

A portrait photograph of a young man with short dark hair, smiling at the camera. He is wearing a black zip-up hoodie. The background is solid black.

Kyrillos
Samaan

UX
Fox Sports



Kyro



At some point in my life
I was born



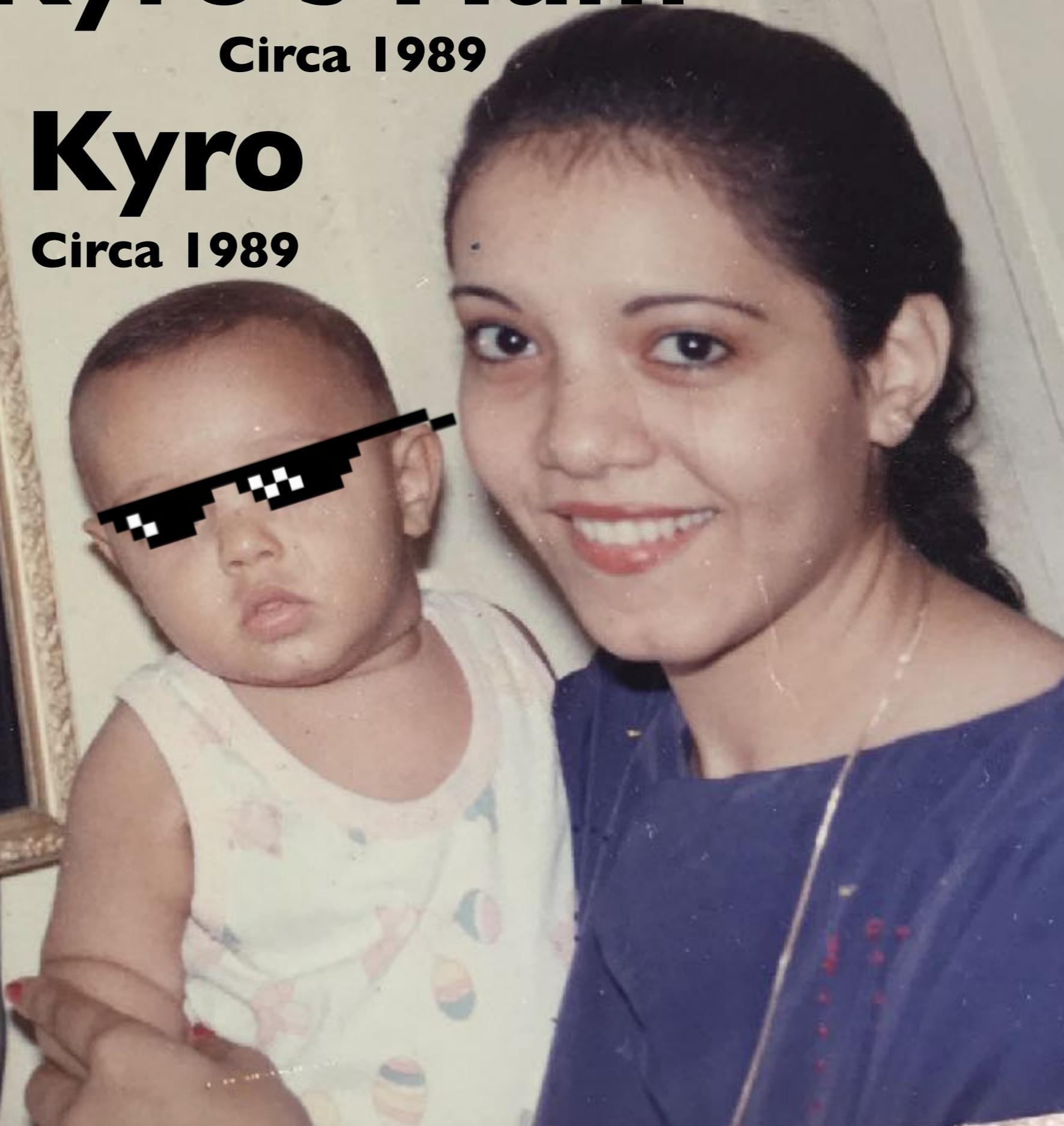
A framed photograph of a bride and groom in wedding attire. The bride is on the left, wearing a white lace dress and holding a bouquet of pink roses. The groom is on the right, wearing a dark suit, a light blue shirt, and a red tie. He has glasses and a boutonniere on his lapel.

Kyro's Mum

Circa 1989

Kyro

Circa 1989





Gabha °

Libya

Egypt

**Saudi
Arabia**

Chad

Abéché °

amena °

Nyala °

Central
African
Republic
° Bangui

Wau ° South
Sudan

Khartoum °

Sudan

Eritrea

Djibouti

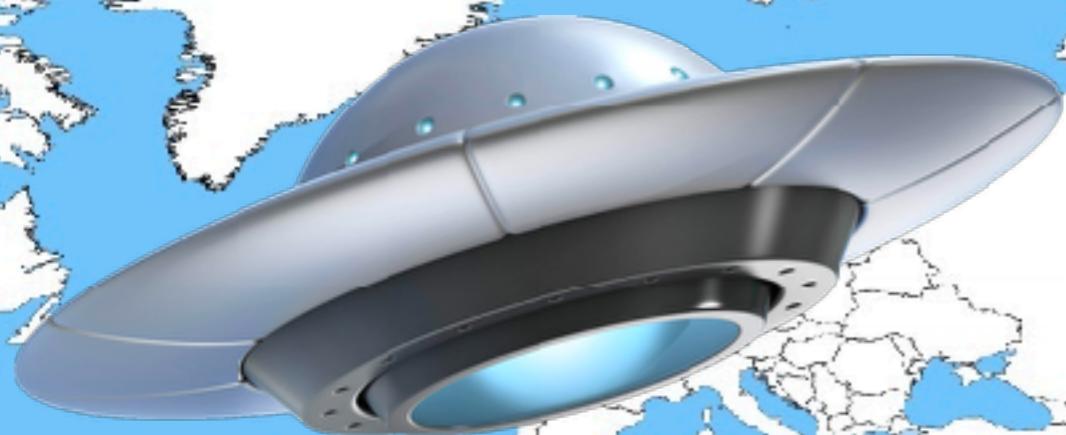
Ethiopia

Somal

eroon



Arctic Ocean



Atlantic Ocean

Pacific Oce

Indian Ocean

Atlantic Ocean

Copyright © Onthewe

1997

Australia



Southern Ocean

I wanted
to be a
pilot





I was a hand
model for
26 years

A photograph of a man dressed as Santa Claus, wearing a red suit and a white beard, performing a dabbing motion. He is holding a large, red, textured stamp with a scalloped edge. The stamp features the word "PATENTED" repeated twice in a circular pattern, with five stars above each instance. The background is a plain, light-colored wall.

