Illusion of TIME

100% ANIMATED GIFs FREE
100% ANIMATED GIFs FREE

NOT-TESTED ON ANIMALS

REMEMBER THAT
TIME IS MONEY

SITE LOADING

1 SECOND

vs

SITE LOADING

3 SECONDS

Bounce Rate

http://goo.gl/oWgPrn

SITE LOADING

1 SECOND

vs

SITE LOADING

3 SECONDS

Conversions

http://goo.gl/oWgPrn

Walmart

1 SECOND

PERFORMANCE IMPROVEMENT

Conversions

http://goo.gl/E030E

Walmart

1 SECOND
PERFORMANCE
IMPROVEMENT

Conversions

http://goo.gl/E030E

Conversions

Firefox®

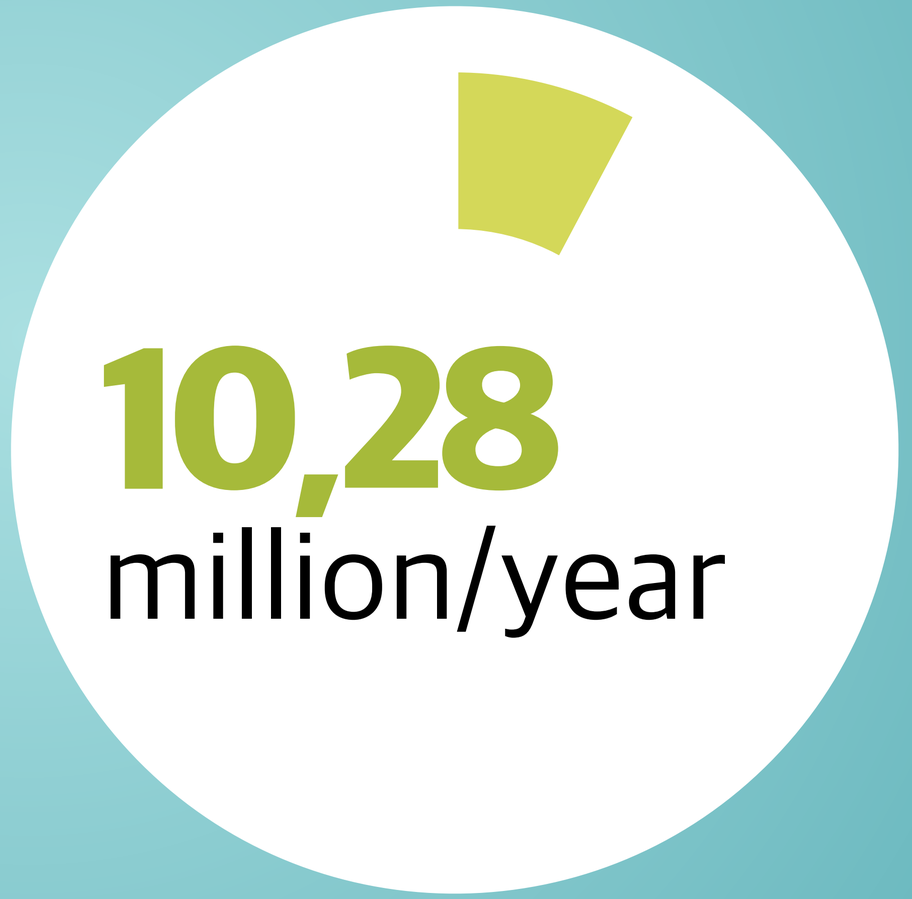
2,2 SECONDS
PERFORMANCE
IMPROVEMENT

https://goo.gl/ofx4ma

Conversions

Firefox®

2,2 SECONDS
PERFORMANCE
IMPROVEMENT



https://goo.gl/ofx4ma

WEBPAGETEST

Web Page Performance Test for [redacted]

From: Frankfurt, DE - **Chrome** - **Cable**
9/19/2015, 5:14:28 PM

Need help improving?

