

ON- SITE

All the students were taken to Gopalan Mall (Total group) as first time visitors to a retail space. Observations were made from a user's perspective on the aspect of role of typography (informative, functional, directional, attention seeking, warning etc...) in a typical multi-commodity retail space.

As a part of the Typography module, we visited a multi commodity retail space, Gopalan Mall, as first time visitors.

All of the students arrived at the mall by 2:30 in two vehicles. The vehicle dropped us outside the parking space. As we climbed the stairs we saw right at the entrance of the mall a Mc Donald's stall where we could buy ice cream. Once we moved ahead of this area there was another flight of stairs. There was a fountain in front of the mall. There were two entrances for the mall, one for entry and the other for exit. There were security guards at each entrance. When we entered the mall our belongings were checked and bags were asked to be kept in the luggage counter by the security. The ground floor consisted of fashion apparel and accessories in the TOTAL

MALL. The first thing that we noticed when we entered the mall is the mannequins kept on display giving an impression that we had entered a store rather than a mall. From the entrance we could see Mc Donald's on our left hand side and Café Coffee Day on the right. On the left hand side there was signage hanging from the ceiling indicating the way to parking space in the basement. The signage was in white on a green background.

The entire ground space was divided into smaller spaces with each area displaying a particular brand or category (women's wear, men's wear, kid's wear, foot wear etc.). We could see aisles of clothes hanging.

SIGNAGES

The signages used to demark each section were very dull and had no connection to the fonts used in the "TOTAL MALL" logo. The signages used the images from the wallpaper as the backdrop for the font. The signages are dull and do not capture the attention of the customers. The shelves and display units segregating each category or brand had different kinds of wallpaper with abstract motifs which had no relation to the products or brands displayed in the area.

There was sale going on when at the time of our visit to the mall. We could see aisles of clothes with signages declaring various percentages of discounts. Some of the signages had bold fonts with the discount percentage emphasized using fonts that was comparatively bigger and bolder than rest of the information. While some of the other signages were paper printouts taken on the “TOTAL MALL” letter heads. In this case no particular attention was paid to the font style or size as different printouts were in different styles. There were no clear signages giving proper direction to the washroom.

There were two staircases at the entrance leading to the first floor. Once we reach the first floor things seem a little more colorful. The aisles were categorized as home, non-food, beverages and so on. All the aisles had signages above them indicating as to which category it belongs to. The same font was used for all the signages but a separate color was used for each category. The signages were hung from the ceiling in rows along the aisle. The signages were placed high enough so that they could be seen and read from anywhere on the supermarket floor. The only hindrance to this was the lights that were placed above the store. This made it difficult for the customer to view the

signages because the light fell directly on eyes, while looking up. The yellow color visible in the “TOTAL MALL” logo is much more visible on this floor than the ground floor.

The second floor had a lower ceiling and huge central space with shops around it. This floor had central airconditioning. There were benches along this space for sitting either facing towards the center or the shops. Most of the shops on this floor were either in the process of being set up or closing down.

The third floor has the food court, but there weren't much variety available. There were empty cartons and cardboard boxes along the stairs, and the escalators to the second and third floor were not working.

The entire building seemed as if it was under construction.