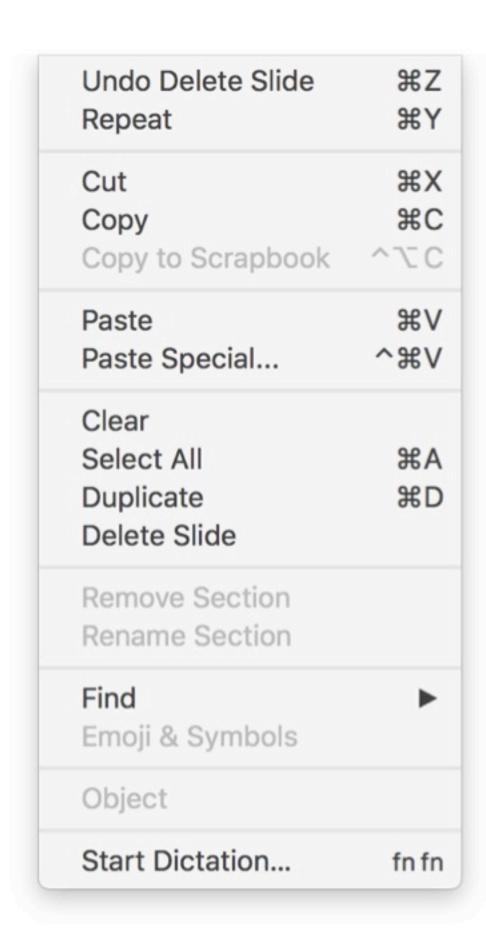
Accelerators – unseen by the novice user – may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

- Why?
 - · Recall is bad for new/infrequent users, but can be fast for experts
 - Different users have different goals, allow them to customize
 - But don't force them to!

Accelerators



Shortcuts and Bookmarks

- Chrome example
- Finder example

Personalization

Amazon example