F	A	A	F	C	✓
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

Tester: i-6ed452af

Export HTTP Archive (.har)

							Document Complete			Fully Loaded		
Load Time	First Byte	Start Render	Visually Complete	Speed Index	DOM Elements	Result (error code)	Time	Requests	Bytes In	Time	Requests	Bytes In
8.742s	0.817s	2.170s	5.675s	2632	1632	0	8.742s	87	3,795 KB	11.279s	151	4,129 KB

RUM First Paint	domContentLoaded	loadEvent
2.182s	1.570s - 1.570s (0.000s)	8.699s - 8.728s (0.029s)

WebPagetest Test Details - F
WebPagetest Test Details - L
www.webpagetest.org/result/150919_V8_P70/1/details/
Login | Register | Login with Google

WEBPAGETEST

$88.99 billion

Web Page Performance Test for

[redacted]

From: Frankfurt, DE - **Chrome** - **Cable**
9/19/2015, 5:14:28 PM

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WebPagetest Test Details - F
WebPagetest Test Details - L
www.webpagetest.org/result/150919_V8_P70/1/details/
Login | Register | Login with Google

WEBPAGETEST

$88.99 billion

Web Page Performance Test for

www.amazon.com/

From: Frankfurt, DE - **Chrome** - **Cable**
9/19/2015, 5:14:28 PM

Need help improving?

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EASY TIGER

api.jquery.com - jQuery API Documentation
www.amazon.com - Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more
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PERFORMANCE

