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Abstract:

Way-finding is an important aspect that should be considered in designing a shopping mall to aid the visitors. In this paper, three well-known markets, e.g., New Market, Bashundhara City Shopping Complex, and Jamuna Future Park of Dhaka city were chosen to analyze in terms of way-finding during the period from February to April, 2015. Analysis of their layout, circulation pattern, visibility, and entry-exit helped to identify the patterns of the problems regarding way-finding. Along with the case studies, user opinion on the way-finding process in those three markets suggested that recognizing the problems in finding ways within an interior public place can help to generate way-finding design solutions and create a barrier-free inclusive environment. The main target of this paper was to identify the problems regarding way-finding in shopping centers in the context of Bangladesh through an in-depth analysis of survey findings relating them to the case studies. Hence, this research would finally document the guidelines for using and designing landmarks which would result in visitor's satisfaction in a shopping mall.