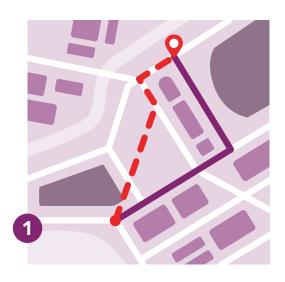
## 7 Flexibility and Efficiency of Use

**Definition** Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can **cater to both inexperienced and experienced users.** Allow users to tailor frequent actions.

Flexible processes can be carried out in different ways, so that people can pick whichever method works for them.

- Tip: Provide accelerators like keyboard shortcuts and touch gestures.
- Tip: Provide personalization by tailoring content and functionality for individual users.
- Tip: Allow for customization, so users can make selections about how they want the product to work.



1 Shortcuts

Regular routes are listed on maps, but locals with more knowledge of the area can take shortcuts.

2 Keyboard shortcut

Keyboard shortcuts for complex products can help expert users finish their tasks more efficiently.

3 Tap to like

Social apps allow two ways to like posts. Experienced users can tap to like because it speeds up their browsing.