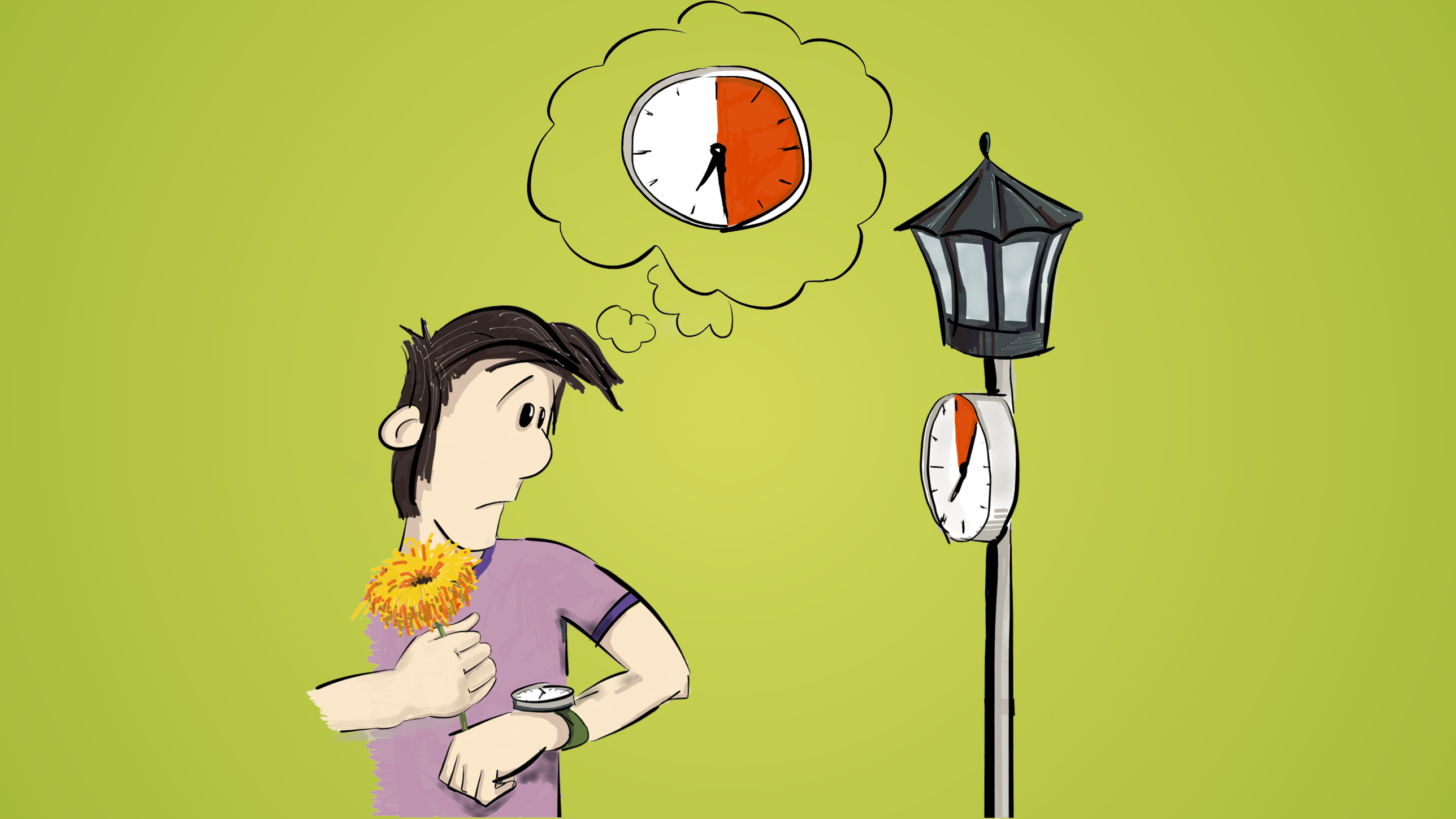
IS NOT

MATHEMATICS

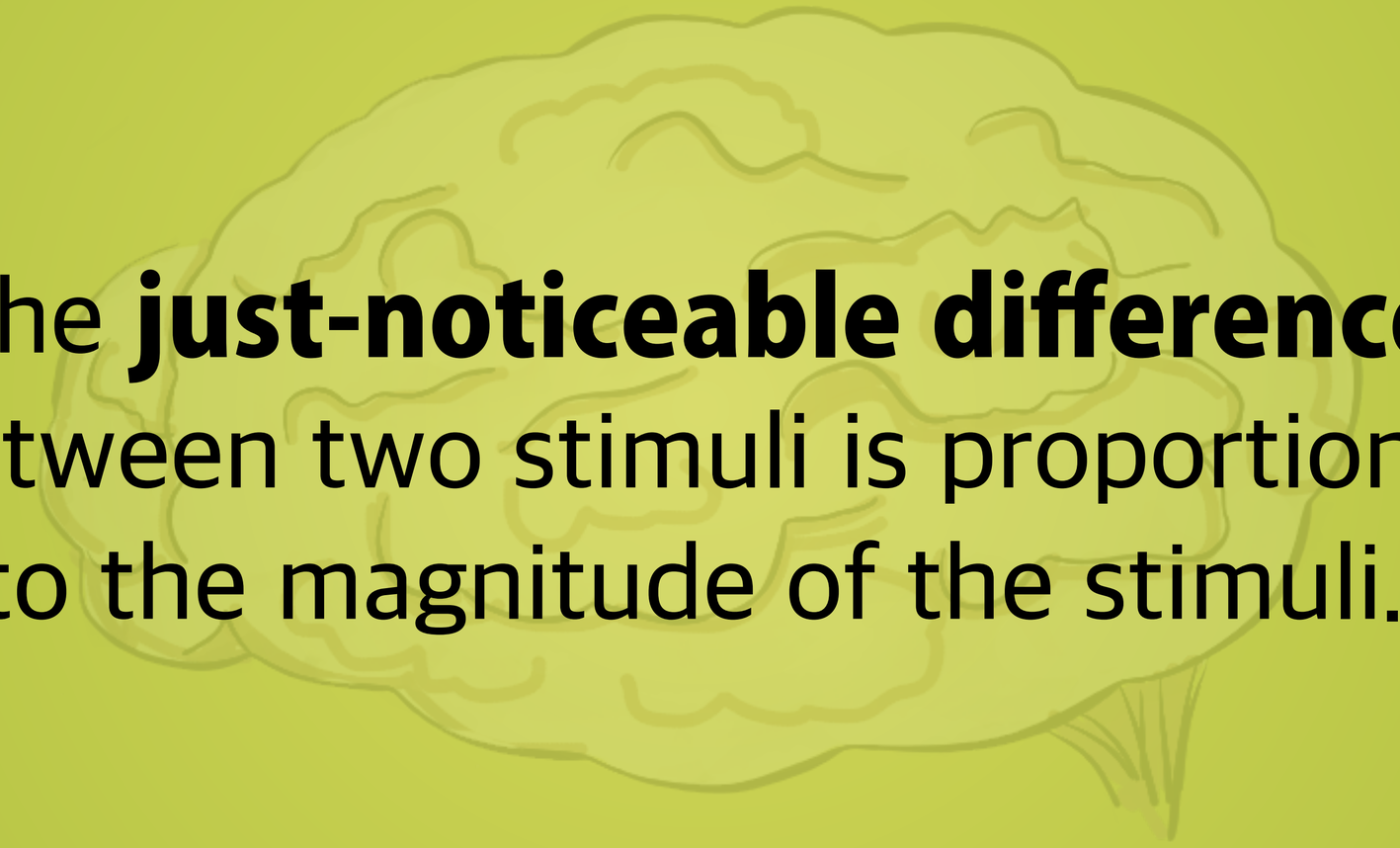
PERFORMANCE

IS

PERCEPTION



WEBER-FECHNER LAW



“The **just-noticeable difference** between two stimuli is proportional to the magnitude of the stimuli.”

WEBER-FECHNER LAW

DURATION | JND

JND = k% of DURATION

20% RULE

DURATION	JND

JND = 20%

NOTICEABLE

MEANINGFUL

“

TIME persists merely as a consequence of the **EVENTS** taking place in [space].

”