Dabbing

since

94



How I See them





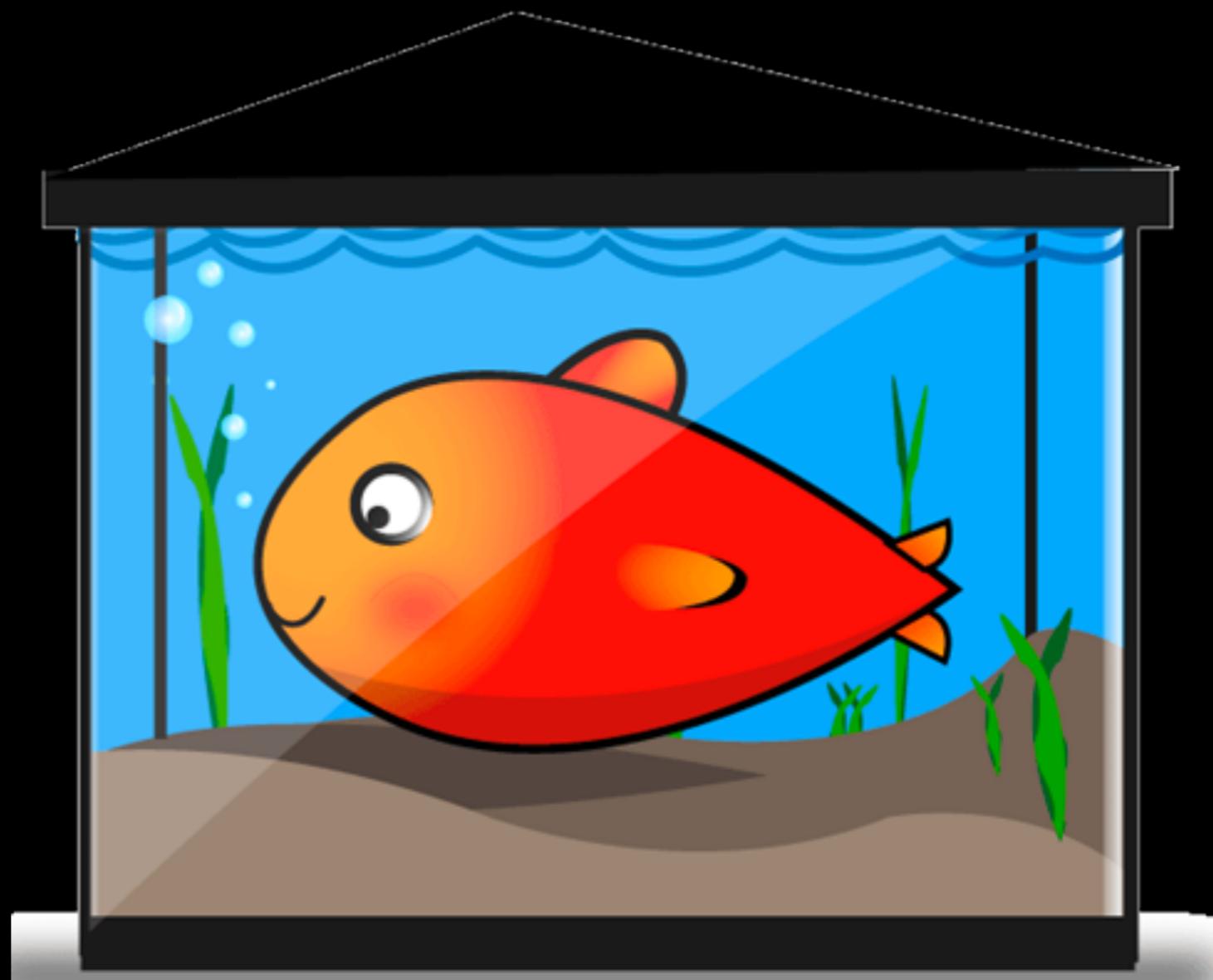
**How they
See me
(probably)**



What does any of this
have to do with anything?



<Begin Relatable Childhood Story>



Remember the fish story
because we're going to
come back to it later

3 Years Ago I picked up where I left off

It was time to revisit fish keeping
Like a professional

Using
DESIGN THINKING
etc, etc..



wtf is even a fish even?

All

Images

Videos

About 1,330,000,000 results (0.60

Species	Amount	All Clear
Neon Tetra	2	Yes
Reticulate (Yoyo) Loach	2	No

Conditions

Current pH
7.2
Low value indicates Acidity (0-6.9)
High value indicates Alkalinity (7.1-14)
In Range
Yes Yes

Current °GH
9.0
General Hardness ("GH)
Indicates hardness due to metals/minerals
In Range
Yes Yes

Current °KH
3.0
Carbonate Hardness ("KH)
Indicates buffer resistance to pH change
Min KH
Max KH
1 8 3 12

Current Temp °C
24.0
Temp °F
75.2
Min Temp
20 23 N O
Max Temp
26 28 P Q
In Range
Yes Yes

Current pH
7.2
Low value indicates Acidity (0-6.9)
High value indicates Alkalinity (7.1-14)
In Range
Yes Yes

Maintenance

Tank Volume
Litres

20.00

Regular Use

Type	Brand	Product Name	Remaining	Cost	mL Per Litre	mL Per 5L	mL Per 10% WC	mL Per 20% WC	mL Per 30% WC	F
Product	Aqua One	Water Conditioner (50ml)	40mL	\$ 8.00	0.17	0.85	0.34	0.68	1.02	
Product	Aqua One	Bio Starter (50ml)	40mL	\$ 7.00	0.10	0.50	0.20	0.40	0.60	
Product	API	Stress Coat +	100mL	\$ 17.00	0.13	0.65	0.26	0.52	0.78	
Product	Seachem	Flourish	90mL	\$ 13.00	0.02	0.10	0.04	0.08	0.12	
Product	Seachem	Flourish Excel	90mL	\$ 13.00	0.03	0.15	0.06	0.12	0.18	
Product	Seachem	Flourish Iron	90mL	\$ 13.00	0.03	0.15	0.06	0.12	0.18	
Product	Seachem	Clarity	90mL	\$ 16.00	0.06	0.15	0.06	0.12	0.24	0.36

First Use

mL Per 5L	mL Per 10% WC	mL Per 20% WC	mL Per 30% WC	mL Per Full Tank	mL Per Litre	mL Per Full Tank
0.85	0.34	0.68	1.02	3.40	0.30	0.00
0.50	0.20	0.40	0.60	2.00	0.60	0.00
0.65	0.26	0.52	0.78	2.60	0.13	0.00
0.10	0.04	0.08	0.12	0.40	0.00	0.00
0.15	0.06	0.12	0.18	0.60	0.00	0.00
0.15	0.06	0.12	0.18	1.20	0.00	0.00

