

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



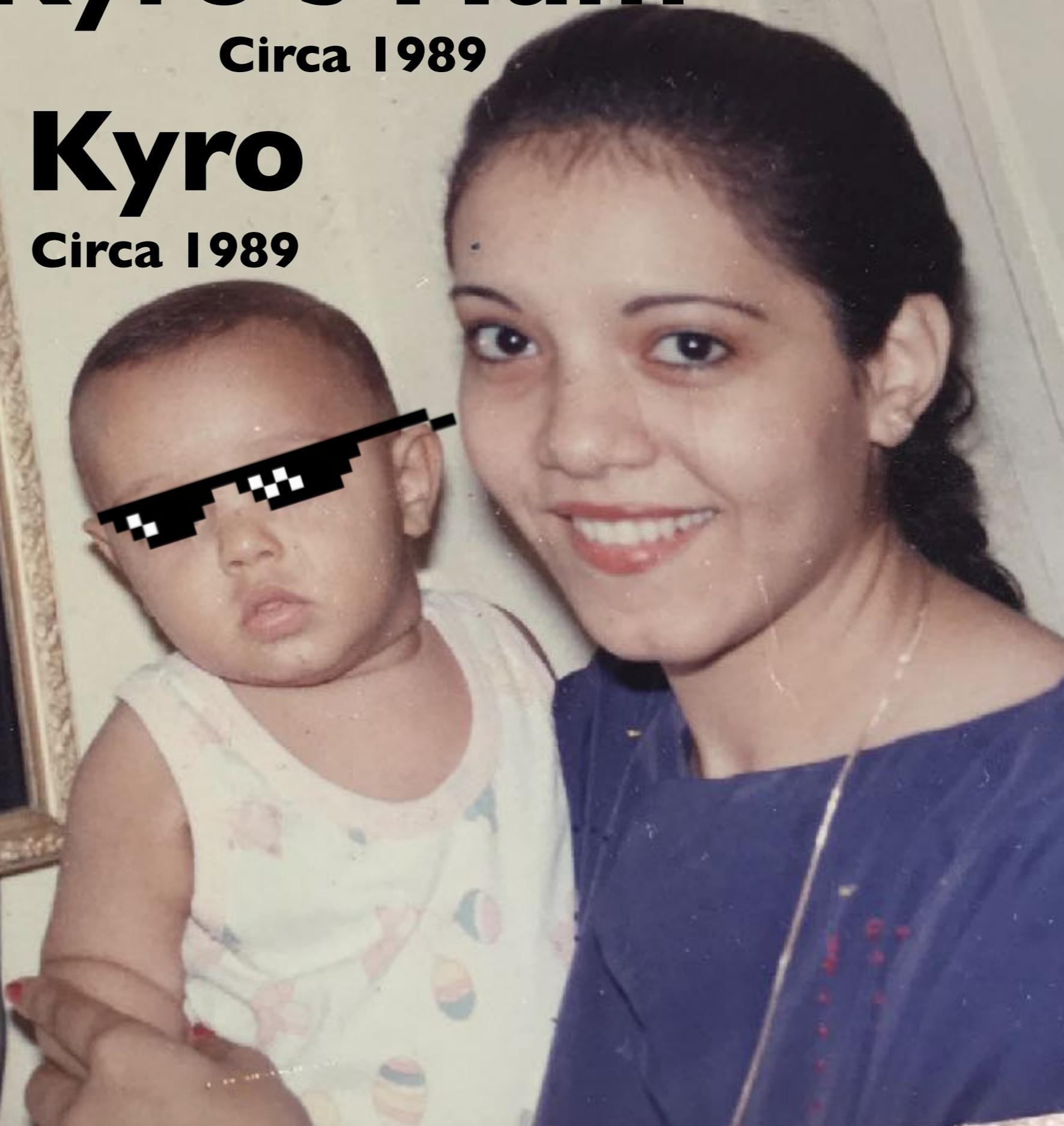
A framed photograph of a bride and groom in wedding attire. The bride is on the left, wearing a white lace dress and holding a bouquet of pink roses. The groom is on the right, wearing a dark suit, a light blue shirt, and a red tie. He has glasses and a boutonniere on his lapel.

