

Āpōpō Journal Focus Group Sessions

Tuesday 23 October 2018

Victoria University

10am – 11.45am

Attendees: 4 Maori students and 1 Student Liaison (18-25 yrs)

Facilitator: Holly (Kate to assist)

Main points:

1. Cover & Sleeve

Positive response to the cover choice. Liked the idea of a stronger stock (laminated cream) to last 40 years.

– *suggested boxing one end of the sleeve to make it sturdier; and make the journal feel more precious. One student suggested using flax weaving as a sleeve, to make it more taonga-like.*

2. Time Capsule Questions

Participants were especially interested in this section. Nearly all talked about the concept of having a family document that you could pass down to your mokopuna, way to connect generations. The question was raised, is this a publication future generations can expect to inherit? Participants felt that ‘Time Capsule’ was not the right heading, as the section felt more like a ‘legacy’ document to them. Suggested new name, ‘Mana Whakaheke’ (descending mana).

Suggested extra prompts/questions:

– *Places that are significant to me*

– *Lessons I have learnt this year*

– *Where will my next journey take me?*

– *How do I show myself love?*

– *Lessons from my dreams*

– *What makes me feel good?*

3. Stuff I need to know

Students felt that a section on the voting system was missing, as was key information about how NZ’s government is run. Would like to see helpful information on electoral rolls and a simple explanation of why Maori electoral rolls exists, etc. There was also the suggestion to include guidelines on how to make a submission to government, and have your voice heard.

Another participant noted that it would be helpful to know your individual legal rights, e.g. in terms of interacting with police/human rights.

The group did not particularly like the 3-column format, they preferred to columns for readability. Also, would prefer shorter, bitesize bullet points of information instead of paragraphs. “Keep it short.” Or even visual infographics.

4. Tiriti o Waitangi / Treaty of Waitangi

Participants were glad to see both documents included, but remarked that proper context needed to be provided. They felt that whatever we write as the Institute,

will be only one perspective. The suggestion was for someone experienced on the topic such as Moana Jackson write an introduction.

Suggested points to include in the text:

- The two documents are extremely different and context should be provided on how to understand what each side wanted
- Maori mostly signed the Te Reo version
- Not all iwi signed the Treaty, but now the doc represents all iwi
- The Treaty came after He Whakaputonga (Dec. of Independence)
- The Treaty is the founding document of NZ, so what is the significance of this?
- How does the treaty relate to the Waitangi Tribunal
- What are the principals of the Treaty written by the Waitangi Tribunal?

-Suggestion to include an empty box with the question, *What does Te Tiriti o Waitangi mean to you?*

5. Diary pages

Positive response to the integration of Nation Dates, however, the consensus was that these dates felt too Euro-centric. Students wanted more space to add in their own dates, especially births and deaths of prominent Maori, who they feel have shaped their world. One student suggested the calendar dates could stretch over two pages, and have bigger boxes.

In terms of the blank pages, they liked the freedom of the dotted pages, but participants weren't certain they would actually use the diary pages for any given year. Because the rest of the journal feels special, like something to track their progress over 40 years, they felt that marking in weekly to-do lists for one year didn't quite match up with the journal's purpose. One participant suggested getting rid of a year's calendar (monthly scheduling pages) altogether and simply leaving blank pages for users to mark in what they liked/customise it as their own. "I like the dots for bullet-journaling."

6. Success and failure of this journal?

Failure

There was slight concern that users might not continue using the journal over a long period of time, especially if it lived on a bookshelf. "You know how you get really excited about your new stationery, "the honeymoon phase" and then after 10 days, you simply stop using it."

Some hesitancy over the journal's title. "Āpōpō feels short. It doesn't feel like the next 40 years."

Success

Hinges on if the journal became a special family document to trace your whakapapa. Will this book become a legacy item to pass down to your mokopuna? The journal could be more successful if it felt less 'office-like' and more like a personal treasure (taonga). One participant remarked, "I am thinking about what I would want to inherit if that was my Nan or Koro's book." A more precious sleeve could achieve this (e.g. flax).

7. Extra observations/questions

-Is there a contents page?

-Is there a small section on sustainability? How we can make simple, everyday choices?

-Could you extend the use of sign language to more sections, to make the journal feel more inclusive?

-Could you include a pocket to store loose paper?

One participant showed us her personal journaling system and made the remark, "My journal is who I am."

Thursday 18 October 2018

Victoria University

10.30am – 12.00pm

Attendees: 12 Pasifika students and 1 Student Liaison (18-25 yrs)

Facilitator: Holly (Kate to assist)

Main points:

1. **Cover design**

Overwhelming positive response to cream cover/gold spiral choice. Students felt the cream felt more 'optimistic' than the black, and cream represented 'daytime'.

"Cover should be hard/stiff" to last 40 years.

There was a little concern over spiral bound 'easy to rip'.

2. **Quotes by Mike King (Mental Health)**

Well-received.

Suggestions:

-it would be helpful to provide one line of background about the author at the top.

- leave a space be left for users to write their own advice.

- include Maori whakatauki here as advice.

