

## **Video 1:**

### **TRACY MA Talk with New York Times Visual Editor**

Tracy Ma shared some design cases and insights into the creative process from her five-year career, which were incredibly inspiring and beneficial to me.

First and foremost, focusing on user experience is key to successful design. The starting point and ultimate goal of any design should always revolve around the user. During the early stages of the design process, it is essential to understand users' actual needs and consider their usage scenarios. This helps clarify design objectives and enables the creation of works that are user-friendly, easy to navigate, and intuitive.

Secondly, emotional design can significantly enhance user satisfaction. As Donald Norman elaborates in his book *Emotional Design*, the essence of design lies in "communication"—a dialogue between the product and the user. Making this dialogue engaging and memorable requires the integration of emotion. Through emotional design, a product is no longer perceived as a cold, lifeless object, but rather as a warm, relatable companion. Emotional design creates products that evoke joy and emotional resonance, placing greater emphasis on users' inner emotional and psychological needs.

Finally, the implementation of design is another critical aspect. Learning new technologies can help designers better realize their ideas and expand their creative possibilities, ultimately leading to better designs. The increasing use of technological elements in design makes it more human-centered, engaging, and interactive.

## **Video 2:**

### **Avatar Robot Cafe**

At Avatar Robot Cafe, design has helped "a marginalized group that has been somewhat overlooked." Robots have become a bridge between people.

Individuals who are unable to go out due to physical disabilities have regained their confidence through work, breaking the daily cycle of meaningless routines, and successfully reintegrating into society in a unique way. Both disabled and able-bodied people can freely use the cafe's facilities to communicate and interact, reducing barriers between them. As one of the staff members, who is physically paralyzed at home, said: "The feeling of being needed, of being able to help, is truly fulfilling."

From this, we can see that design can create a more inclusive world. It helped me realize that design is people-centered. This "people" includes everyone—healthy individuals, as well as those with various degrees of physical disabilities or those experiencing a decline in their ability to perform daily activities. Design should create an environment full of love, care, convenience, and comfort for all. When designing products for special groups, it is essential to encourage users to actively participate in the design process to identify their true needs and create products that meet both their physical and psychological requirements.

Through robots, people who are unable to move freely can gain the "convenience of interacting freely with others," allowing them to communicate with people in cafés, engage in daily life, and provide services. This has made me realize that tools not only help humans accomplish practical tasks in daily life but also expand our range of perception, thinking, and action. Tools enable humans to transcend natural physiological and physical limitations, creating

results that go beyond conventional capabilities. In today's information age, we increasingly need to be skilled in using tools such as big data and artificial intelligence to provide more possibilities for design and implementation.