**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

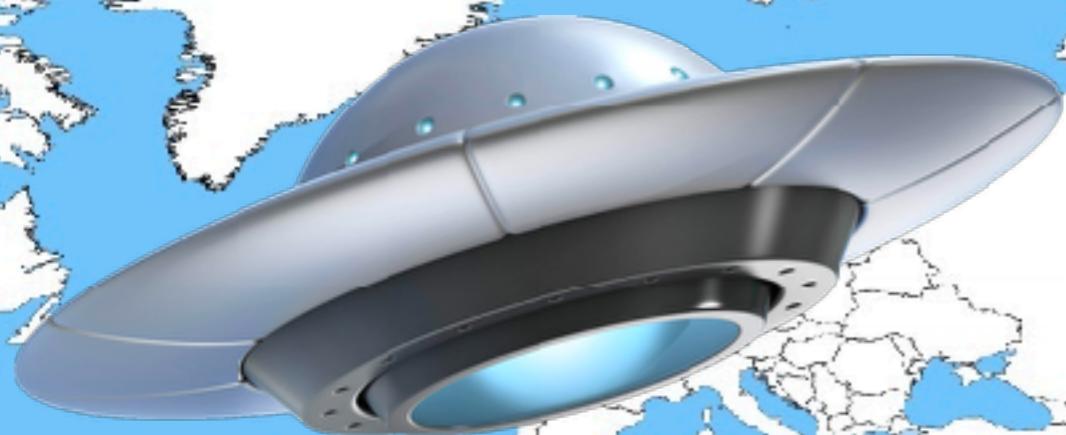
Ethiopia

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





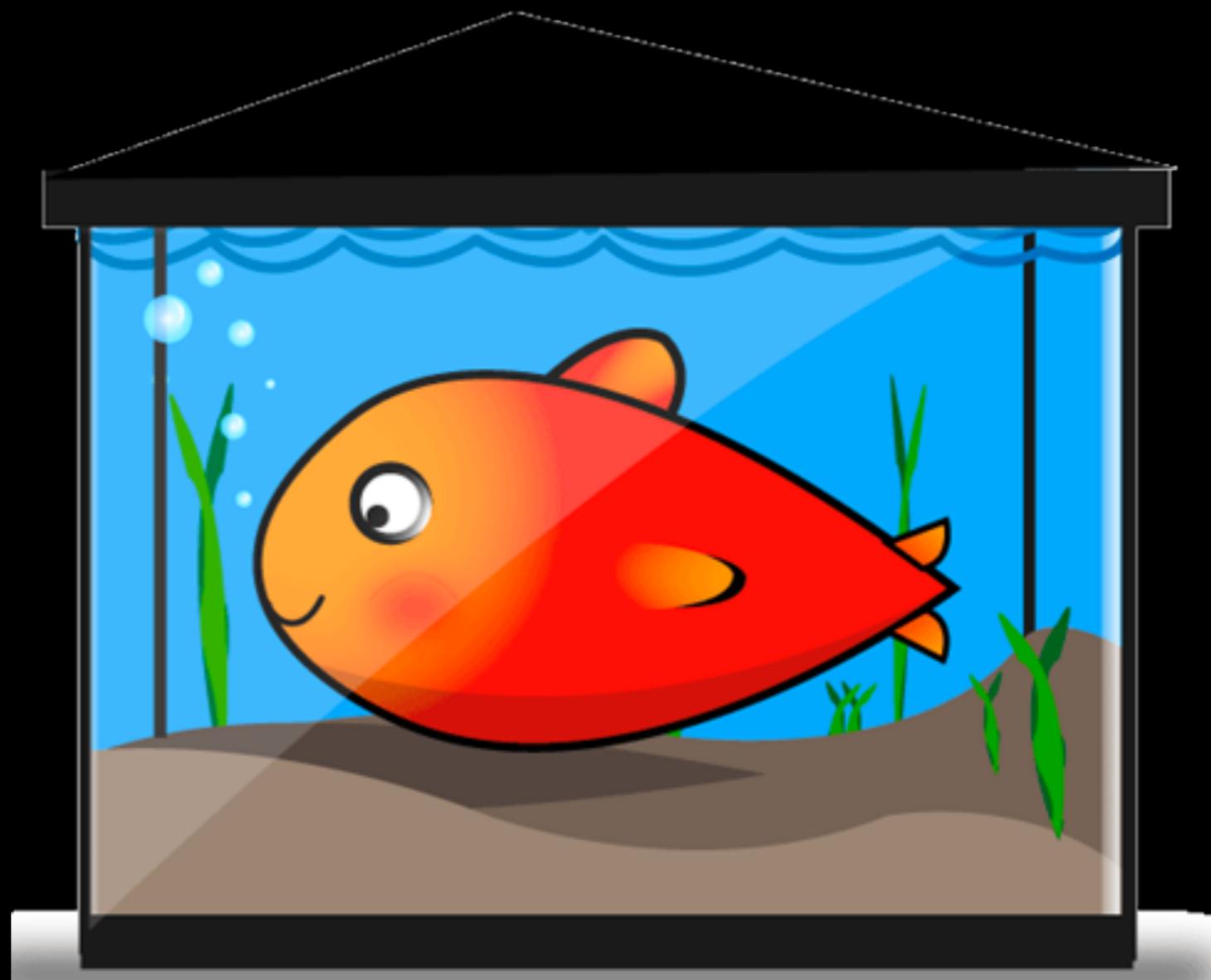
**How they  
See me  
(probably)**



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  
Max Temp  
26  
28  
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)

