LAWNZ audience conversation

Summary

On 23 April, our first audience conversation took place in Palmerston North.

Caroline Rowe (LAWNZ) convened a groups of active river users to share their insights into what a new LAWNZ tool might deliver.

The participants have not been identified in this report for confidentiality reasons, but they included a dairy farmer, a council staff member who advises farmers, an angler, a community member with experience of data analysis who is also a member of a local water care association, and an Iwi representative who is also a conservation and community project director.

Participants were asked to chat to another person and then to introduce the other person to the wider group, explaining how they engage with water and water issues. This was a great icebreaker but also provided some useful insight from the well informed participants.

Two groups then undertook an exercise to identify their four most important requirements for a website tool, and these were discussed within groups, then collectively. There was a great deal of overlap in the requirements identified by participants.

A further south island conversation will take place in May.

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Open Lab staff present

Anna Brown
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Karl Kane
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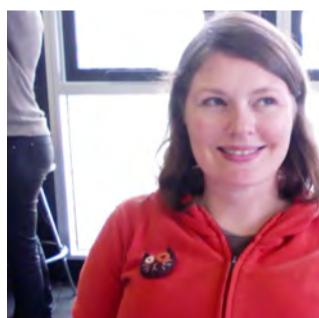
Jo Bailey
Senior Designer
Open Lab

Cathernine Adam
Senior Designer
Open Lab

Ros Wells
Junior Designer
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LAWNZ staff present

