



Design, Human Behavior, and Technology-Enabled Decision Making

The inaugural issue of Big.D brings together research examining how design can connect human behavior, technological development, and decision-making across complex social, organizational, and interactive contexts. The contributions reflect the journal's interdisciplinary foundation and establish design not only as a creative practice, but also as a systematic approach to understanding problems, structuring decisions, and developing technology-enabled interventions.

A prominent theme in this issue is the relationship between human cognition, behavior, and design methodology. Studies addressing consumer behavior, unconscious behavioral data, logical and perceptual thinking, cross-cultural customer value, and humanistic design thinking demonstrate the importance of behavioral and cognitive knowledge in informing design decisions. Research on empathic social robots and collective stress reduction further extends this human-centered perspective toward interactive technologies and experimentally informed interventions.

The issue also highlights the growing influence of artificial intelligence and data-driven methods on design and decision processes. Machine-learning-supported business design, multimodal data fusion, integrated visual analytics, and AI-driven interactive technologies illustrate how computational intelligence can contribute to more adaptive, evidence-based, and technically informed approaches to design innovation.

At the same time, contributions addressing business processes, collaborative innovation, sharing-economy ethics, and transformations between material and immaterial products broaden the discussion toward the organizational and societal environments in which technological innovation takes place.

Taken together, the papers in this first issue establish an important foundation for Big.D: design can serve as a bridge among human needs, computational intelligence, technological innovation, and emerging systems. As the journal develops, this foundation supports an increasing emphasis on design-enabled engineering, where interdisciplinary knowledge is translated into methods, technologies, processes, products, and systems with clearer pathways toward technical implementation and evaluation.