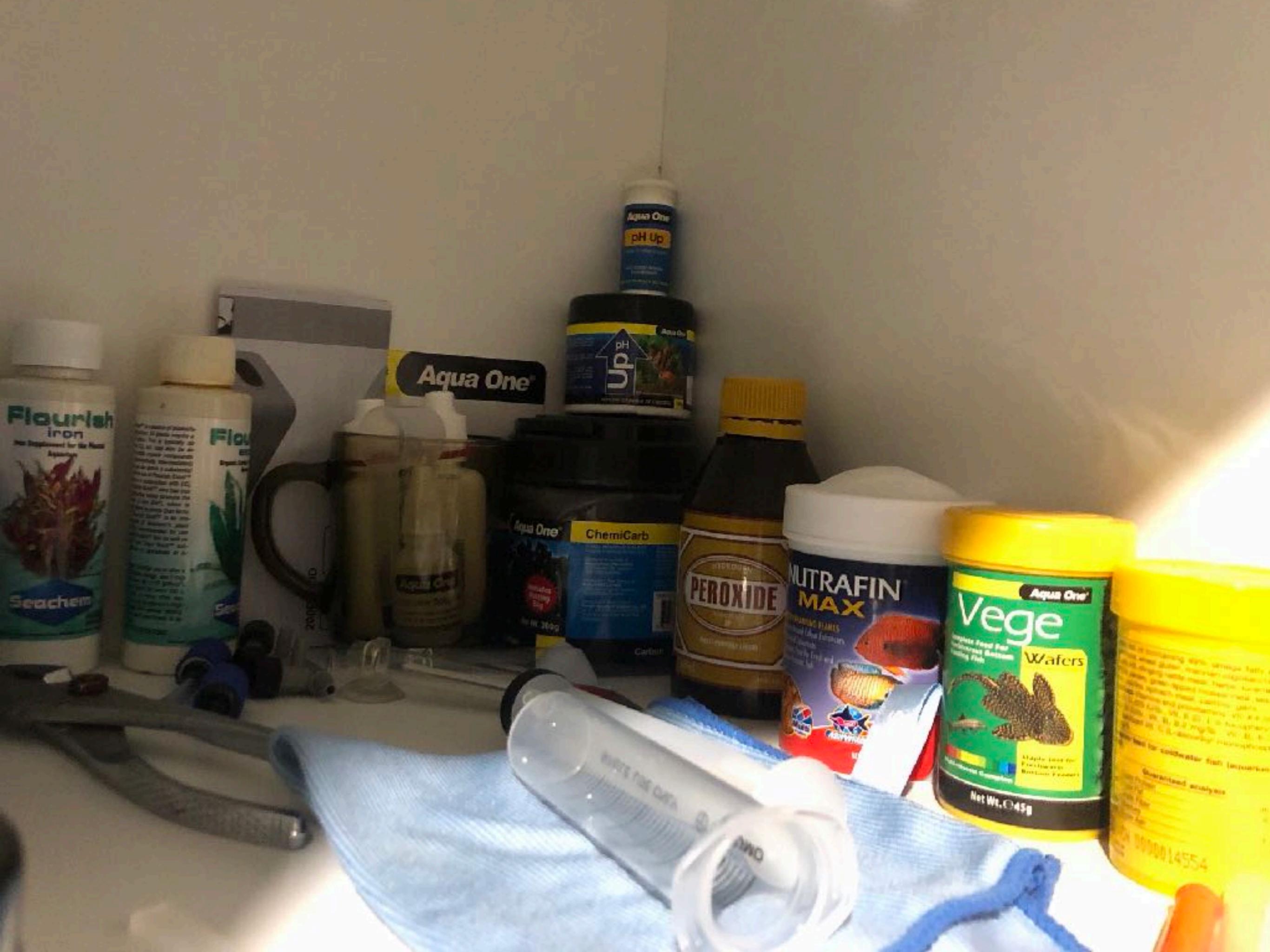
Volume (L)

