**End User Categorisations**

End users can be placed into any of the following categories. Each category has a different set of ideal design rules that can affect how you design and create your application.

**Novice**

Novices are a type of end user that has little to no experience with the technology of your application. When you are designing an application for use with novice users, your application must provide more feedback to the user than normal as you want to make it as clear as possible to the user, how to use and control your application.

In addition to this, any input you ask the user for should be kept as brief as possible. The more complex the input you ask from a novice user, the higher the change they input the incorrect data or fail to input the required data. This could also lead to the novice user quitting your application as they may not believe they are doing anything incorrectly (This is where the need for clear feedback also comes in).

**Knowledgeable**

Knowledgeable users are ones that are in the middle in terms of technical understanding. When designing for knowledgeable users, you can assume a certain level of instinctive understanding, meaning you won't have to provide instructions/limitations for some of the more simple tasks, such as limiting input fields to an incredibly small size.

However saying this, it is still important to understand that knowledgeable users will still require some guidance and instruction for more open ended tasks that could go wrong e.g. setting up two-factor authentication. When designing these aspects of your application you will still require clear structure and good feedback, however it is important to refrain from overwhelming the knowledgeable user with instruction and feedback as they already have some degree of understanding and this could drive them away from your application.

**Expert**

Expert users are people that have a solid grasp on the technology of your application and computer systems in general. Designing for an expert user can be seen as easier in some aspects as there is less of a need for lengthy feedback and detailed instructions as there is with other user types. This is because expert users can become frustrated with constant reminders and confirmation boxes, pestering them with this type of feedback can definitely drive expert users away from your application.

It is also important to remember that expert users will usually be looking for keyboard shortcuts in your application as it is a way for them to make the process of navigating your application much faster. It is important to include these as although they are not necessary to run your application, expert users find them incredibly useful and see them as almost mandatory in their choice of software. So when designing with expert users in mind, it is good practice to include keyboard shortcuts for as many functions as possible.

**Disability**

A user is placed into this category if they have any physical or mental impairment that makes operating applications in the conventional way either more difficult or outright impossible. It is very important to always design your application to be accessible by at least the most common ailments that users can suffer from.

One of the most common ailments that affects users is red-green colorblindness. This means that the user is unable to distinguish between the two colours. For this reason it is important to keep these colours separate in your design so as they do not conflict and make some information essentially invisible to them. For example, placing red text on a green background or vice versa would leave the user unable to read the text.