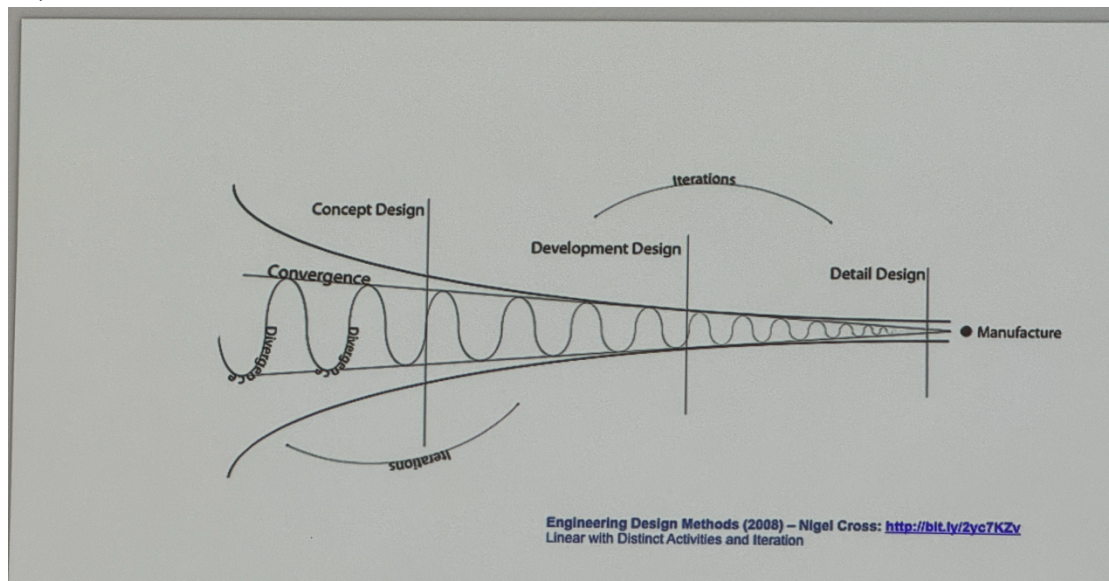**Tracy Ma 的 Nicer Tuesdays**

Tracy Ma, Visual Editor at The New York Times, talks about some of her thoughts on visual design in this "Nicer Tuesdays" interview and shows us that the websites she has made are based on current topics. In her presentation, she raised the role of empathy in design.

Harvest:

Empathy: Tracy Ma proposes that if a design is to fully engage the audience, it must first understand the reader's thoughts, conduct first-hand and second-hand research, and understand what people are saying about current events. This approach can make the content of the design or the content of the magazine resonate with the audience, not only enhance the narrative of the design content, but also show the visual design in a storytelling way.

Collaboration: She said that the most important part of her design process is the collaboration with the text editor and the technical team, because a good design is followed by a tacit team, which can bring together everyone's technology, inspiration, ideas and ideas to produce an excellent design that has both impactful visual experience and valuable textual content.

Iterative updates: She suggests that good designs are constantly refined and updated based on feedback, and that the design should be tested by users and modified based on feedback, so that the content not only keeps it fresh, but also improves the relevance of the content to the idea. No design can be perfect the first time, it is all subject to continuous updates and improvements.

Engineering Design Methods (2008) – Nigel Cross: http://bit.ly/2yc7KZv
Linear with Distinct Activities and Iteration

In conclusion, I was inspired by Tracy Ma's presentation in three ways: to design with empathy and connect with the audience; Collaborate with people from different disciplines to increase creativity and productivity; Iterate, keep the design innovative, and constantly optimize it. I think these gains are inspiring in my future design in terms of communication and narrative, and she also gave several excellent examples, and the visual effects are very worthy of reference and learning.
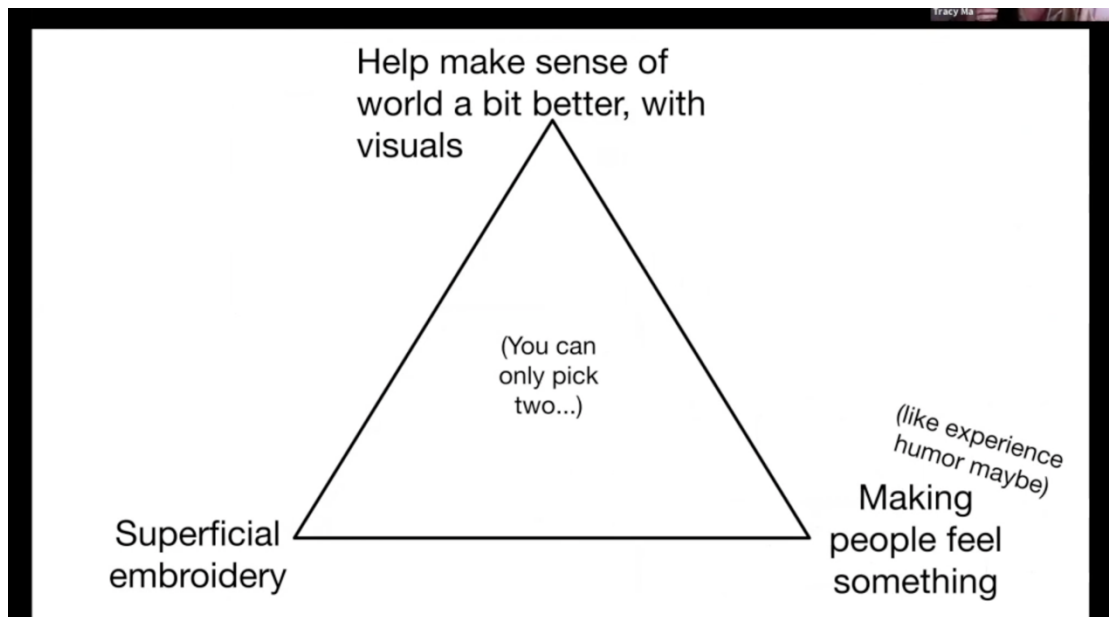
Avatar Robot Cafe in Tokyo

This case study is about the Avatar Robot Cafe in Tokyo, which has adopted a very groundbreaking initiative in the transformation of the coffee shop by remotely operating the robot Avatar to serve customers who come to drink coffee, which is designed to not only improve the inclusiveness of the service industry, but also demonstrate the success of the café's digital transformation.

Harvest:

Care Inclusivity: The success of this case shows that technology can expand the inclusiveness of the environment through rational design, through the design and application of robots, this café can enable people with physical disabilities to participate in social work, and optimize the survival of individuals, generating personal value and satisfaction, this case shows that design creates opportunities and value for people in different roles.

Focus on user experience: It not only gives operators and customers a good experience for coffee, but also highlights the importance of user-centricity in interaction design, so it is important to fully research and analyze the user group before starting the design. This project exemplifies the role of technology in augmenting, rather than replacing, human capabilities by allowing operators (people with disabilities) to remotely control robots to serve café users.

Design for Social Impact: This project demonstrates how thoughtful design can address societal challenges and provide employment opportunities for marginalized groups.
How cafes can digitally transform while helping people with disabilities find employment is a great example of how other service venues are digitally transforming or implementing similar concepts to promote inclusion for different people.

The program demonstrates the potential of design and technology in creating inclusive, human-centered solutions to real-world challenges.

The Robot Café is futuristic and offers employment opportunities for people with disabilities. Using advanced intelligent machine design, we can find their own value for people with reduced mobility. Based on this excellent case, I also learned that through design, everyone can be needed by society, and this is the meaning of design.