

# ETHNOGRAPHY

## ON PEOPLE'S BEHAVIOUR IN MALL

PRODUCT DESIGN

Subject : Understanding Users

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**The reasons going to the mall**

# To Shop:

People who went to mall to shop had a lot of bags and went to multiple stores



# After college/work :

We could see a lot of people go to the mall directly from their work or college because they carrying bags and usually went to the food court.





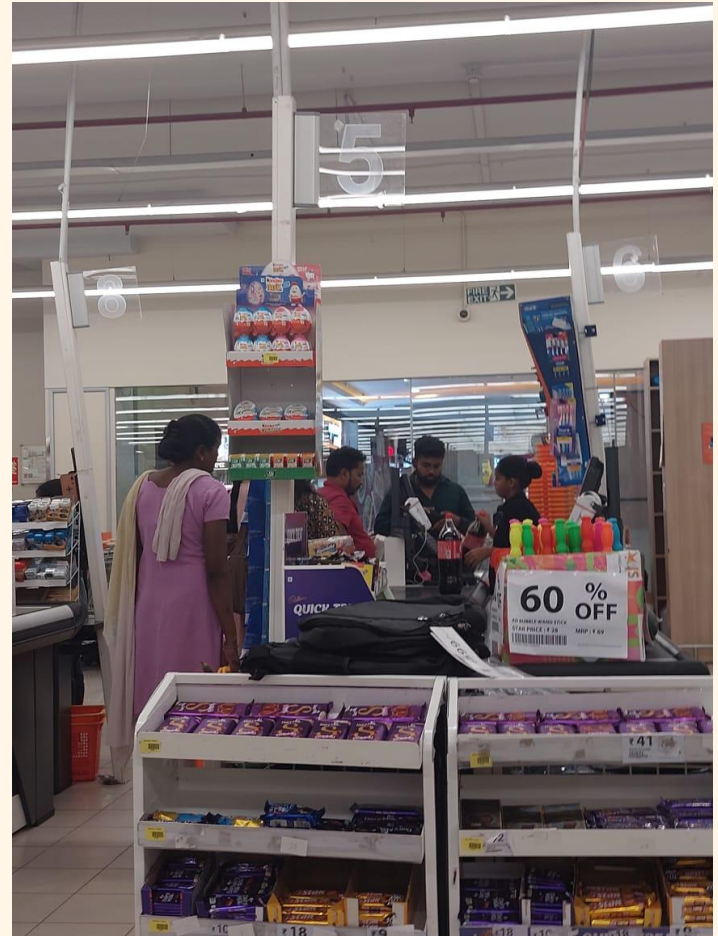
# Family day out:

Many people came to mall with their whole family to just to see.



**Payment method**

Cash :





# UPI / Online:





## Other behaviour:



Only come here to take photos

Workers using their  
phones in the washroom  
maybe because they  
don't get time on their  
job

