

ASSIGNMENT 3 – INSTRUCTIONS CRITIQUE

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PART A – CRITIQUE

The “Spot-on For Cats” leaflet is included with the product when sold to consumers. Therefore, the intended audience is primarily the general public rather than veterinary professionals with expert knowledge. I have identified several issues which harm its’ usefulness to this audience.

Content

- I felt the content was generally appropriate. The leaflet is for a medicine, so it is likely most content here is legally required.
- A specific note about the harmfulness to rabbits seems unnecessary. There are several warnings to only use the solution on cats.
- “Target Species” is restating obvious information, something Lannon and Gurak (2011) recommend against.
- Mentioning all cats and dogs in the household should be treated makes it unclear whether the reader can treat dogs with this solution despite it being specifically for cats.

Layout

- Treatment steps are presented in long paragraphs. They are broken into the processes of preparing the solution and application but should be further chunked into a numbered list of steps with distinct headings so readers can complete tasks without referring repeatedly to the instructions (Markel 2012).
- The font is small, text is tightly packed with narrow margins and little line spacing. “Open pages and a lot of white-space” make instructions less intimidating (Markel 2012, p.585).

Organisation

- No page numbers or Table of Contents present, making it hard to “differentiate and find in a quick way each topic in the manual” (Fernandes *et al.* 2014, p.614).
- Section 1 is marketing and contact information. Lannon and Gurak (2011) say most readers want to start the task quickly. This will unlikely be the detail someone most needs if consulting the instructions. These could be moved to the back.
- The medicine name could be included on the front page rather than in the dedicated Section 2.
- "Other Information" is an inappropriate section. Contains both marketing and medical information.

Writing Style

- Complex, expert language used throughout. For example, "Indications" instead of "Use", "Excipients" versus "Bulking Agents", etc. Markel (2012) suggests using "Simplified English and easily recognisable terms" (p.565), and Fernandes *et al.* (2014) says readers may "abandon" overly complex manuals (p.610).
- Confusing sentences make the information unclear, such as "The minimal interval should be not less than..."
- Ambiguous language like "Specific Precautions For Use In Animals" suggests it could potentially be used in humans or animals other than cats.
- Risks during pregnancy section is problematic as it's initially unclear whether it refers to pregnant cats or pregnant women.
- Repeated use of "Special Precautions" may cause reader to lose interest (Lannon and Gurak 2011).
- Use of the passive voice like "Care should be taken" creates ambiguity as to who should take care.

Graphics

- No graphics are used except the company logo. Both Lannon and Gurak (2011) and Markel (2012) state graphics will help readers understand steps more easily.
- Safety information blends into the pamphlet. No differentiating colour or icons used which may cause reader to overlook the written warnings (Lannon and Gurak 2011).
- Instructions are entirely black and white. Fernandes *et al.* recommends the "inclusion of more colors" (p.614) and images to help the user visualise and understand tasks.

Conclusion

This manual has many issues which make it unsuitable for the target audience. I will attempt to address these in my redesign and create a more accessible and useful document for readers.

REFERENCES

I have presented the sources used in writing the critique and the citations for images which form part of the redesigned instructions as two separate lists for easier reference.

Note: The publication date for references in the redesign list were obtained from the webpage “Last Updated” information details available through the web browser’s “Inspect Element” feature where no date was displayed on the site.

References – Critique

Fernandes, C. A., Teixeira, J. M. and Merino, A. D. (2014) “Investigation of complexity of the instruction manuals for electrical coffeepots”, *Work*, 49(4), 607-617.

Lannon, J. M. and Gurak, L. J. (2011) *Technical Communication*, 12th ed. Boston, Massachusetts: Longman.

Markel, M. H. (2012) *Technical Communication*, 10th ed. Boston, Massachusetts: Bedford / St. Martin’s.

References – Redesign

CFpharma (2018) *CFpharma logo* [image], available: <https://cfpharma.ie/wp-content/uploads/2018/05/logo2.jpg> [accessed: 01 Dec 2019].

Frontline (2019) *Applying Spot-on for cats* [image], available: <https://frontline.com/img/how-slide-4-cat.png> [accessed: 11 Dec 2019].

Frontline (2019) *Hand parting cat hair* [image], available: <https://frontline.com/img/how-additional-tips-cat-d.jpg> [accessed: 11 Dec 2019].

Gadeeva Mariia (2019) *Autoclavable pipette with a tip for work in the laboratory* [image], available: <https://www.shutterstock.com/image-vector/autoclavable-pipette-tip-work-laboratory-1006929748> [accessed: 06 Dec 2019].

Pet Central by Chew (2017) *How to apply Spot-on flea treatments* [image], available: https://petcentral.chewy.com/wp-content/uploads/CAG_9574-1-940x529.jpg [accessed: 04 Dec 2019].

Shaver, E. F. (2012) ‘ANSI Z535.6-2011 Overview’ [SlideShare], presented at *Unknown Conference*, 01 Jan, available: <https://www.slideshare.net/ericfshaver/ansi-z53562011-overview> [accessed: 04 Dec 2019].

The Equine Warehouse (2019) *Parex Spot-on Cat 3pk* [image], available: <https://www.theequinewarehouse.ie/img/product/parex-spot-on-cat-3pk-12022811-600.jpg> [accessed: 25 Nov 2019].

TopVectorStock (2019) *Scissors vector icon isolated on transparent background* [image], available: <https://stock.adobe.com/ie/images/scissors-vector-icon-isolated-on-transparent-background-scissors-transparency-logo-design/233109579> [accessed: 06 Dec 2019].