3. **Responses to 'What does success look like?'**

-not giving up

-overcoming any trials you face

-living life through adversity

-acknowledging your faults and working to improve yourself

-passing the next hurdle

-doing something that you (previously) or others might not have been able to achieve

-keep moving

-when you feel content with yourself

-seeing yourself progress over time

4. **Responses to 'What does failure look like?'**

-when you stop learning/stop experiencing/stop progressing

-giving up/when you stop trying

- when you stop chasing your dreams and conform to pressures around you
- poor time management

Extra comments from students:

- Success and failure is a standard. What you see as a success, someone else might see as a failure, and vice versa.
- ‘Blind vision to success is a road full of opportunity.’ – Katrina Tonise
- ‘The road to success is never ending. When things turn bleak today, make it bright tomorrow.’ – Lewis Anu-Woolley

5. Further suggestions

- Include the Pacific Islands on the world map.
- Include a section which breaks down the pronunciation of Te Reo Maori.
- Need correct spelling of Talofa Lava on the Welcome page. Lava doesn’t have an ‘l’ on the end.

6. Observations overheard/Notes written down:

- “For me, Apopo means that I’m always thinking about tomorrow, and that’s what this journal represents.”*
- “The title feels like tomorrow is always coming.”*
- “I don’t want a diary to feel like it’s all about me, like I have to internalise everything. I like questions that bring me outside of myself.”*
- “I like the freedom of the blank pages, I can design, draw it to look how I want. It’s a journal you can customise.”*
- “With a journal, you have to put in the work, so how do you make people want to? I feel like I would want to write in this diary.”*
- “Social media can provide a timeline of your life but this is something different. Writing helps me to remember things.”*
- “I prefer a paper-based planner. I feel like I am more in control than when I’m just looking at a screen.”*
- “(Digital) doesn’t feel like a lifetime journal.”*
- “It doesn’t matter that the month dates don’t include days of the week. My phone can tell me what day of the week it is. I’d rather learn a little something (referring to Nation Dates).”*
- “Love the inclusion of NZ’s significant dates/pivotal moments.”*
- “I like the self care questions, but it’d be good to see a list of services.”*
- “Treaty of Waitangi - love the incorporation (of this)!”*
- “Different colours for sections is good.”*
- “The font feels a bit like a report.”*
- “The cover could be a moon colour.”*
- “Would like to see a bit more colour.”*
- “In some areas, feels like too many pics close together.”*

Thursday 11 October 2018

McGuinness Institute

5.00pm – 6.30pm

Attendees: 3 young people (18-25 yrs)

Facilitator: Nathan (Holly to assist)

Main points:

1. The Big Picture

Participants noted that section 1 through to 3 then 4 through to 9 seemed disconnected. That 1,2, & 3 were more about 'your personal timeline', where as 4 to 9 were more creative and planning or self-reflective (had a theme following through them). Also noted that 4-9 were more the future, and 1-3 were more now.

- Participants discussed overlap in sections and talked about having 5 'punchy categories' rather than 9 drawn out and repetitive categories.
- Suggestions around flipping 1, 2, & 3 to be more goal focused. "Where would I like to live", later noted this would make these very similar to other sections.
- Recommended renaming 1-3 so that they had short titles like 4-9.
 1. Home
 2. Skills (a fair amount of debate on this one)
 3. Experience
- Participants noted they really liked the why and how sections, that when they got to a question, they used these if I misunderstood.
 - Participants noted that why and how are hiding down the bottom of the page and look like random notes down in small text that you wouldn't read (compared to T&Cs). Recommended making these more obvious, such as moving to top of each page.
- Question was asked is this is a time capsule or for goal setting.

2. Places I Have Lived / Nga wahi I noho ahau

- Comments were made about if the questions are as formal as these ones if will create a lack of emotions, and that rangatahi may not gain an attachment to the journal.
- Question a) Too specific, make questions more ambiguous. Rather than address maybe ask where is home, or one's humble abode.
- Question c) Participants did not like this. Reported it felt disjointed.
- Further comments were made on the tone, and that if it is too formal it will turn some rangatahi off. That MI wants something rangatahi will respond to, and connect with.

3. Places I Have Learnt Stuff / Nga wahi I ako

- Confusion over the title.
- Notes were made that the more chances offered to make this journal personal the better, suggestion was around shortening titles to allow for more creativity.
- Question a) did not like this question.

- Notes were made that they went straight to why and how to understand this section.

4. Places I Have Worked / Nga wahi I mahi ahau

Question a) change to place I worked.

Questions raised on if we want this to be emotive or factual.

5. Skills I've learned

- Question asked if personal or professional.
- Comments made on why and how been very helpful but hidden down bottom of page.

6. Self-Care / whaiaro tiaki

- To narrow focus on anxiety and stress
- Wanted a more positive focus, if title stays as self-care
- Examples were noted to narrow answers. Also, that examples were only on this one, which was questioned. Idea for may just 3 examples as a rough idea. Although note was made that once you list examples it becomes less reflective.
- Participants really liked question e.
- Questions c and d could be combined.
- The title was brought into question, suggestions were around emotional wellbeing.
- Ideas of making this more of a reflective tool, to show you how to overcome your stress/anxiety, like actions, or a plan.
- Comments were made that these questions need to not make people feel like negative emotions are something we want to avoid, or that they don't exist.
- Comments were made that there is not enough space to truly answer these questions on the spaces provided.