20.00

Regular Use

Use Dropdowns On Volume Type

Product Dosage Calculator (Fluid Volume)

Step 2: Product Dosage

Bottle Says Add

5.00

Millilitres (mL)

Per

30.00

Litres (L)

Step 3: Treatment Needed

0.25

Millilitres (mL)

Add

(One of the
following)

0.01

Ounces (Oz)

0.00

Litres (L)

0.00

Gallons (Gal)

Conversions

Fluid V

	Millilitres (mL)	Ounces (Oz)	Litres (L)	Gallons (Gal)
--	------------------	-------------	------------	---------------

Step 1: Volume Treated

Volume

50.00

Ounces (Oz)

50.00

50.00

1.69

0.05

0.01

Millilitres (mL)

Ounces (Oz)

Litres (L)

Gallons (Gal)

100.00

2957.35

100.00

2.96

0.78

100.00

100000.00

3381.40

100.00

26.42

330.00

1249185.63

42240.00

1249.19

330.00

Tank Volume Calculator

Width (cm)

Height (cm)

Length (cm)

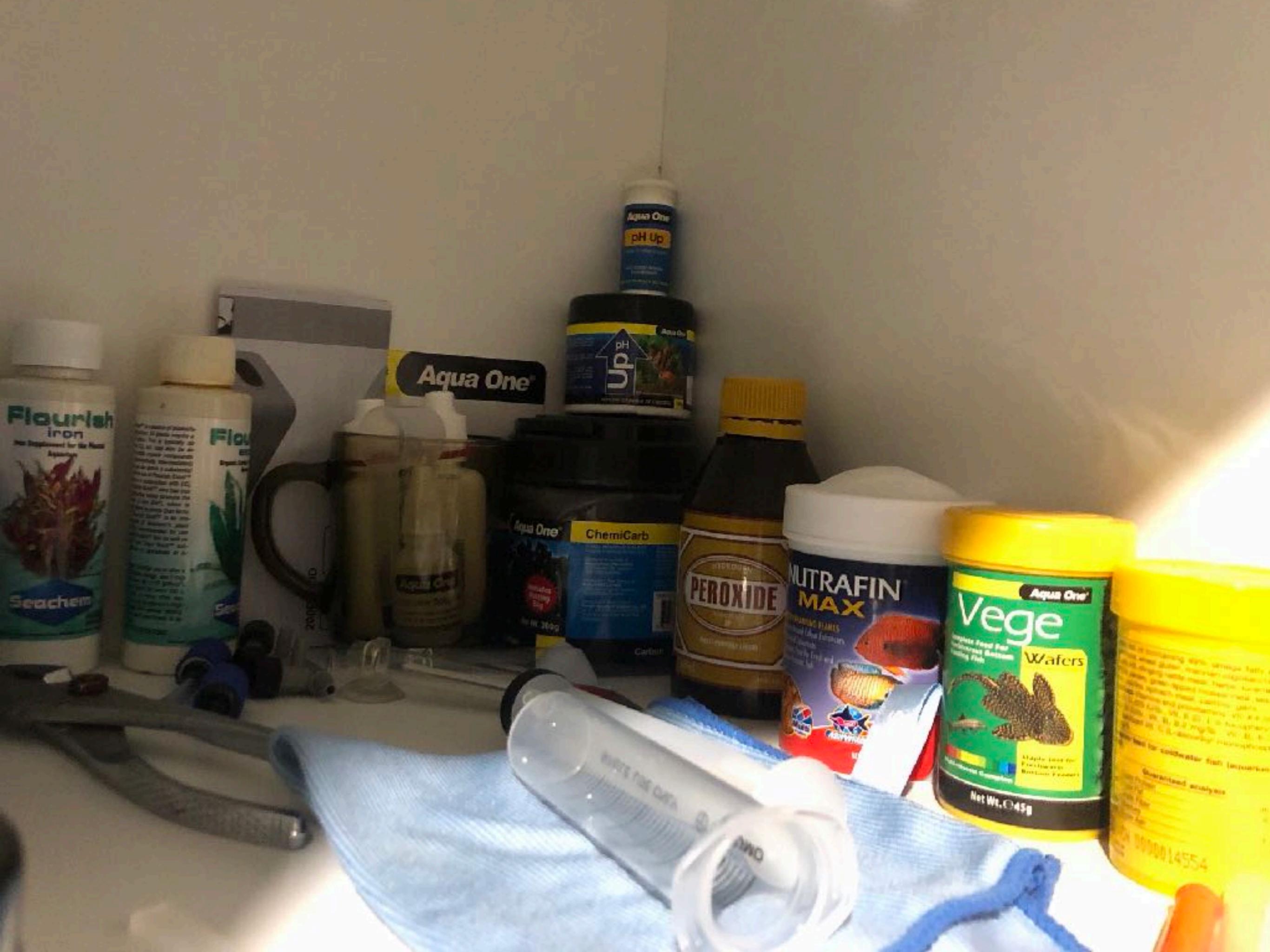
Volume (L)

30.00

30.00

30.00

27.00



GUIDE



EN Instructions
in English

Includes: 7 Test Bottles

MESURE PH, HIGH
AMMONIAQUE, NITRITE

TESTS pH,
NH₃, NO₂

* Fast *

* Rapide • Simple • Précis

FRESH
MASTER



202610 EXP 06/2023





API® STRESS COAT®+

MAKES TAP WATER SAFE

- Removes chlorine & chloramines
- Detoxifies heavy metals

PROTECTS FISH

- The healing power of Aloe Vera
- Proven to reduce fish stress
- Replaces slime coat



16 FL OZ (473 ml)

Treats up to 1000 gallons
on fresh or salt water

Aqua One®

ChemiC-





Fish-Centred Design



0:01 / 1:35

Fish-centered Design (Pt.1)

309 views

1 like 5 0 dislike

Species of Fish = Personas

Limitation:

You can't exactly
interview users

I'm not the only one who
could benefit from this



A promotional photograph for the TV show "Shark Tank". Five hosts are standing in a row against a dark, modern background featuring a large circular opening. From left to right: Mark Cuban (in a black suit), Barbara Corcoran (in a black dress), Kevin O'Leary (in a black suit), Dayna Devon (in a blue dress), and Robert Herjavec (in a blue suit).

SHARK TANK

\$400,000,000

For

5%

A close-up photograph of Steve Carell's face. He has dark hair and brown eyes. His mouth is wide open, showing his teeth, and he appears to be shouting or reacting to something with surprise. The background is dark and out of focus.