Martin Heidegger

EVENT

START

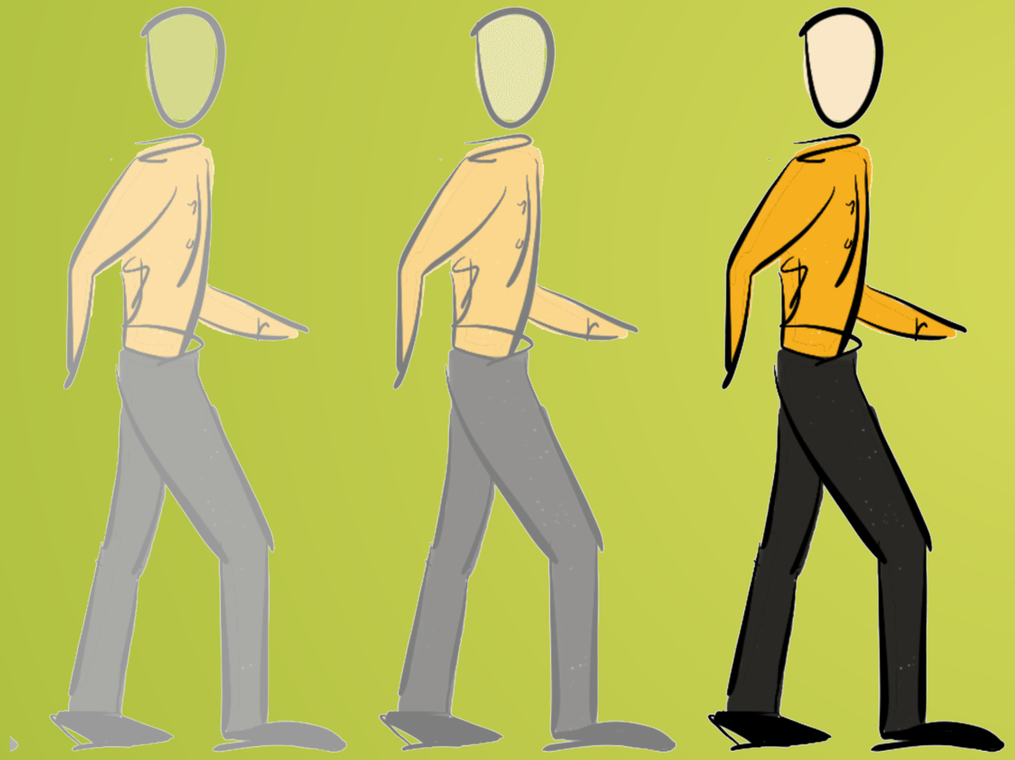
EVENT MARKER

END

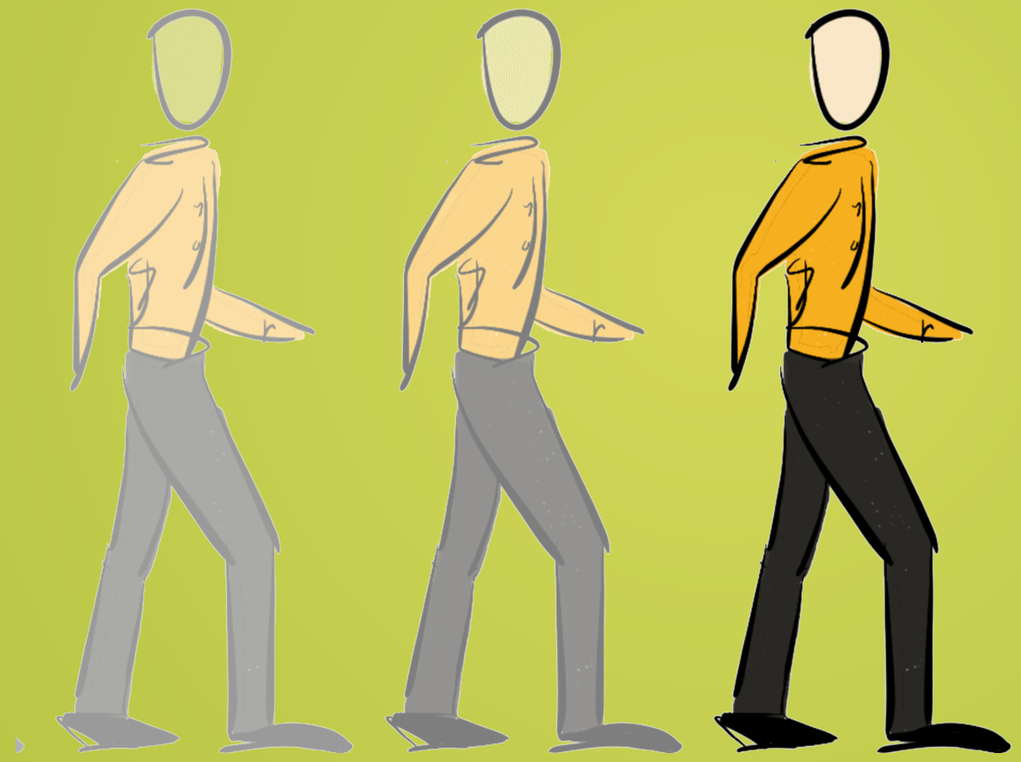
