**MEMO**

**To:** (managers name)

**From:** Adianny Darias

**Date:** October 5th

**Subject:** revisions/ usability test for “How to make kraft mac and cheese”

Last, week we released a draft of a set of instructions for our new craft mac and cheese recipe to our customers and conducted a usability test. The purpose of the test was to ask customers their honest opinion on how effective the recipe instructions were and if they were easy to understand. Additionally, the test also asked them if there was anything they thought we should change to make it better and if in their opinion, our instructions were clear and nicely formatted.

**Usability Test**

We asked our customers questions such as “What is your favorite thing about this document?” and “in what way could the document better fulfill its goal?”

Through these questions and some others, the test showed that there were no major problems with the instructions part of the flyer as all the repones to these questions were,

* “The section that has “Additional things needed” to make it clear what kind of materials you need.”
* I think the document did a great job fulfilling its goal.

However, there was only one minor issue with our draft, and this was the fact that we didn’t add colors or images to it. According to one of our customers, o I think it would benefit from more color and images. I think adding a picture of the mac and cheese finished would add a good touch.

**Conclusion**

Overall, the response from our customers was really good and helpful. For the most part everyone loved our recipe and the instructions we set out for it as well. However, I do find the feedback regarding color and images incredibly important, and I think that we should really take it into consideration. If we use this feedback and introduce some of the changes listed above, I think we will be able to satisfy our customers even more and they will begin using our recipe to making the best kraft mac and cheese.

**Findings :**

Based on our results there is really just two main changes that should be made to our instructions packet. We should add some colors in our headings and title to make it stand out a little bit more. This will allow not just for a more useful flyer, but it will make more appealing to people. Mac and Cheese is a very well-known food and it is normally associated with happy feelings and childhood experiences. With this in mind, creating a colorful set of instructions will align with this making it more appropriate. Additionally, we should add some images here and there throughout. Personally, I thought of adding a couple pictures where we list the ingredients and additional things used to show people what we refer to. Additionally, we should add an image of a delicious mac and cheese that was made the way we describe at the end to finish it off and write enjoy at the bottom of the image.