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# The Total Experience

The visit to Goplan Mall can be named as above to be the 'Total experience' since this was the first time factors other than architecture, merchandise and sales came into picture. Considering the mall is located on a major highway, the most important objective of the building was to get noticed and entice the customer to enter the space. Mc Donald's was the most noticeable signage which marked the presence of the mall. The distinct placement of the name or logo at a particular building façade can be compared to location of the same text on a sheet of paper. A bright coloured text with a high contrast with its backdrop would be ideal choice. The glass employed street façade with a high placed red text weakly asked for notice: a mental image of the space to be expect inside was formed based on the same. The total logo did not build any trust, a major contributor to it going unnoticed. The characteristic typeface/design employed for highlighting the letter 'o' (in the name Total) majorly breached the faith. It didn't relate to the sales activity it spoke of, minimizing interest.

The long flight of steps along with a narrow ramp led to the huge landing. Upon entrance, one gets confused because of lack of signage (or rather visible signage). A three-sixty-degree view of the space doesn't help the cause either. The only visible spaces are the recognizable boards of Mc Donald's and Café Coffee day. This provided another observation: familiarity is crucial, branding and recognizable symbols help create an interaction with the user which proves for a space in the permanent memory. Considering the fact that certain symbols and typefaces are more recognised by humans (culture and region specific) than others, this particular area can be used to engrave a certain identity in a user's mind which allows him to recall the brand better than earlier.

The basement parking sign is one of the first most noticeable signboard because of the colours chosen to highlight it over the others. The space signage was done in a white and black combination in which the common signage were written in black upon a white backdrop and the washroom signage were vice versa. The most confusing part of the system was the fire escape signages- the warning signages, were done same as the common signage which didn't help locate them (considering the importance of human lives, it was a grave scenario). The signage were hung on two sides from the ceiling but the placement of the false ceiling light had not been taken into consideration which made the experience even worse (the readability was hampered).

The sale season was on and the singular standing cloth units had flat 40, 45% off tags placed (the font selection, larger text height of 40 made emphasis) but same could not be said for the tags designed for the 60% off in price of the cupboards (considering, it was more enticing).

It helped deriving on a premature conclusion: text does make a lot of difference and it does help make a brand value as well. Adding to that were the graphics used for differentiating the various sections. Different graphic schemes were followed for distinguishing the men's, women's and kids sections. These added visual as well as experiential quality to exhibits and divided the sections well (though it was difficult to relate them in men's section, overall, they were helpful).

The first floor was a complete opposite, the language changed so drastically that it no more looked part of the same store. Unfinished ceiling was purpose based rather than the enticing ground floor (both relating to the activity intended). The help section was not visible due to the wrong choice of colour, yellow text on white base did not make mark. The various sections had coloured signage and the wide palette of colours did not help one relate. Since no one is able to register such a wide range, it rather becomes difficult; probably a smaller colour palette with much closely related colour scheme for similar families could be a better option. The division of space was remarkable and helped the customer move efficiently and without delay (much required in the particular section). Also, the colour palette in general helped the customer decide the course of movement before the actual walk for the required things starts.

Since the mall was not completely functional yet it is very difficult to derive how exactly the customer experience would be but overall it was a much learning walk. We realized how each and every part of store design like play of colour, graphics, heights, lightings, signage, layouts and many more impacts a customer's experience also, that each and every component is important, that everything counts.