning Advisory  
Kāinga    Te Taiao Ako    Te Ako    Whanake Ngaiotanga    Te Kanohe Mataara    **Te Hangarau, Te Tūāpapa**    Te Ara Whītiki

**Technology for learning**    Learning with 1:1 digital devices    Assistive technologies    Infrastructure    Flexible learning spaces  
Technical support and procurement    Planning and resourcing    **Te Hangarau, Te Tūāpapa**

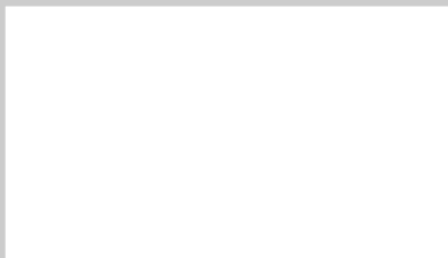
1-1 Digital technologies    Blogging    Communication    e-Portfolios    Google Apps    Interactive displays    Interactive/thinking tools    Writing and publishing



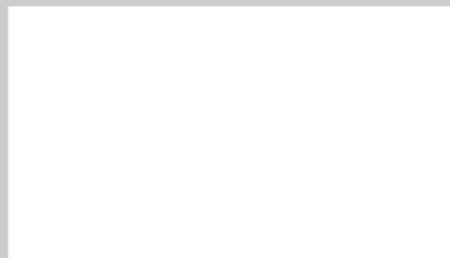
## For schools



Visit the museum



Social sciences resources



Ngā kōrero tuku iho o  
Maungakiekie

# User groups



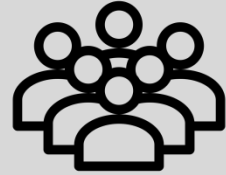
No  
te reo Māori  
at all 😞



Beginner  
learners of te  
reo Māori




Medium  
fluency in te  
reo Māori



Expert  
speakers of  
te reo Māori


If you're doing UX testing or research, are your methods based largely on Western ways of thinking about research?





Ehara taku toa i te  
toa takitahi engari  
he toa takitini.

I come not with my own  
strengths but bring with  
me the gifts, talents and  
strengths of my family,  
tribe and ancestors



It's easy to find out more about  
early childhood education

If you would like more information about  
*Te Whāriki* and how you can be involved  
in the curriculum at your child's service,  
talk to the teachers or educators. You can  
also see the updated *Te Whāriki* (and its  
companion, *Te Whāriki a te Kōhanga Reo*)  
here: [www.parents.education.govt.nz](http://www.parents.education.govt.nz)

Published by the New Zealand Ministry of Education.  
[www.education.govt.nz](http://www.education.govt.nz)  
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Item number 16977

▲▲▲  
MINISTRY OF EDUCATION  
TE TĀHURU O TE MĀTAURANGA

New Zealand Government

▲▲▲  
MINISTRY OF EDUCATION  
TE TĀHURU O TE MĀTAURANGA

EARLY CHILDHOOD  
EDUCATION  
Be involved  
Get enrolled

## TE WHĀRIKI

HE WHĀRIKI MĀTAURANGA MŌ NGĀ  
MOKOPUNA O AOTEAROA  
EARLY CHILDHOOD CURRICULUM





**Nikki Timu** @NikkiTimu · 24 Nov 2016



"It's our job to be positive disrupters" (**Angie Tangaere** - The Southern Initiative)

#Maori #Codesign



Design Thinking

Home / Māori Design

# Te Aranga Principles

## Resources

Show all

Case studies

Worked examples

Articles

Tools

Case Study



Commercial Bay

Case Study



Te Oro

Case Study



Toi O Tāmaki

Case Study



Tōia

Te Aranga Māori Design Principles - Auckland Design Manual

Do we need to

Aotearoa / NZ – ify UX?

3 key questions:

What content does your Māori audience want to see in te reo Māori?

How is your te reo Māori content being UX tested?

If you're doing UX testing or research, are your methods based largely on Western ways of thinking about research?

Links to beginner language resources & inspiration:

**[bit.ly/12345](https://bit.ly/12345)**