30.00

30.00

30.00

27.00



Aqua One®



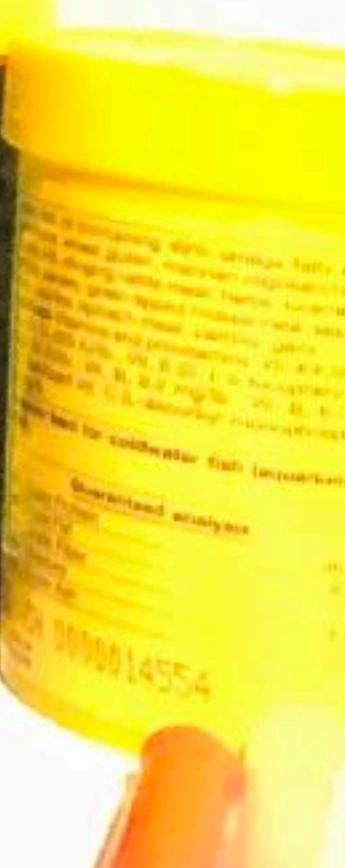
ChemiCarb



ULTRAFIN  
MAX



Net Wt. 045g



GUIDE



EN Instructions  
in English

Includes: 7 Test Bottles

MESURE PH, HIGH  
AMMONIAQUE, NITRITE

TESTS pH,  
NH<sub>3</sub>, NO<sub>2</sub>

\* Fast \*

Rapide • Simple • Précis

FRESH  
MASTER



202610 EXP 06/2023

EXPIRES  
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

Start Up &  
Change Water

Adding  
Fish





# 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**

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

**Terence McKenna**

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

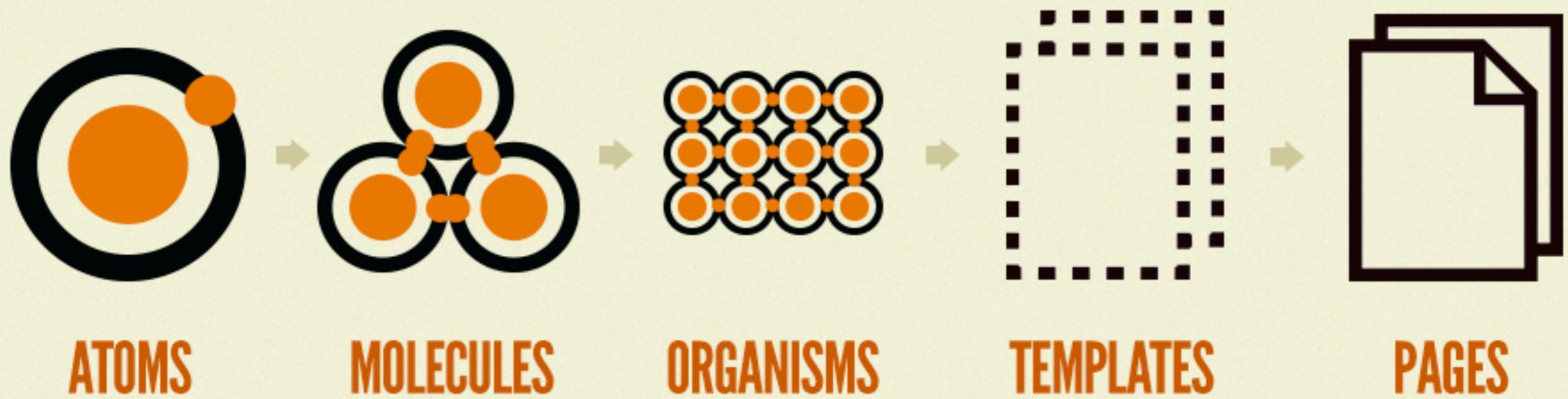
AI

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

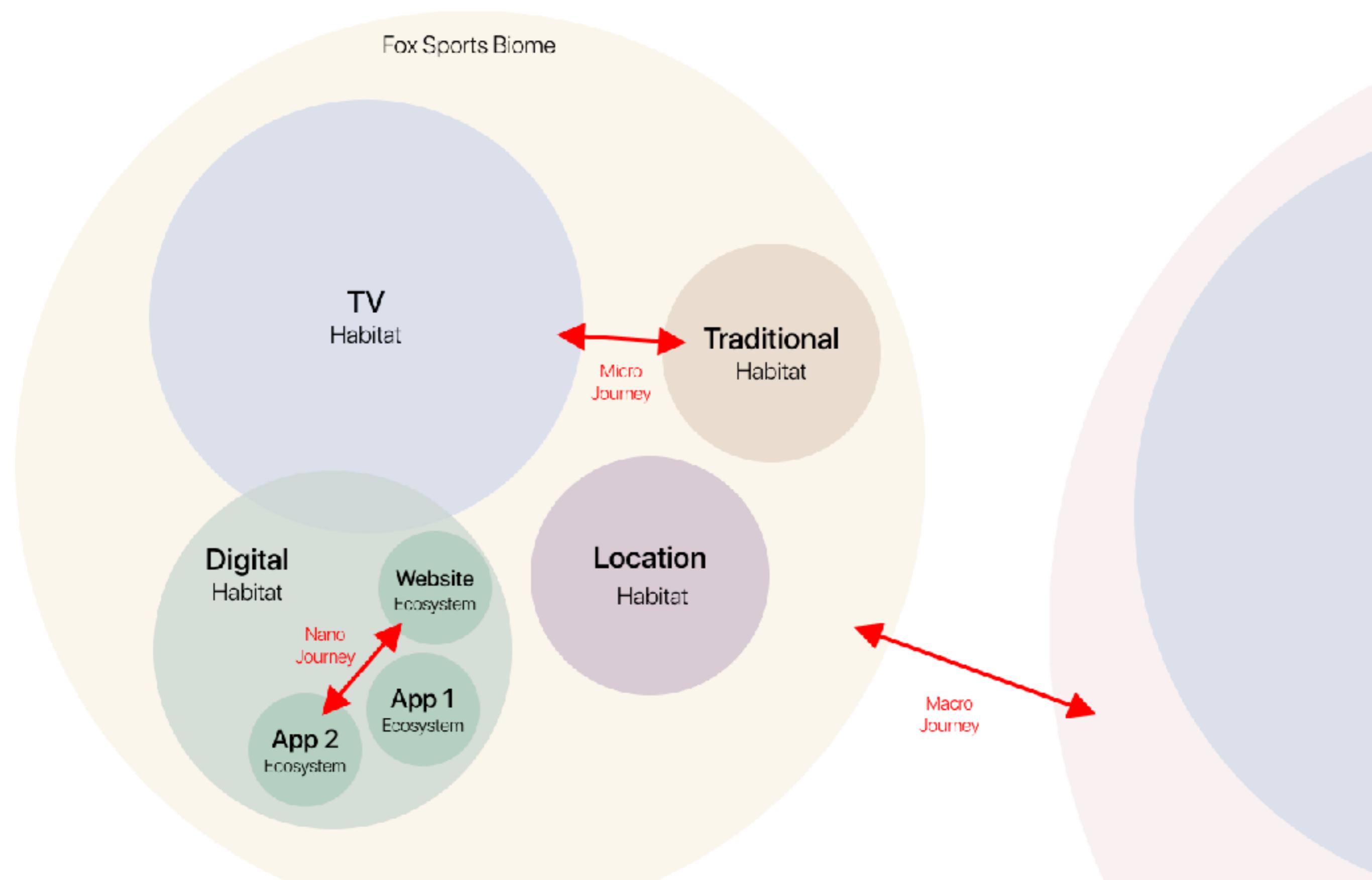
- Natural Selection
- Mutation
- Evolution

