# Concept of the Social Design in Public Space – case of Berlin and Taipei

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Path, Edges, Districts, Nodes, and Landmark are the five elements of legibility that contribute to our ability to create, maintain, images of a place suggested by Lynch. Districts are the medium-to-large sections of the city conceived as having two-dimensional extents, which the observer mentally enters inside of and which are recognizable as having some common identifying character. Our research focuses on the medium-scale levels of the spatial patterns and urban individuality, which is the neighborhood or district. We figured out that people with the same preferences tend to congregate in a similar area of the city, as well as the stores, and this area will have the difference from others, from the buildings to the pedestrians' dressing style, all represent indicators of the area. The study aims to come up with an innovative design service blueprint with these patterns in the areas of the cities, let the people who are unfamiliar with the areas will have a better sense of what the city is made of, and maybe they will be able to understand the city more quickly and deeply. With observation diary and data collection, we can use the information we found to build a local network to visualize the regional differences observed. Our research is mainly separate into four parts, (1) Field research, (2) Thematic cartography Analysis, (3) Concept design, and (4) Evaluation. The observation method has been used in the very first part, observe the area on the map and create aesthetic structures, visualize the street network as well, try to find out underlying principles and patterns. Next, through the method "Mental Map Interview" to capture the human perception of the environment and make the cognitive(mental) mapping which is the mental construct of the environment seen from multiple viewpoints, try to find out the characteristic of each area. Mental Mapping is the process by which an individual acquires, codes, stores, and recalls information about the relative locations and attributes of phenomena in his everyday spatial environment. After that, combined the research and the result of analysis to come up with an innovative design service blueprint which is the concept of social design. Lastly, use the Kano Model for evaluation, because it's the future design concept, through this method, we can know which pattern is more important for the people. This research is currently in the process, but we expect the result can be the pilot study of this kind of research.

Keywords: Service Design, Social Design, Mental Mapping, Image of The City, Kano Model

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