

## **Umbraco: Simple, obvious, friendly**

Umbraco's UI was designed to be easy to use by following conventions from existing desktop applications. Users will appreciate that working in the umbraco back office is obvious and appealing.

We've tried to simplify your end-users' editing experience by removing anything that isn't essential to the task of creating and editing content. Even with very large and advanced websites, end-users are presented with a UI that's tailored specifically for them, with no time-consuming workflows or over-complicated wizards to interfere with their work.

With a non-intrusive permission model and convenient notification system, users can collaborate and create without wasting time on or being distracted by things unrelated to creating and maintaining content.

We believe the best things really can be that simple, and with umbraco they are. We're "the Friendly CMS".