Caroline Rowe
Horizons

Kati Doehring
Cawthron Institute

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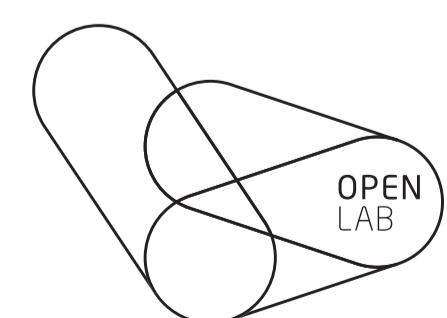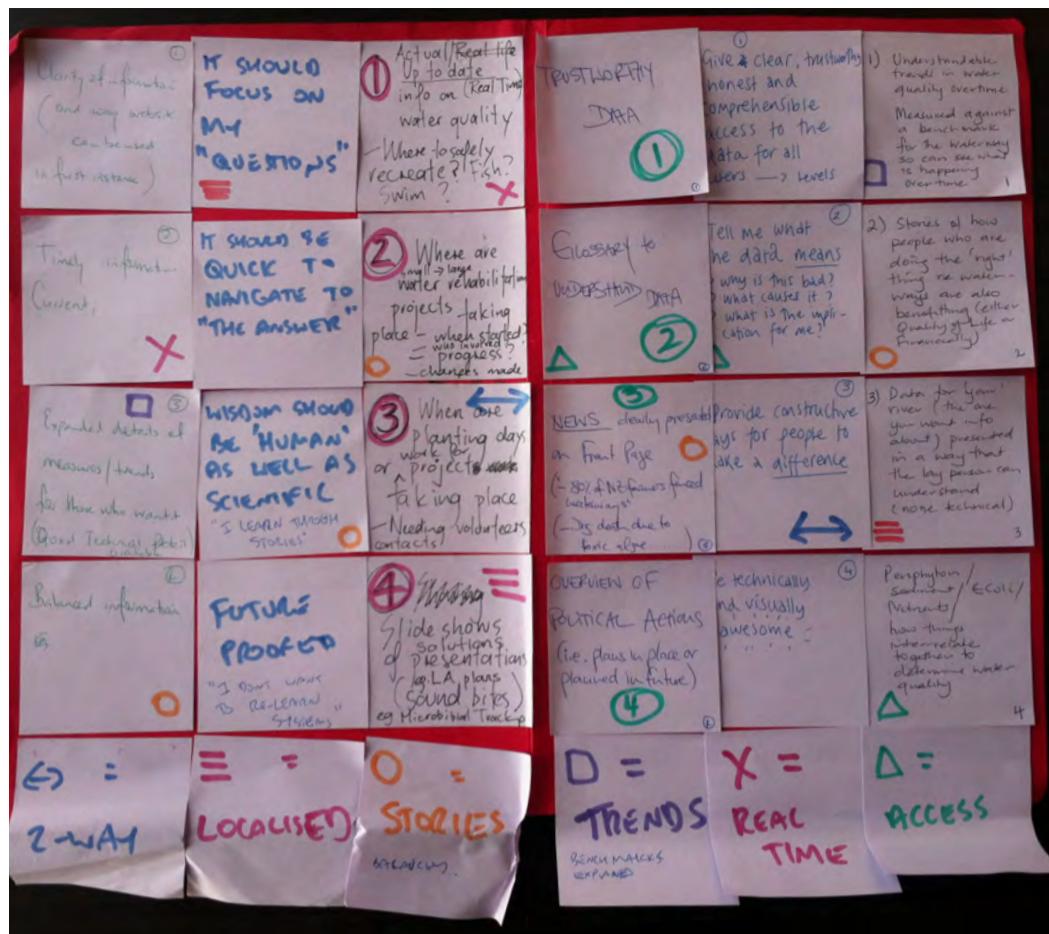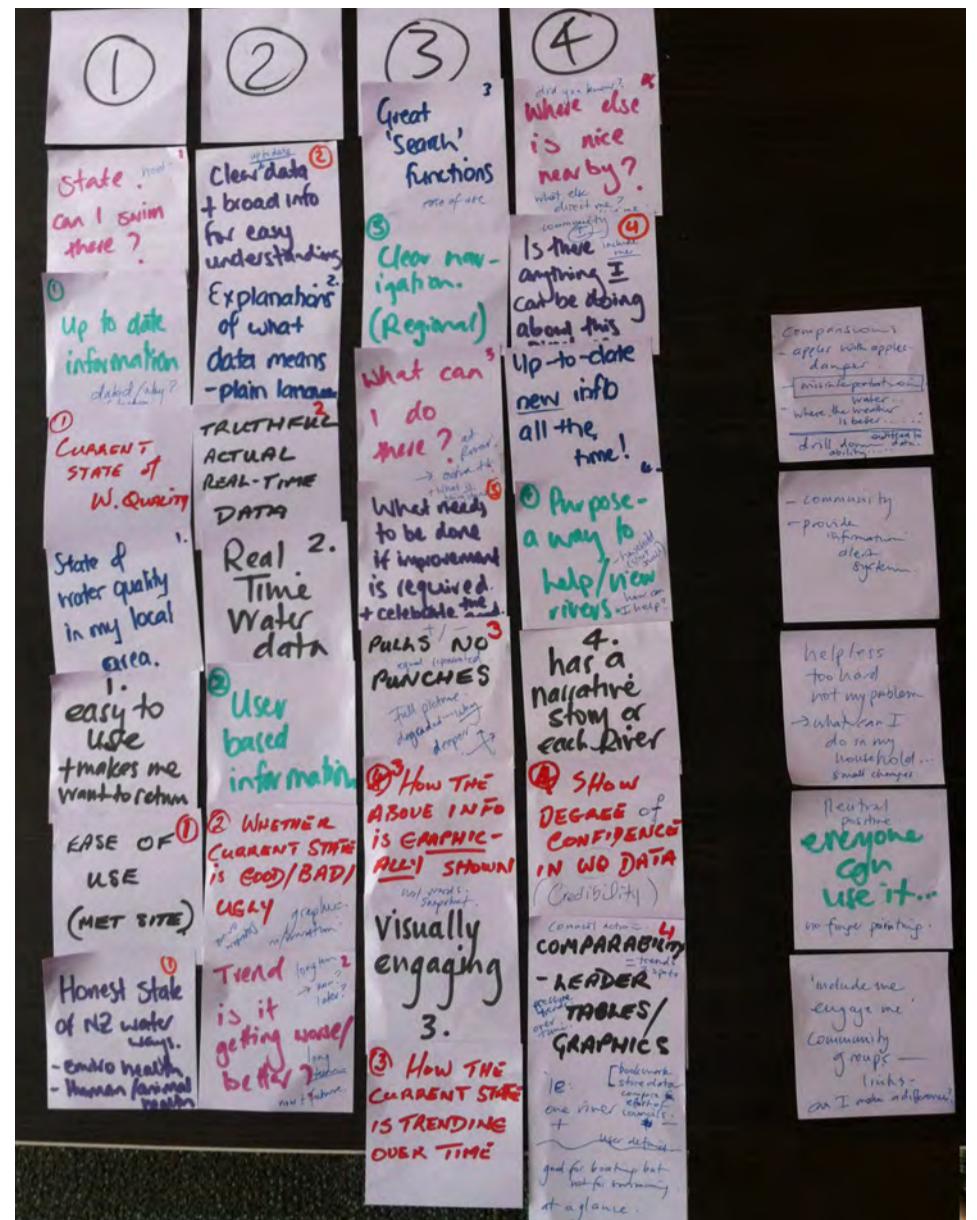
Group 1 Post-Its