Nature is the ultimate  
**User Testing**  
mechanism

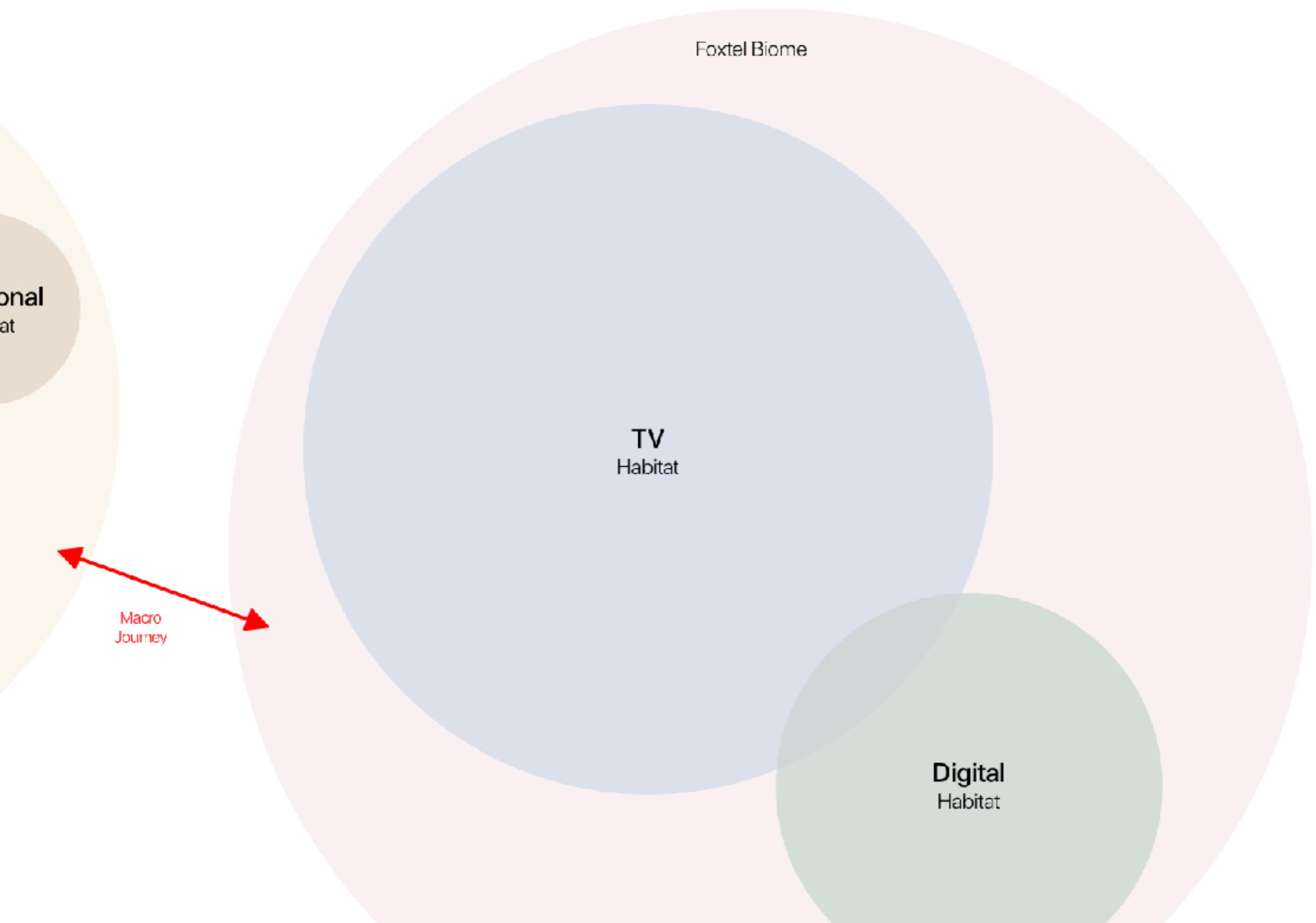


Example

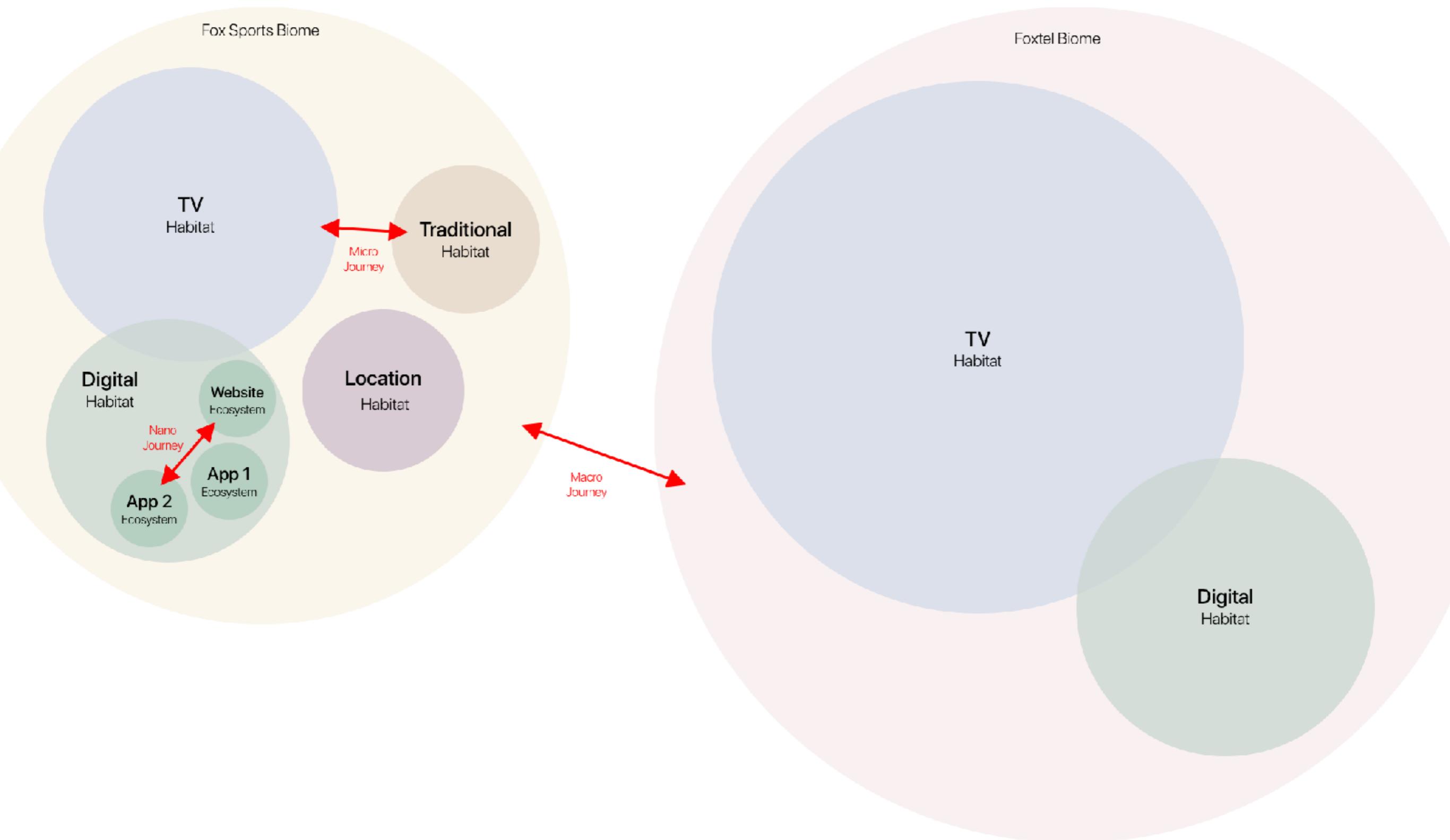
# News Corp Biosphere

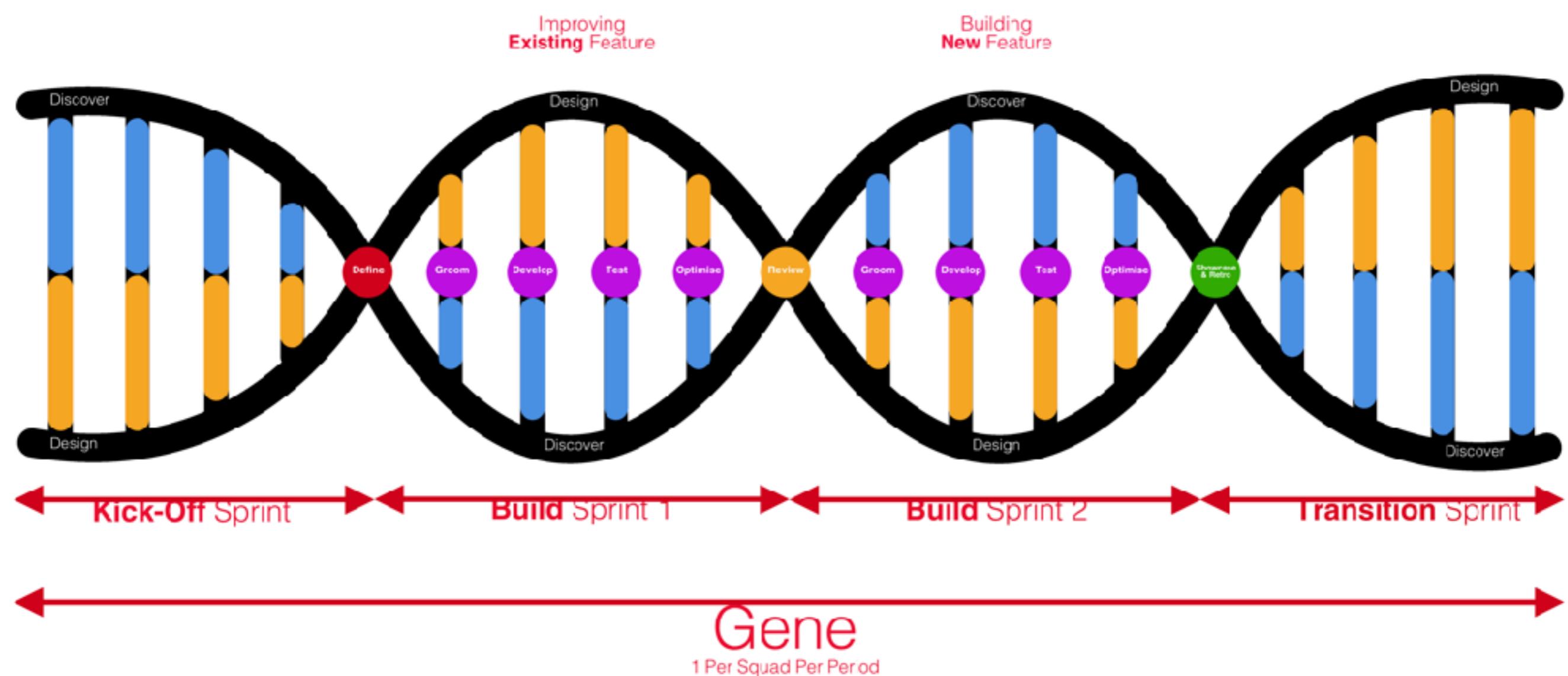


