

Preface

Over the past decade, while bringing efficiency and convenience, social development has continuously amplified complexities. Issues such as aging populations and public health, the environment and sustainable consumption, digital governance and the digital divide, as well as community resilience and public service provision, are all interconnected, creating a typical scenario where one move can trigger a chain reaction. In the face of such challenges, relying on a single technology or isolated management approach often only alleviates symptoms, making it difficult to achieve sustainable systemic improvement. As a result, design has shifted from product form to social mechanism, and from aesthetic expression to public value. Social innovation design has thus emerged as an important growth point in contemporary design research and practice against this backdrop.

At the same time, the key to many social issues goes beyond resources, processes, or efficiency; it points more towards people's emotions, dignity, and sense of belonging: isolation and anxiety in chronic disease management, sense of security and trust in community public spaces, powerlessness and shame in digital services, etc. Such emotional needs often determine whether the public is willing to participate, can sustain their involvement, and whether mutual support networks can be formed. Emotion is not an additional element of social innovation, but an internal condition for the effective functioning of social systems. It is against this background that "Social Innovation and Emotional Design" attempts to integrate the systemic perspective of social innovation design with the experiential insights of emotional design, forming a set of design knowledge that can both solve problems and provide comfort to people. The significance of this compilation lies not only in integration but also in

re-interpretation, settling into design capabilities for the future.

This book approaches its subject from two complementary perspectives:

First, understanding innovation from a social system perspective. Social innovation design focuses on the system composed of institutions, resources, role relationships, and service processes, rather than a single isolated product. It emphasizes collaborative creation, cross-border governance, and local implementation, and values the design of mechanisms that address “who participates, who benefits, and how to sustain”. The key to many social issues lies in the lack of a viable organizational structure and a sustainable value loop. Design assumes the role of a “connector” and “organizer”: aligning the goals of the government, communities, enterprises, and the public, and converting abstract public values into executable services, touch-points, and operational models.

Second, understanding the human-centered perspective from emotional design. Emotional design focuses on people’s feelings, meanings, and value judgments in emotions, emphasizing the emotional needs and psychology behind experiences, as well as the emotional influencing factors and emotional mechanisms. In social innovation scenarios, emotional design is not only about usability, but also about the sense of security, respect, happiness, trust, and belonging of both service providers and recipients, thereby influencing the acceptance, participation, and long-term effects of social services.

Social innovation is not a cold engineering project, and emotional design should not remain at the surface level of pleasure. When design takes public value as its goal, systemic mechanisms as its pathway, and emotional care as its principle, it is possible to bring about more sustainable, more dignified, and more willing-to-participate-and-maintain changes in complex realities.

It is hoped that this book will serve three types of readers: design scholars researching social issues, practitioners promoting public services and community projects, and product and service teams focusing on emotional design. May “Social Innovation and Emotional Design” become a bridge, connecting systems and people, mechanisms and meanings, efficiency and warmth, as well as research and practice, classrooms and social scenes.

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