F*ck off Kyro

**Ok that last part didn't actually happen...
But here's what DID happen.**

Applying Design Thinking to Fish Keeping

made me a more
Empathetic & Scientific
Designer

Made me
a more thoughtful, patient
human being

It taught me that
**Problems in seemingly unrelated domains
can teach us a lot about UX & HCD**

Most
Importantly

Suffering
Humanity
Language

Language

Internal Dialogue?

Words transform our perception of reality.

Affirmations

I am Complete

I Improve every moment

I am Creative

I am Content

I am Enough

This moment is Enough

This moment is Blessed

I am Blessed

I am Lucky

I am Gratitude

I am Excellence

I am Peace

I am Tranquility

I made the best decisions at the time

I am Kind to myself

Language is a profound phenomenon and not just a means of communication

These are phrases that aren't vocalised very often, but shape my world, every day.

**Words have
shaped Civilisations**

**“Cultures are virtual realities
made of language.”**

Terence McKenna

The right combination of words,
spoken at the right moment,
with the right tone,
to the right audience,
have many times
changed the course of history.

**“If the world is made of language,
then you can hack it in the sense
that you can hack code.”**

Terence McKenna

“Without language, one cannot talk to people and understand them; one cannot share their hopes and aspirations, grasp their history, appreciate their poetry, or savour their songs.”

Nelson Mandela

Every key cultural or technological epoch has given us new language to describe the world and these new paradigms.

Cars

Horseless Carriage

Computers

Electronic Brain, Megabytes

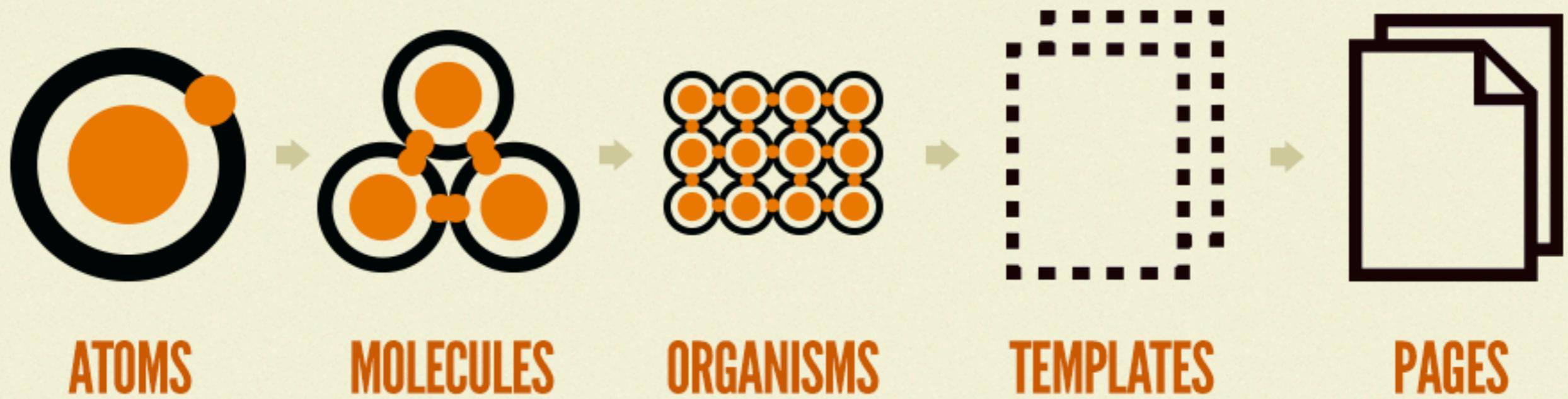
AI

Machine Learning, Neural
Networks

UX Crazy 8s, Human-Centred Design, Design Thinking

We've borrowed a lot of language from the domains of Marketing, Physical Product Design, Architecture, Psychology, Physics even...

Atomic Design





Back to fish...





Johnny Utah

Piers Morgan

In the wild they live in a **Habitat**

Swamp
Coral Cluster
Cave

**This Habitat is
part of an Ecosystem**

This Ecosystem is
part of a **Biome**

Dessert
Ocean
Forest

This Biome is
part of a **Biosphere**

Planet Earth

Biosphere

Biome

Ecosystem

Community

Population

Individual

What if we could use the
Language of Ecology & Biology
to talk about Design

As an example

Design ~~Cybersecurity~~
Habitats

Systems

- Fixed
- Systematic
- Process
- Order
- Structure
- Organisation

Habitats

- Dynamic
- Living
- Interconnected
- Balance
- Evolution
- Natural Selection
- Organisms
- Organisation

Both are fairly similar

One makes us
think different™

**It has different
undertones & peripheral structures**

Atlassian Design System Analytics

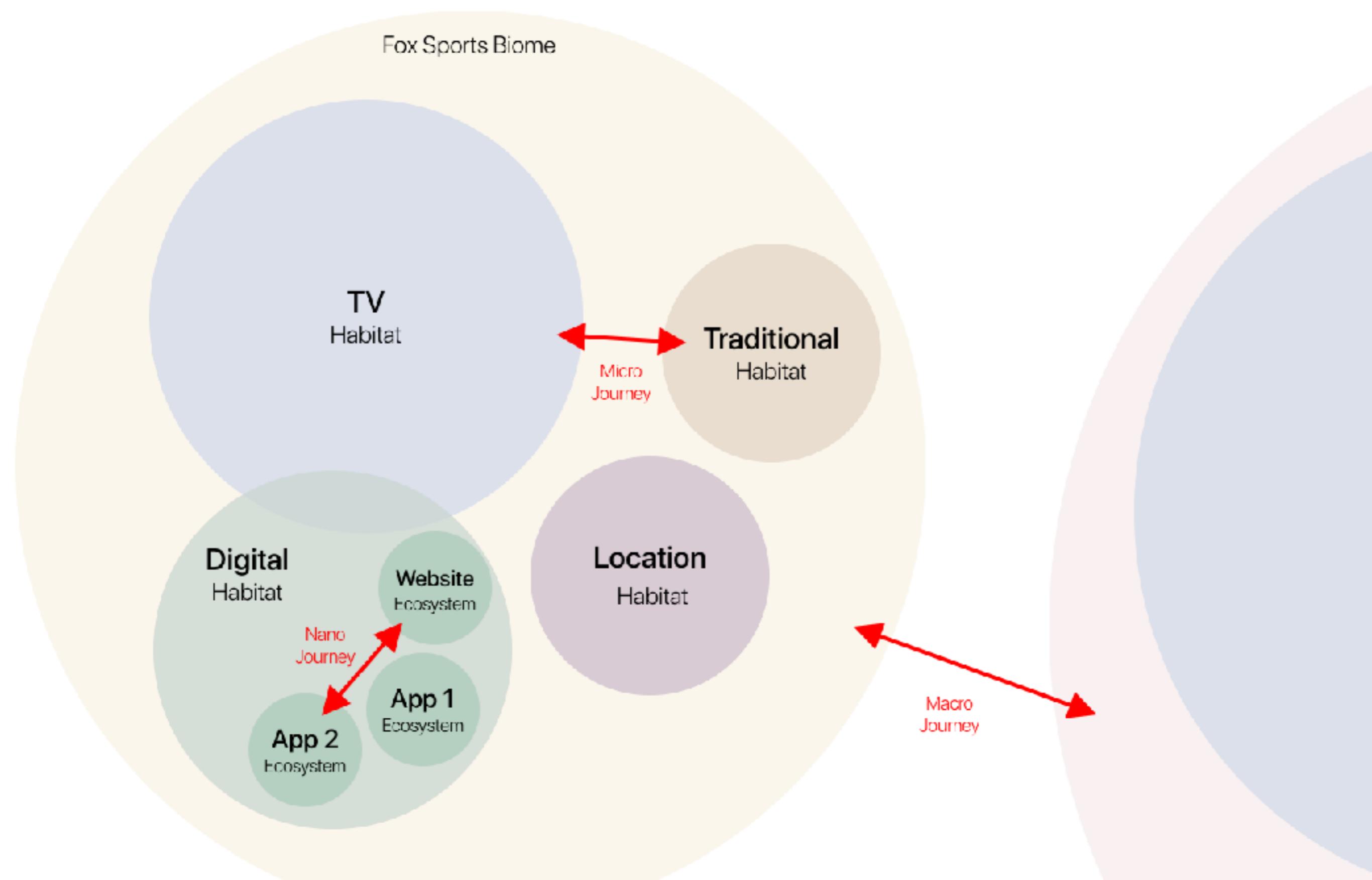
- Natural Selection
- Mutation
- Evolution

