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Today on 17th day of August month of 2011 we had our first education visit to a retail store in Bangalore, which was in Gopalan Mall by the Total group. Total Group is one of the most magnificent groups of South India who has already created a milestone in Fuel Industry in India. Gopalan Mall is located in one of the outskirts of Bangalore City. The mall happens to be one of the oldest malls in Bangalore; the mall has five levels including the parking space. On the ground floor there are Total departmental store, CCD, Mac Donald's and Saree store. Whereas in the second level has the food, beverage and electronic section under the total group. The third floor has food court and stores of single brands and specialised stores. The fifth floor is still under construction and has prominent stores like Khadi store, Pantaloon's factory outlet and also has some small stores and the main mall office is also located in the fifth floor.

The departmental store of Total group is a multi-brand retail unit which has a wide category of merchandise starting from apparels (male, female and kids), non-apparel section like shoe section and furniture section in the ground floor. The time when we visited the store it was having its End of season sale. The most prominent element apart from the merchandise was the signage which was highlighting the discounts and the offers in different sections and categories. The type face or the size was hardly found uniform across the signages. Even the backdrop of the signage paper was different than that of the visual elements present, the combination of the signage paper was grey graphics on white backdrop and the offer was on black with a red border on the paper. The graphics was based on the Total group's logo and was repeated on a symmetrical pattern. The order on which the offers was highlighted was different in most of the signages hence created a visual disturbance to its reader. The wall graphics was mainly in blue with black border on white backdrop. The wall graphics pattern varied from clusters of hexagons to that of circles depending on sections from men's formal to casuals, whereas in the women's ethnic section there was floral brown patterns with golden frames given an ethnic feel to the section. In the lingerie section a color palette of pink and white was evident. Whereas the wall graphics changed completely in the kids section where ludo, snakes and ladder games were making the wall graphics giving a playground look. In a store like this the directional signage play a very important role in guiding the customer about its section also that of exit or fire exit but in this store the directional signage were of different sizes and different color combination which was confusing for a customer also their placement ergonomically was different to read.

On the first floor in the food, crockery, beverage and electronic section a completely different ambience was seen which quite added a good experience to the category of the merchandise. There was a lot of color play in this section such as green lavender orange and so on. Each section had different color which highlighted the merchandise quite well. There was a better uniformity in the signage arrangement in the first floor than that of the ground floor. The visit to the Gopalan Mall gave us a visibly a better understanding how typography creates an experience for the customer in a retail space which can either be very helpful or in some case can add a lot of confusion to the reader.