

Users:

Customers/Clients: These are the end-users of the website/CRM application. They might include individuals or businesses seeking services, products, or information. Their computer efficiency levels may vary widely, from novice users to advanced users depending on the demographic targeted by the website.

Administrators/Staff: Internal users responsible for managing the website/CRM application. They may include sales representatives, customer support agents, content managers, and administrators. Their computer efficiency levels are likely to be higher, but still varied.

Computer Efficiency Levels:

Novice Users: Users with limited computer skills who might struggle with complex interfaces or technical jargon. They prefer intuitive designs and clear instructions.

Intermediate Users: Users with basic computer skills who can navigate through websites/apps with moderate ease. They require straightforward interfaces and minimal learning curves.

Advanced Users: Users with proficient computer skills who can quickly adapt to new interfaces and features. They appreciate efficiency, customization options, and advanced functionalities.

What Makes a Website/CRM Application Easy to Use:

Intuitive Design: The interface should be easy to navigate with clear labels, logical layouts, and familiar design patterns. Icons and buttons should be easily recognizable and consistent throughout the application.

User-Friendly Features: Incorporating features like autocomplete, drag-and-drop functionality, and tooltips can enhance user experience, especially for novice users.

Customization Options: Advanced users often appreciate the ability to customize their dashboard, preferences, and workflows according to their needs and preferences.

Responsive Design: The website/CRM application should be accessible across various devices and screen sizes, ensuring a seamless experience for users regardless of the device they're using.

Accessibility: Considerations for accessibility features such as keyboard navigation, screen reader compatibility, and color contrast options are essential to accommodate users with disabilities.

Clear Documentation and Support: Providing comprehensive help documentation, tutorials, and responsive customer support channels can assist users in troubleshooting issues and learning how to use the application effectively.