

大衛·普格：簡單就好賣

User-friendly but customer-unfriendly?

David Pogue, 紐約時報的專欄作家，將普羅大眾碰到科技難題時的心聲，以逗趣又諷刺的口吻於 TED 平台發表演說。

當裝置的螢幕上出現不夠淺顯易懂的操作說明時，大家是如何化解急需使用又卡住的尷尬呢？

在硬體裝置介面越來越精細——樣大小的螢幕，卻要放進更多按鍵——消費者時常比以往更困惑！對於軟體業者，升級越來越多的功能，就能保證讓他們獲利更多；那，對於消費者們呢？

大眾傾向買一些擁有附加功能的軟體，以為有天電腦需要升級、或是自己總會用到那些附屬功能；但，事實真是如此嗎？

Pogue 幽了 Microsoft Word 一默，也幽了消費者一默：舉例來說，像 Word 如此繁雜的文書功能，應該化繁為簡，而不是版本進化，卻把每個步驟分得更細；為何在關機前，電腦指示我們要按「開始」鍵？蘋果電腦則相對地簡化了諸多功能，讓消費者一目了然！

所以，如果下次你在操作電腦時遇到了問題——別急著怪你自己不夠聰明，可能是設計者不夠貼心！

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Nikolai Begg: A tool to fix one of the most dangerous moments in surgery

Trocar: an improving and necessary gadget in surgery

Mr. Begg came to share his experience of using this small gadget in every surgery occasion in TED. Want to know more about how this precise tool help Begg save every patients life? Stay tuned in TED.

When doing surgery on patients' brains, Mr. Begg explained that it was just like putting a screwdriver into a wooden furniture. And each time when the surgery starts, it must be absolutely careful and precise in every step. However, puncture takes everywhere when the surgeon takes place.

"It is puncture itself that causes risks," said Dr. H. C. Jacobaeus in 1912. In light of this, Mr. Bogg decided to invent a safer drilling device and then named it "trocar".

Through the process of brainstorming about how to invent, Mr. Bogg insists to invent rather than giving up. His insist is: when that comes in your mind, let it keep you up at night. Because, and the most important thing in medical invention is, there are hundreds of lives waiting to save.

Shih Chieh Huang: Sculptures that be at home in the deep sea

The inspiration aroused from the experience of Taiwan night market

When he was young, he used to collect different stuffs in the aisles of hardware store and night market, hoping to find something unusual and interesting.

Now, when he grows up, he uses his imagination to turn people's eyes into different view. Not surprisingly, he likes to use his own body to experiment new stuffs he just invented.

The next target moves on to his friends' eyes. With eyelid and eyeball function together, they make Huang's invention into a tentacle-like sea creature.

The combination of science and technology gives sparks to Mr. Huang. He likes to get in touch with deep sea creatures and launch different kinds of experiments. Doing research on these deep sea fish gives him inspiration on researching the field of lightening.

Then, the giant jellyfish sculpture emerges- with colorful "eyes" powered by different friends.

The combination of science and technology and perhaps, arts, may excite people in an unexpected extent. But, to combine the different specialized field- why not gives it a try?

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