

A DIFFERENT ANGLE

As it is more enjoying and immersing to play in the early morning sun from the outside rather than feeling it in the inside, Typography has to be seen and observed visiting places. So similarly we had a visit to the Total Mall but not as always it was a study visit.

We started on a cloudy dull day with a ferocious action-packed driver, curious contrast. We reached the Mall, and entered into it not as customers. To our surprise there was a signboard for “way-to car parking” in ‘green’ exactly in front of the Entrance facing the products section, it was weird but interesting. Putting it aside, we started browsing the various categories of products section on the ground floor , observing mainly on the signboard and type sections discriminating the categories. The ground floor consisted of all the cosmetics , branded and clothing accessories. The category signboards were lower case , violet with very light patterns giving importance to the type. The utility signboards were mainly green Entry and Exit, Gray for men’s toilet and Pink for women.

We also observed the various offer cards placed on the products. We came to know that Emphasis was the most important factor on each one of them. For Example:- “Buy 2 and Get 3 Free” in which 3 was given more Emphasis and also in some cases the ‘Free’ was much Bold. Also there were some exceptions which created unwanted emphasis, Like the old price of a furniture was Rs 22000/- and the new declared price was Rs 8000, which afterwards I got the information that it was misprint and was Rs 18000.

After exploring the ground floor, we started finding way to the second floor. We went again to the starting ,the entrance. And suddenly lightning struck that the Lift and stairs were on the left and right of the entrance which had the weird car parking signboard. It means that the people coming down from the top floor which has the Theatre and Food court, are guided to the car parking space through the store itself, a good technique to induce them into buying.

The second floor consisted of all Home Accessories, Food , Vegetables and Electronic Devices and others. But interestingly the signboards here were colour coded accordingly to the category, like Home Utensils were Dark Blue, Fresh Vegetables were green, masala and spices were brown and electronic section was gray. It was buzzing with people as it included everyday use products. It was also looking incomplete as the construction work was in progress.

In the end we went to observe the cash counter ,which was fairly organized with the paycash sign but more interesting thing was the Exit sign beside the counter directing to the carpark consisted of Mcdonalds in between.

It was interesting to see how we were guided throughout the Mall by signs and text. Means how typography played a important part in creating a shopping experience for a customer, and also discussed on ideas on how we could have made it better.

By

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