# News Corp Biosphere

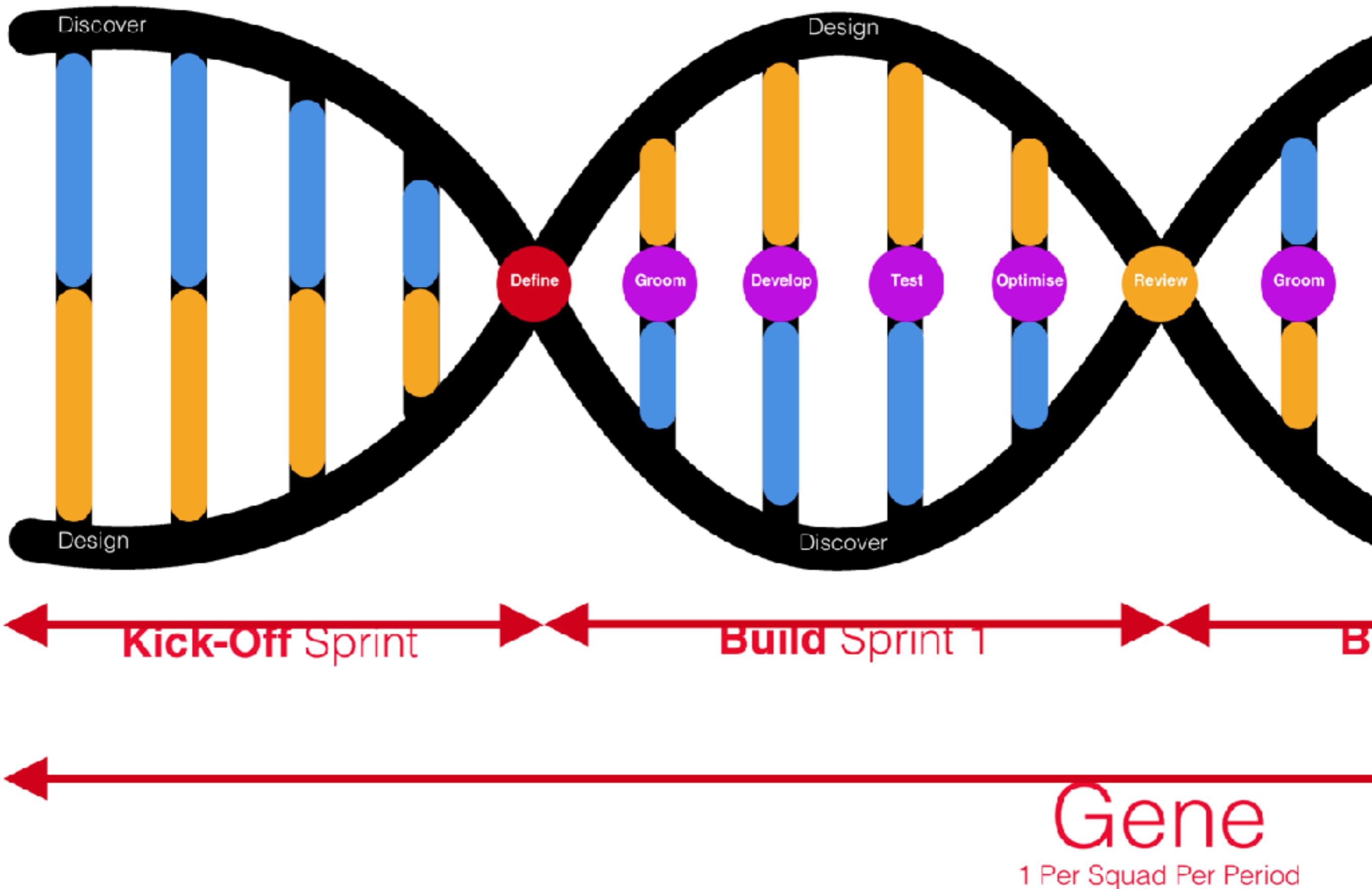


# News Corp Biosphere

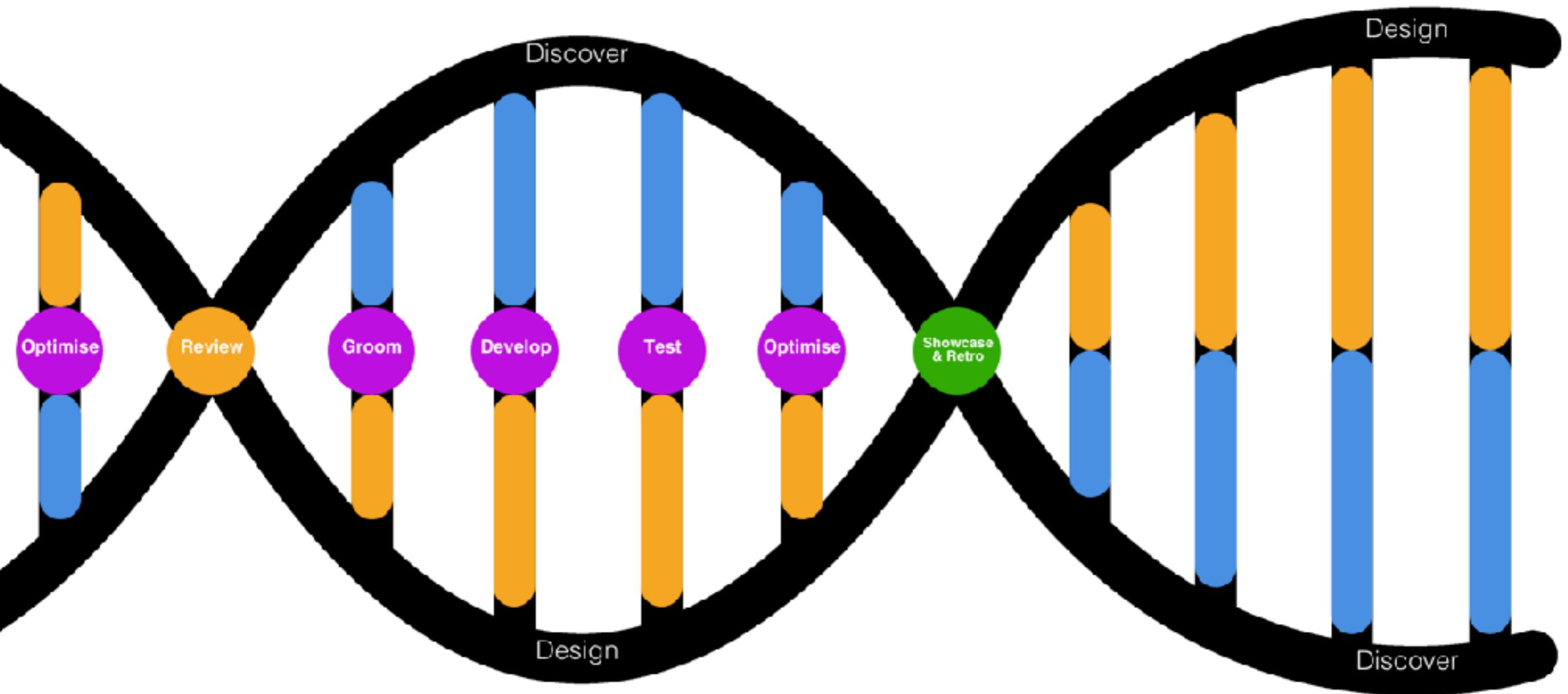




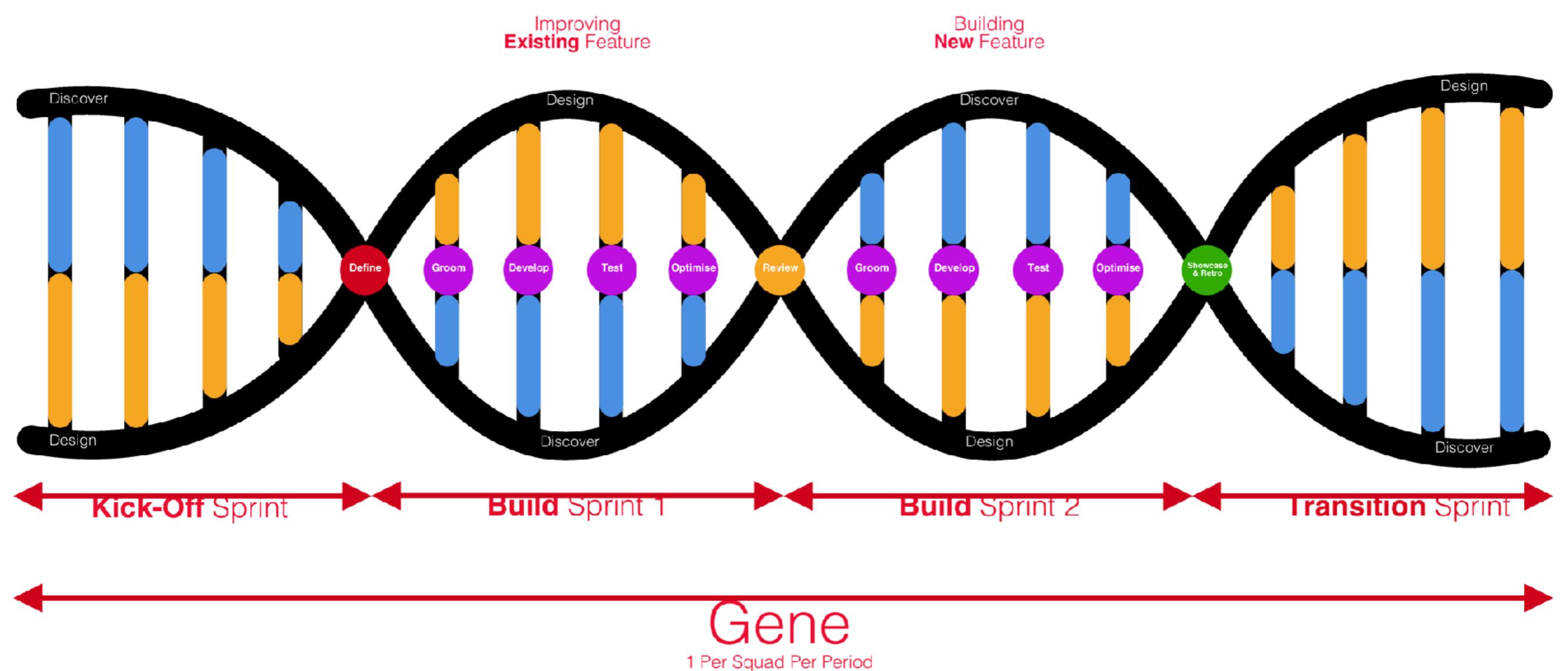
## Improving Existing Feature



## 