EVENT MARKER

ACTIVE

PASSIVE

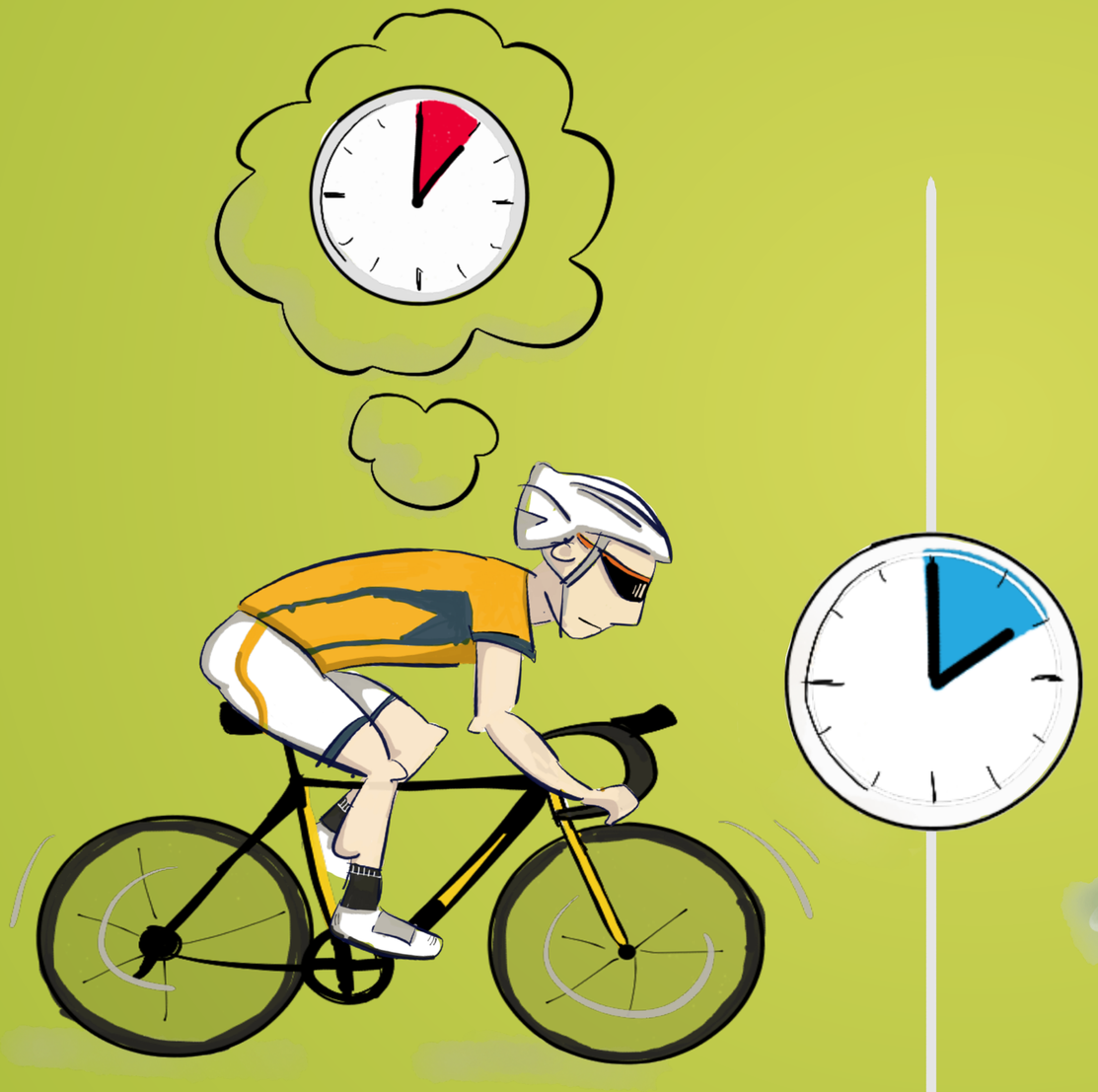


ACTIVE | PASSIVE



ACTIVE