Group 2 Post-Its
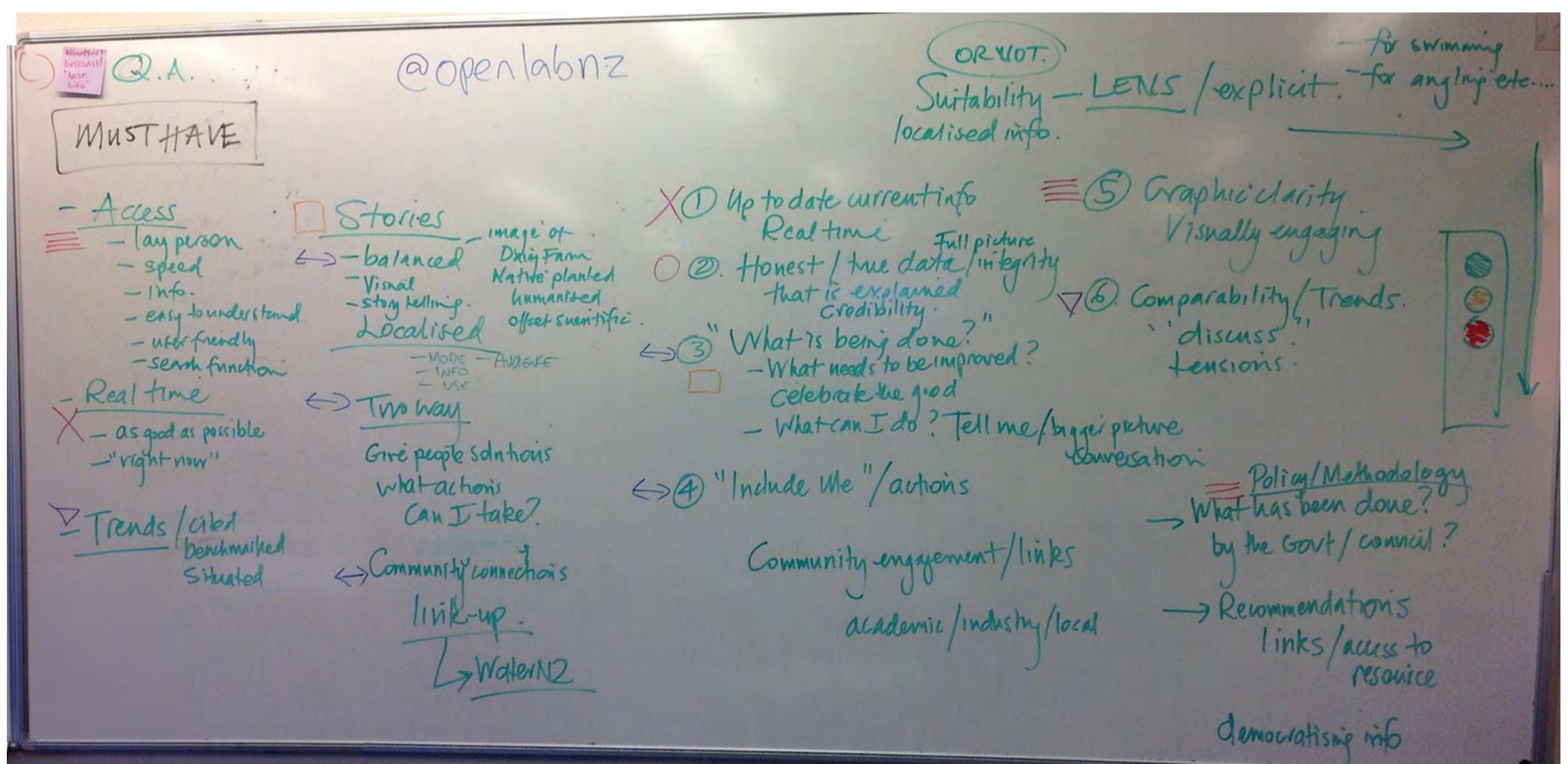
Transcribing and discussing the
Must-haves
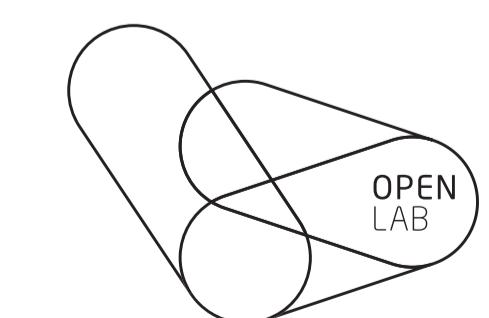
Key categories identified by groups