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 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

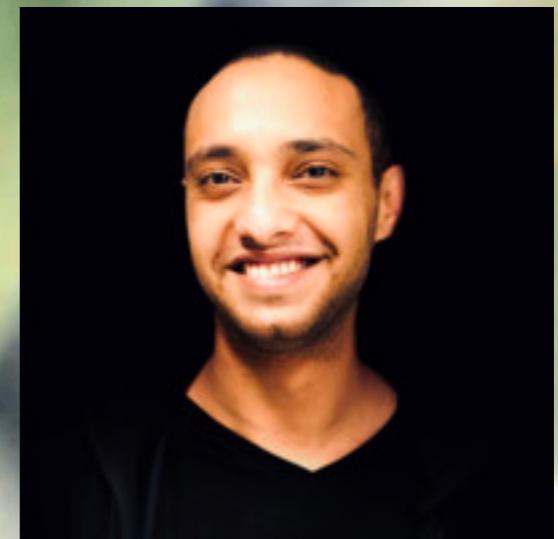
Design empowers us to  
improve the World,

Language empowers us  
to improve Design.



Thank you!

[ux.gl/talk](http://ux.gl/talk)



[kyro.com.au](http://kyro.com.au)



[userexperience.guide](https://userexperience.guide)

or

[ux.gl](https://ux.gl)

A library of UX resources  
for Students & Specialists