7. Thoughts / Whakaaro

- Comments made around if 'thoughts' is the right title.
- Suggestion for title was feelings (although participants decided that did not like feelings and wanted a word that meant feelings but was not feelings).
- Comment was made that all but question d were good.
- Question b was said to be too emotive.
- Comments were made that these questions would need a lot of room to answer.
- This section was said to be identifying what is really important to you.

8. Dreams / Moemoea

- Comments were made about the title, suggestion went to goals then to grand vision. Then participants thought these may be bad if people did not achieve their goals, and that maybe dreams is best.

- Participants like the questions, although suggested leaving question c out. As the answer may be the same every time you reflect on it. Especially if you dream is vastly different from your childhood dream.
- The order was said to be wrong.
- Comments were made the Thoughts / Whakaaro and Dreams / Moemoea were too close together. Answers may influence each other.

9. Stuff I need to know

Comments were made on the formatting (of the bullet points) needs to be fixed.

- All this information will date, that this is too hard to future proof.
- The content wasn't liked, but the idea was.
- One participant talked about a huge card they got from co-workers which was filled with advice. When this idea was floated, participants responded positively. Maybe having this section fill of quotes by older people that they would give to their 18 to 25-year-old self.
- Just general life advice, such as: learn another language in your 20s; learn a signature dish you can cook in any occasion; invest in a really good bed; find a really good walk; etc.

Thursday 4 October 2018

McGuinness Institute

5.00pm – 6.30pm

Attendees: 8 young people (18-25 yrs)

Facilitator: Nathan (Holly to assist)

The feedback from the session was positive. All participants seemed genuinely interested in the journal and thought that there were elements that were useful and meaningful. The most general feedback was that the journal was trying to do too many things at once, and in doing this, lessened the ability to do things properly or thoroughly. For example, the 'Go To' section provided too much information to be simply a reference guide, but too little information to be able to give a well-rounded and meaningful advice or an explanation of what the service was. Such as, in reference to the information about healthy eating; the information was too brief for it to be meaningful and therefore impactful or useful. Some liked the information going into depth and answering "what, why and how?" such as in the mindfulness 'top ten' section, however some felt like the inability to go into depth about issues such as mental health and health eating and only skimming the surface, meant that the information came across as patronising or preachy.

The participants were drawn towards the 'time capsule' elements of the journal. They liked the aspects which ask the user in-depth questions and prompt the user to come back and reassess the same questions over time (the 'About Me'). They thought that this personalised the journal and gave the user a reason to hold on to the journal long-term.

The participants were concerned about the likelihood of the journal 'dating' over time. They largely considered the reference section to be redundant to young people who will

always turn to the internet when in need of services; and as well as this they were concerned about the ways in which it is suggested users get in touch with services (eg. Phoning or visiting a website).

Participants still thought there was use in having reference to some services. When asked about what advice they would give to their 18-year-old selves, conversation turned mainly toward practical information like what a tax code is. So there was still the feeling like information such as this would be useful, just perhaps has a small 'starter kit' of information that users can add to and make their own.

Some participants talked about the age-range that the journal is targeted at, as being too wide. Some thought that the journal would be of most immediate use to school leavers, however they admitted that the 'time capsule' functionality could be useful for anyone.

There was some resistance initially to information that prompts users to record memories, such as "who do you love?" or "who is your best friend" because of the potential for that information to turn sour and then be triggering or upsetting to the user when they turn back to that information later in time. However, the conversation turned itself around and participants also talked about a positive version of this, where users might be prompted to remember names and memories of people they had forgotten over time.

Conversation was very divided when it came to the look and feel of the diary; some loved a linear, list-like fashion and others wanted more of an illustrative feel. Consensus was that somewhere in the middle would be most ideal for most people, and that the way the journal is currently put together reflects that well. There was a suggestion to add more colour so that the journal stands out from other journals, and some disagreed and preferred the sleek, minimalistic feel. Everyone was a fan of the Matariki concept as the cover.

There was an overwhelmingly positive reaction to the stock in the prototype being made from coffee cups. All participants enjoyed that the card in the samples was made from recycled paper. Most participants agreed that the likelihood that the journal would be something you carry around was low, and instead that it would live on your bookshelf as something you turn to on occasion, so the journal itself didn't have to be particularly hardy. Most liked that it is spiral-bound so they could remove pages; many liked the idea of being able to open the spiral to insert your own pages, or to be able to place the journal in a larger planner. Most liked the idea of the journal living in a sleeve or its own box.

Many participants felt that there needed to be clearer information about how to use the journal. They wanted more specific guidance on how the structure of the 'diary' section is to be used. Someone suggested that the day-to-day pages were left purposefully blank to allow the user to interpret the way they would like to use it. Others argued that in that case, they wanted clear examples of how the journal could be used, because otherwise it would be too confusing and therefore off-putting. Leaving the pages blank lends itself to those who are creative in their systems, whereas some found the blank pages overwhelming.