These are the topline areas that the points
were broken down into:

Trustworthy
Accurate and validated data, conveyed without an agenda

Timely
Where possible, live data

Trends
What's the picture over time?

Functional
Easy to use and attractive

Localised
Show me what I want.

Stories
Balance data with narrative.

Connecting
Enabling users to get involved

Wider context
What are the issues?

Access
Explain the data

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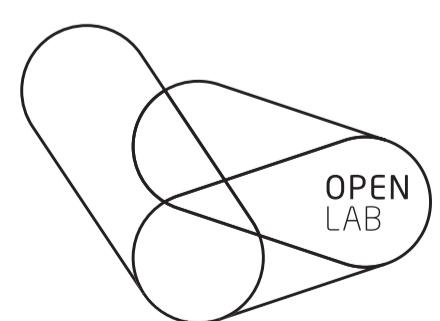
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Distilled points indetified by participants

These are the unedited the must-have items identified by the participants, grouped into categories.

Trustworthy

Clear, honest and comprehensible access to data

Honest state of NZ's waterways. Environmental and human/animal health.

Clear data and broad info for easy understanding.

Pulls no punches (full picture, allow to drill down to the why, no agenda/spin).

Show degree of confidence in water quality data (credibility). E.g. one sample vs. 50 samples.

Neutral, no finger pointing.

Ensure you are comparing apples with apples.

Timely, up to date

Timely, current information

Actual up-to-date information (real time) water quality

State. Can I swim there now?

Current state of water quality

Up to date information. Dated/why? Situation.

Whether current state is good/bad/ugly

Real time water data.

Truthful, actual real time data.

Up to date. New info all the time!

Functional and visual

Clarity of information (and way website can be used in the first instance).

Ease of use (met site).

Future proof "I don't want to re-learn systems".

Technically and visually awesome.

Ease of use and makes me want to return.

Visually engaging.

How the info is graphically shown.

Clear navigation

Great search function.

Drill down ability.

Trends

Expanded details of measures / trends (good technical detail available).

Understandable trends in water quality over time. Measured against a benchmark for waterway so that you can see what is happenening over time.

Trend. Is it getting worse/better? Long term. Now? Later?

How the current state is trending over time.

Comparability – leader tables/graphics (pressure trends over time).

Connecting

Provide constructive ways for people to make a difference.

Where are rehabilitation places taking place?

When are the planting days, or projects taking place. Linking people to projects and where volunteers are needed. Contacts.

What can I do there? (at the river).

What needs to be done if improvement is required (and celebrate the good).

IS there anything I can do about this? Direct me.

Purpose – a way to help/view rivers (how can I help? Start small at household level).

Include me, engage me. Community groups – links (can I make a difference).

Helpless, too hard, not my problem, What can I do in my household (small changes).

Access

Glossary to understand data.

Tell me what the data means. Why is this bad? what causes it? What is the implication for me?

Periphyton/sediment/Ecoli/nutrients. How things inter-relate together to determine water quality.

Explanations of what data means plain language

Localised

Data for 'your' river (the one you want info about) presented in a way that the lay person can understand (non-technical)

It should focus on my "questions"

State of water quality in my local area.

User based information.

Clear navigation (get to regions).

Where else is nice nearby? (What else? Direct me, feed me. If I can't swim here, then where? Solutions. Did you know?).

Has a narrative story of each river.

Alert system.

Stories

Wisdom should be 'human' as well as scientific. "I learn through stories"

Stories of how people are doing the 'right' thing re waterways and also benefiting (quality of life or financially).

News clearly presented on front page (80% of farmers fenced waterways; dog died due to toxic algae).

Balanced information (positive examples so one group not getting blame all the time).

Celebrate the good.

Has a narrative story of each river.

Who started rehab projects? When, progress, changes made.

Activity

Where to safely recreate? fish? swim?

Information dependent on use.

User based information.

Political context

Overview of political actions (i.e. plans for the future).