**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.