

My perspective on a visit to a mall.

There's no place like the mall. Food, fun and fashion – the mall has it all.



I visited this place **Cosmos mall** (Vaswani Group) which is in Brookfield, Bangalore. Which mostly has Future Group brands in it.

The moment I saw the mall from outside I saw “cosmos” written in big sans serif font and has got emphasis on both the O’s which had a ring passing through them , though one “O” was bigger then the other. It wasn’t very clear why there was so much emphasis on the letter “O”. It had the same logo in *kanada* also but the size was much more smaller. There was email id of the mall written there “ [www. Cosmos-mall.com](mailto:www.Cosmos-mall.com)” and then a line which says “ YOUR NEIGHBOURING MALL” in bold capital letter in sans serif font (which was very inviting as if it said come inside its your mall). The moment I entered the mall I found brand names written everywhere as if they were fighting with each other to show their presence. On my right hand side was Pantaloons which had everything green in colour the logo, window display which was very welcoming. When I walked inside on my right hand side was the security desk which was very small and above the desk there was signage’s for baggage, trolley, and wheel chair though it was in green colour but it was hardly visible because of the font size. They had divided the store into three sections men, women and kids wear which was very much visible because they had done it with colour coding and the kind of graphic used on the walls. The cash counter was somewhere at the end and hardly had any signage’s so that one can go there without asking anybody.

I walked out there was no proper signage’s to show the direction where the escalator or the lift was. The shops wasn’t divided properly- for example one book store was on first floor one was on third floor. Everything was very confusing. Visually it wasn’t that appealing.

When I saw the shops name written in different font and size for many of them I could easily relate the kind of thing they offer inside. For example the brand **ALL** which is a plus size brand has its name written in big bold letters though the name was not that overpowering because it was in light green colour. Another was **Lilliput** where the font were colourful few letters were slant which gives the feeling of fun and joy so one can relate it with kids brand.

The entire experience was not that great. One can do a lot in terms of making the shopping experience far more better.