PASSIVE



PEOPLE HATE
PASSIVE WAIT

PREEMPTIVE START

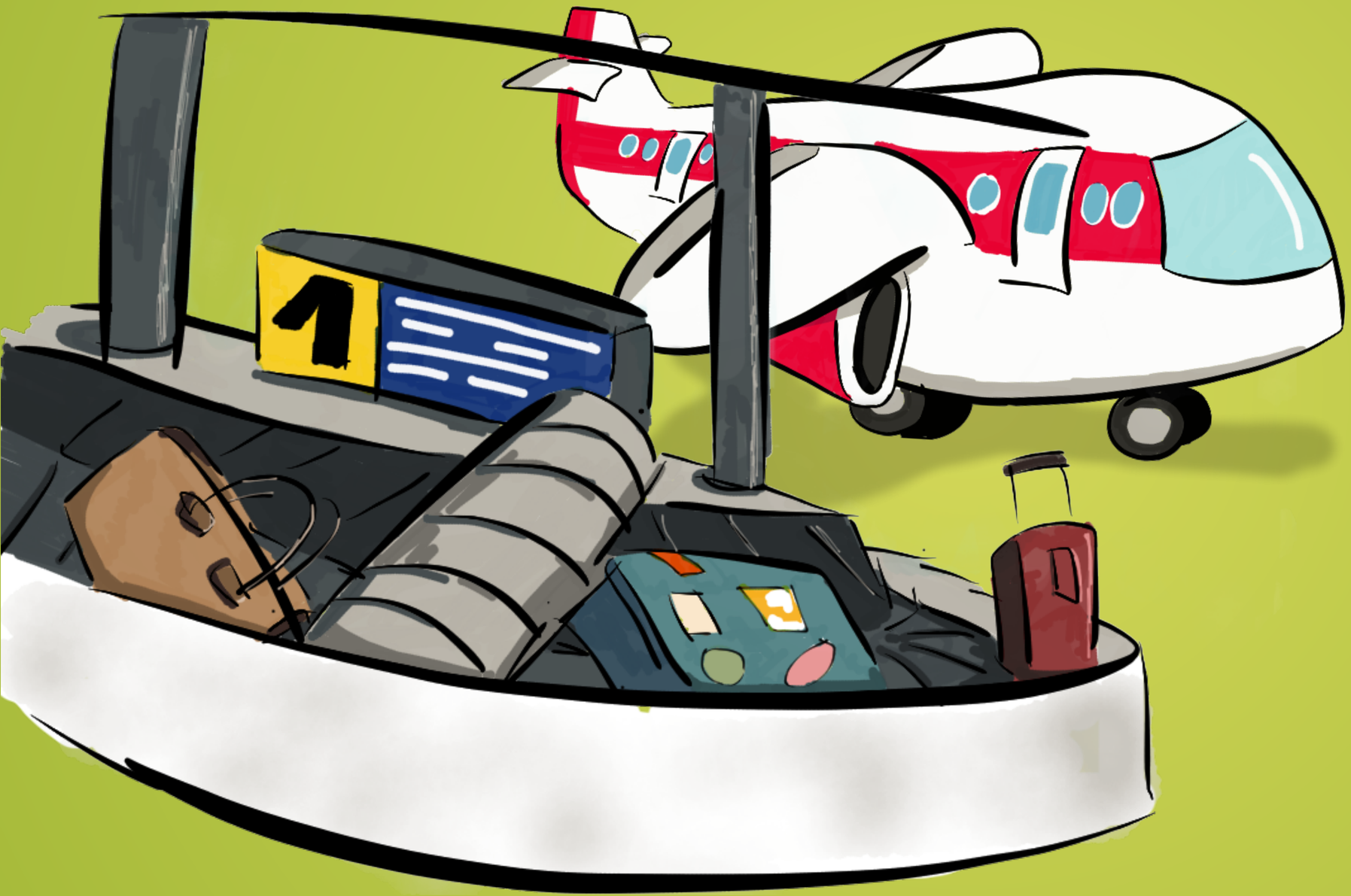
START