Nature is the ultimate
User Testing
mechanism

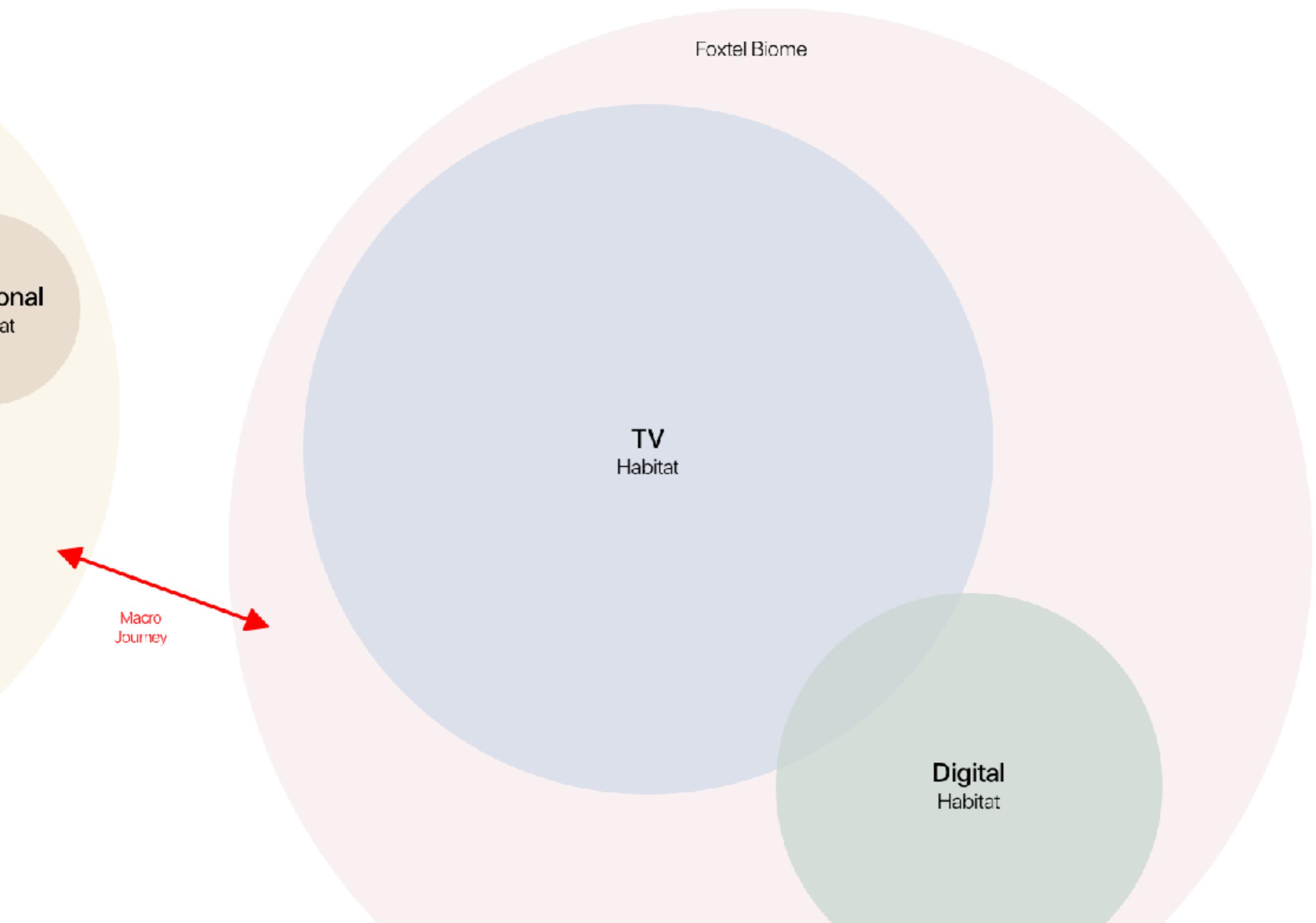


Example

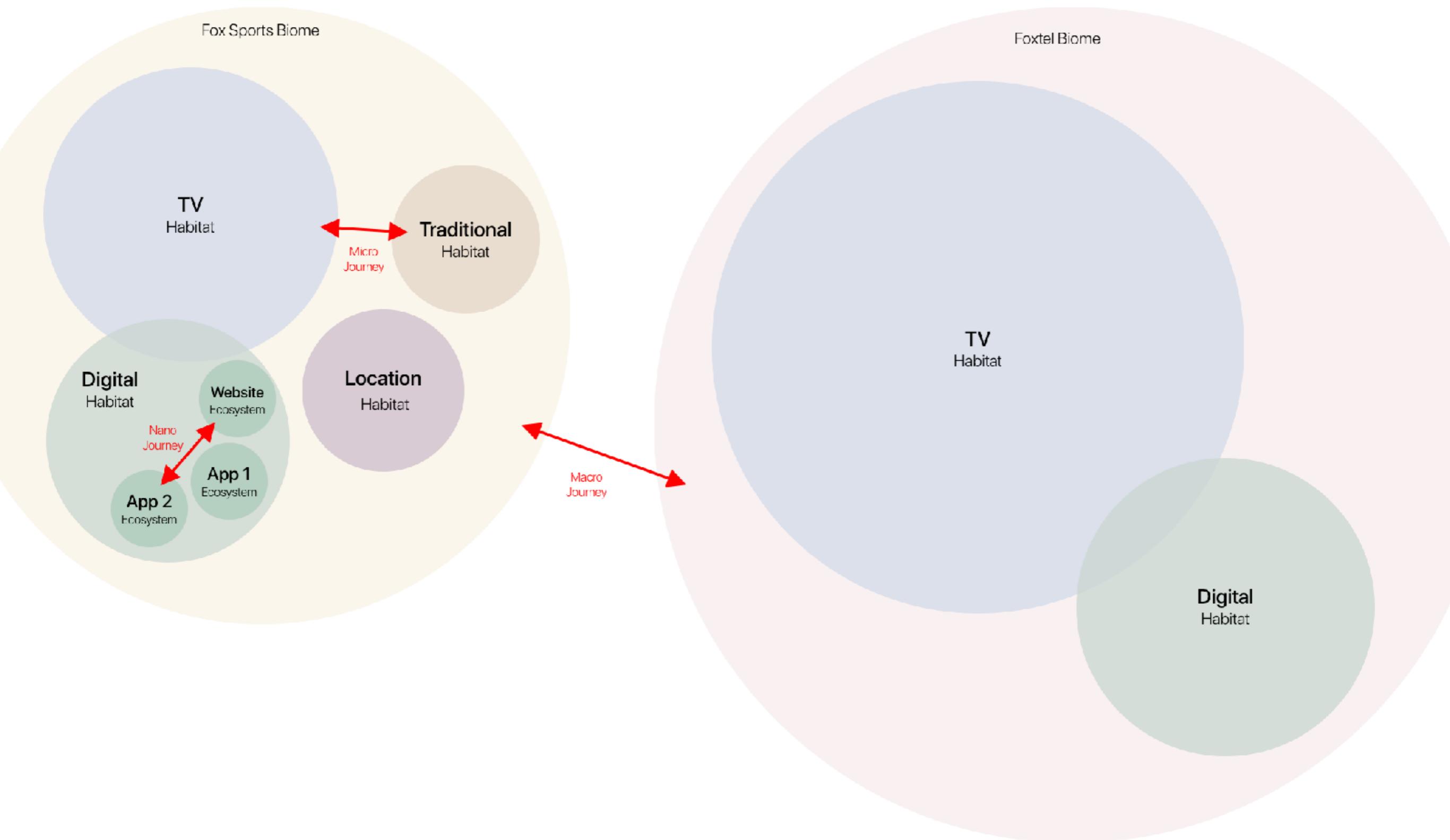
News Corp Biosphere

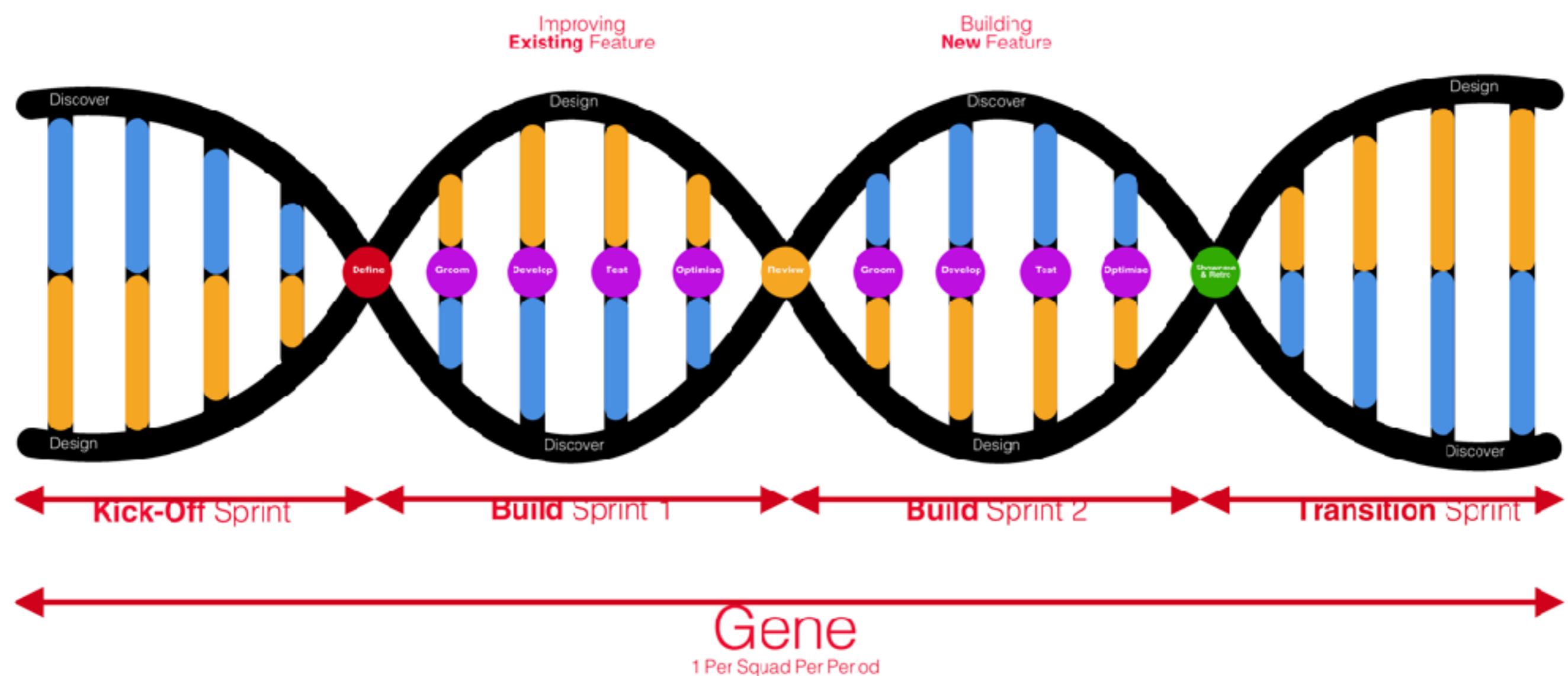


News Corp Biosphere

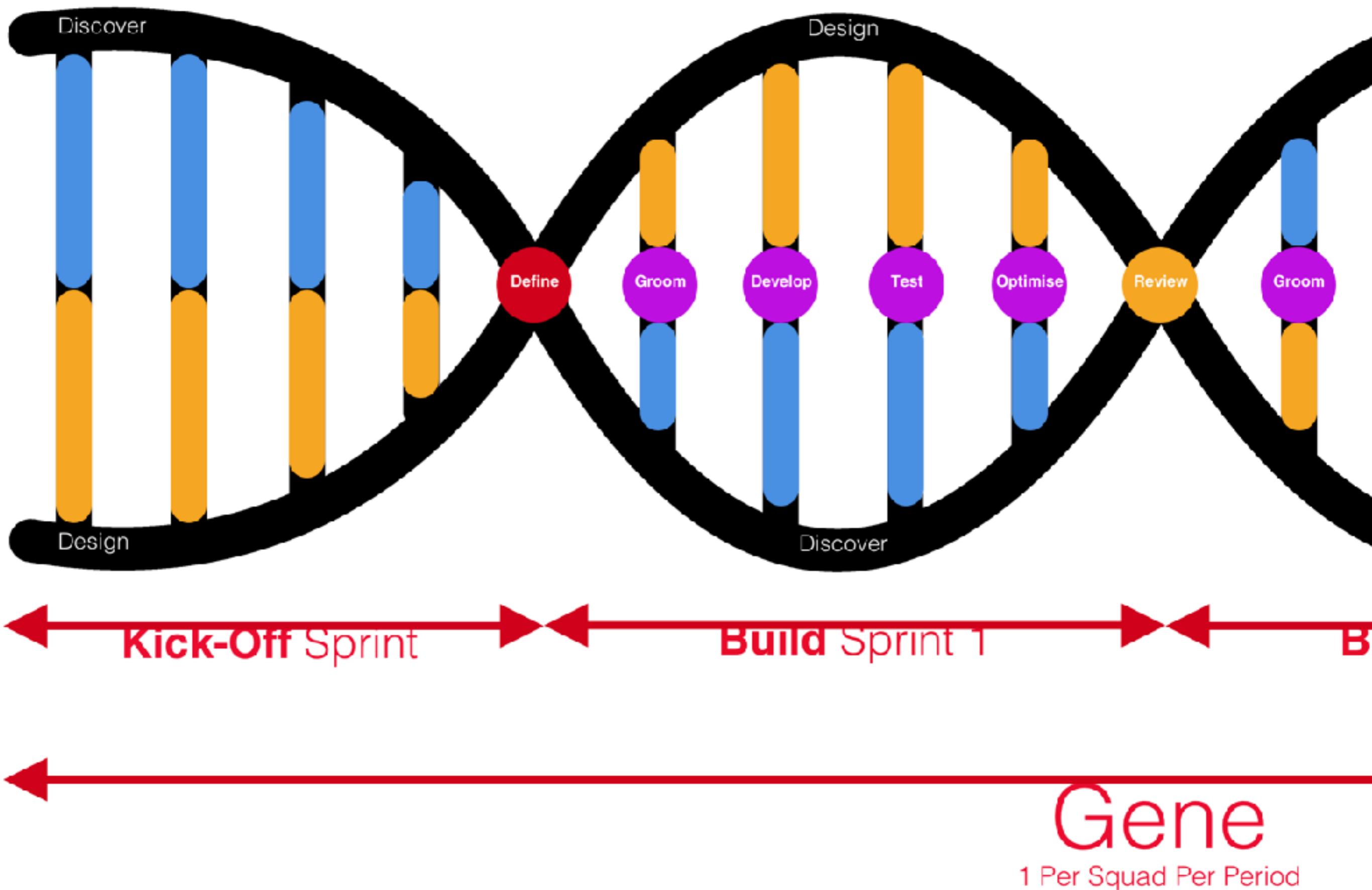


News Corp Biosphere

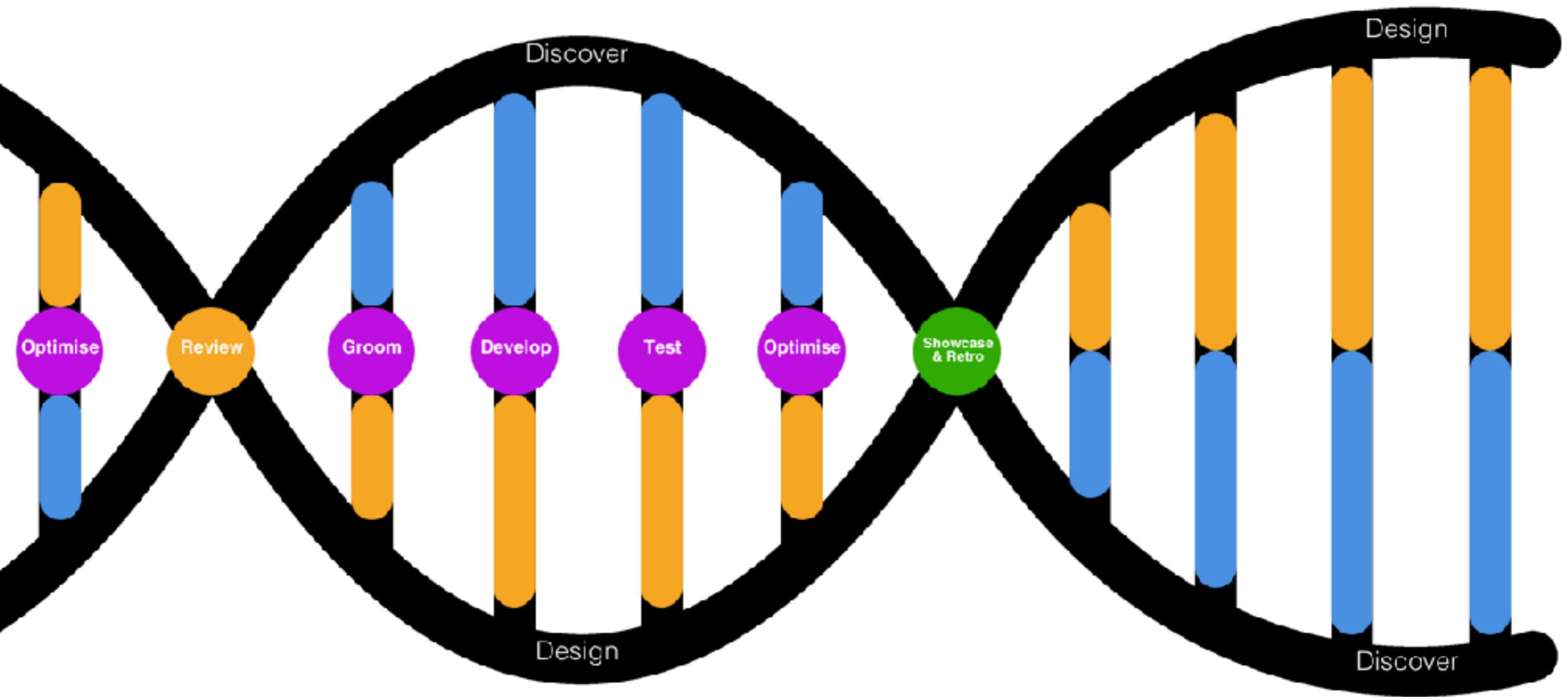




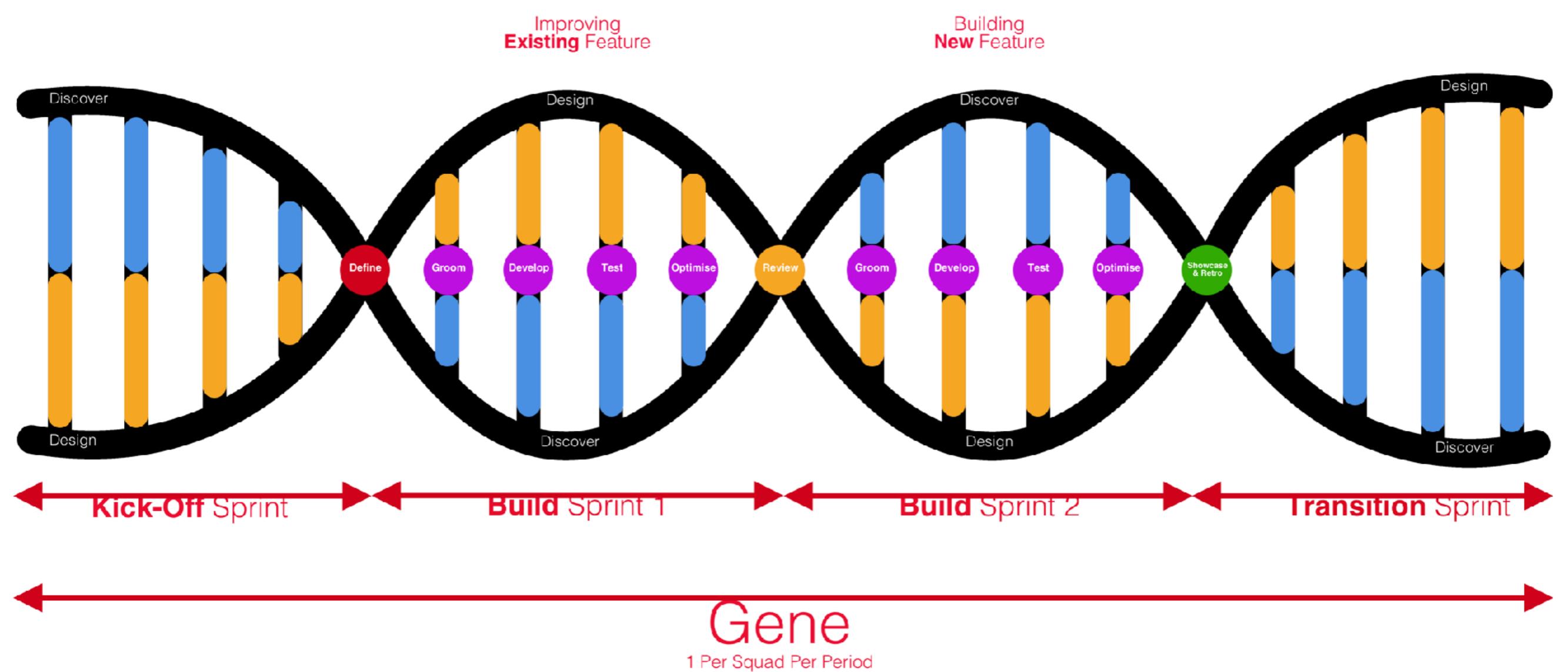
Improving Existing Feature



Building New Feature



Gene
1 Per Squad Per Period



Thinking in terms of Biology & Ecology

Contributing to a larger body
Evolution

Two Ongoing Streams

- Discover
- Design

