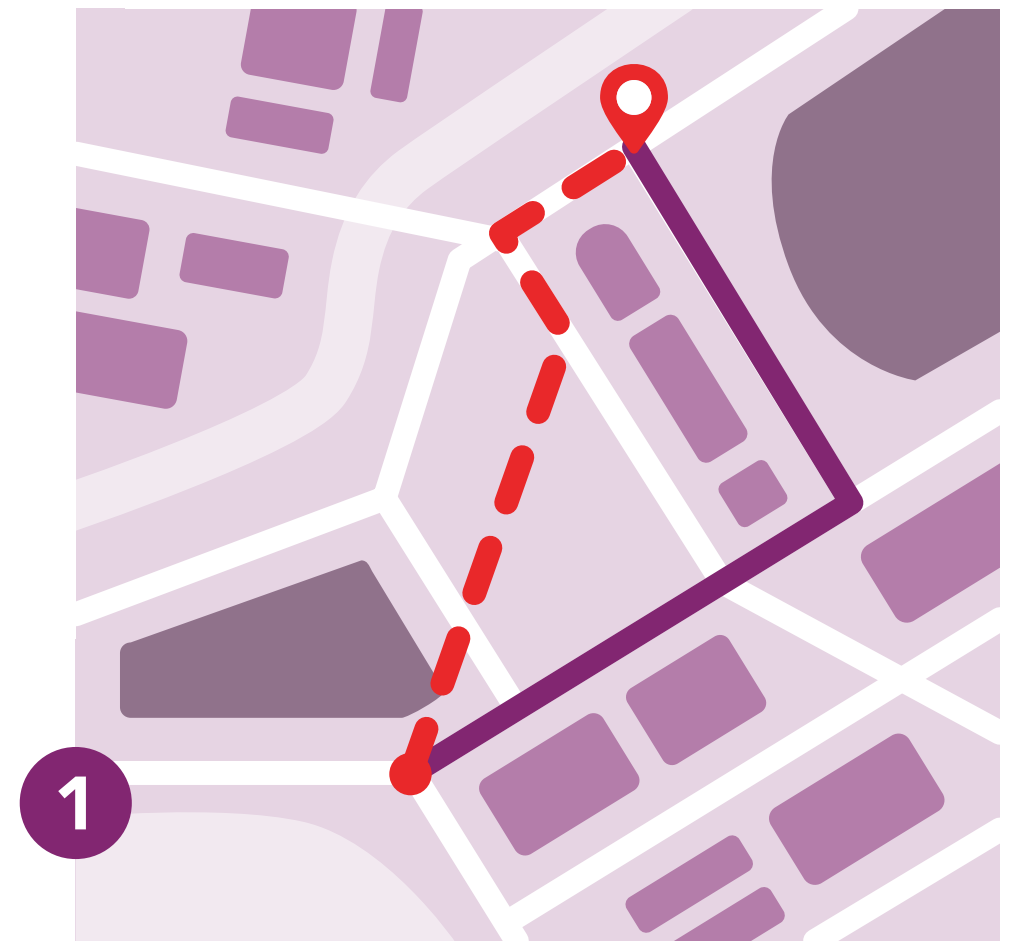**Jakob's Heuristic**

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.