






# 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.*