Cycles/Periods

Mutation?

Natural Selection

**This isn't a how to guide
it's an invitation to
start a
conversation
about language.**

**“We can move no faster
than the evolution
of our language”**

Terence McKenna

We need better
language to help us
design the world of the
future with intent.

Before we can begin to intelligently imagine the future, we must first learn how to speak about the future.

Words that efficiently
convey clues as to
HOW we should design.

We all need to contribute to language with more intent and thoughtfulness.

We need to form
linguistic panoramas
that inspire and
empower people.

**From personas to
Persons.**

**From conscientiousness to
Consciousness.**

**From word-smithing to
word-Engineering.**

I believe that the most effective way to change the world, is through language.

Words don't merely
describe things;

They form the
glasses,
microscopes,
binoculars and
telescopes by which we
perceive reality.

They allow us to
Zoom OUT
from humans and into
the wider living
machine that is our
planet.

They allow us to
Zoom IN
and address the needs
of individual persons,
not just personas.

On that note...

**Humane
Centred
Design**

Humane-Centred Design

Not who we design for, but HOW we design and how it impacts every being and every thing around us.

“Humane centred design” as a new term forecasts that these issues will be an even bigger crisis in the future:

- Privacy
- Immigration
- Homelessness
- Mental Health
- Animal Welfare

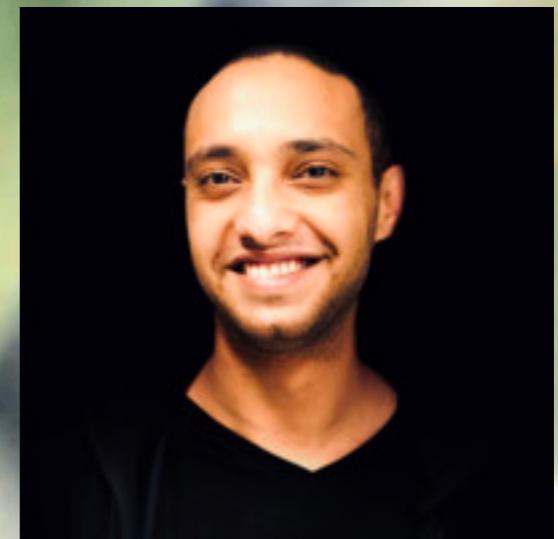
Design empowers us to
improve the World,

Language empowers us
to improve Design.



Thank you!

ux.gl/talk



kyro.com.au



userexperience.guide

or

ux.gl

A library of UX resources
for Students & Specialists