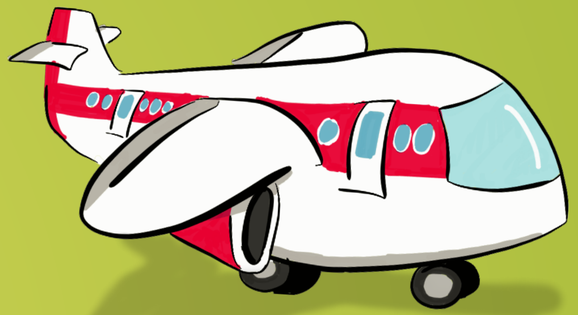
EVENT MARKER

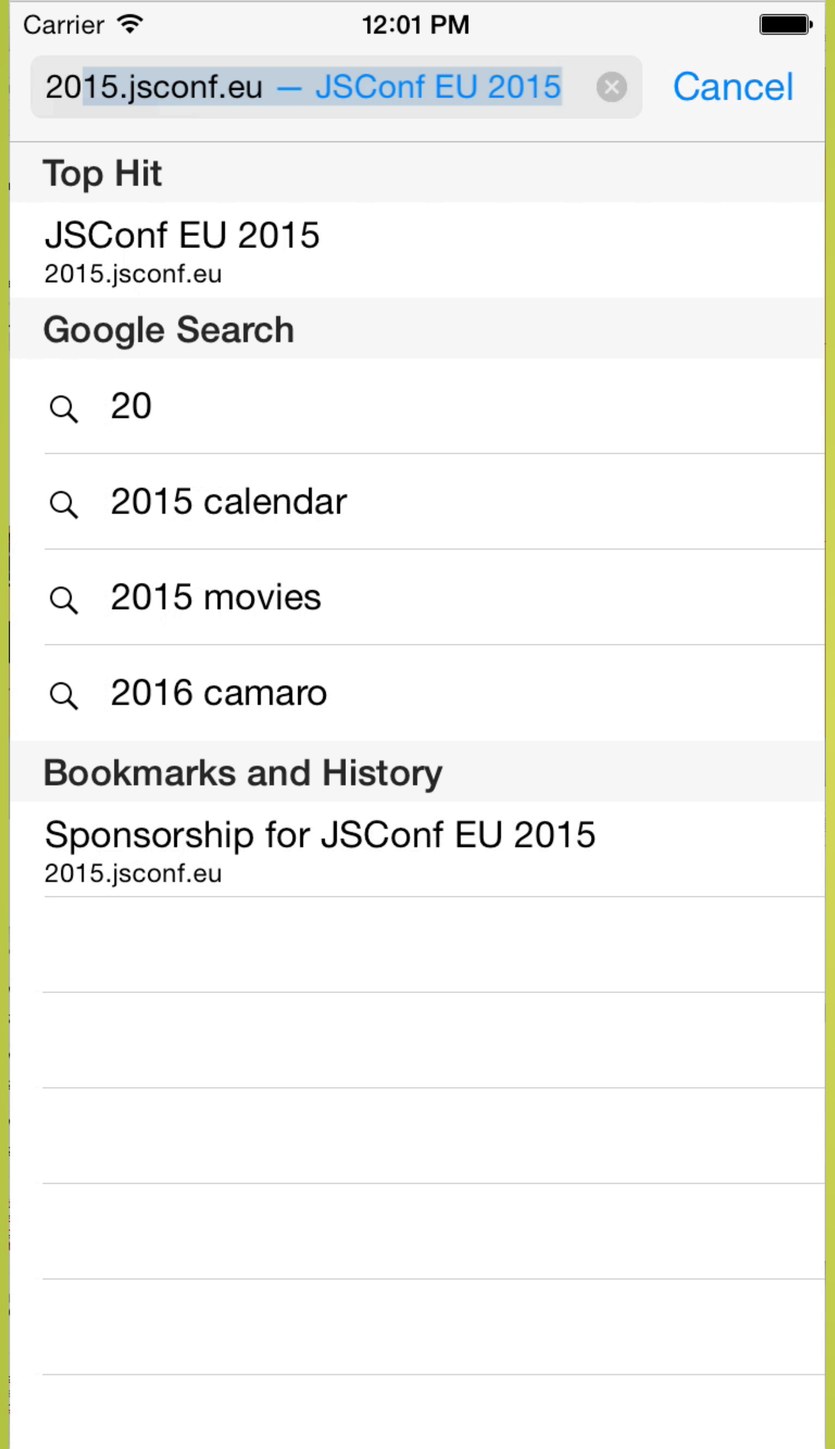
PREEMPTIVE START

START

EVENT MARKER



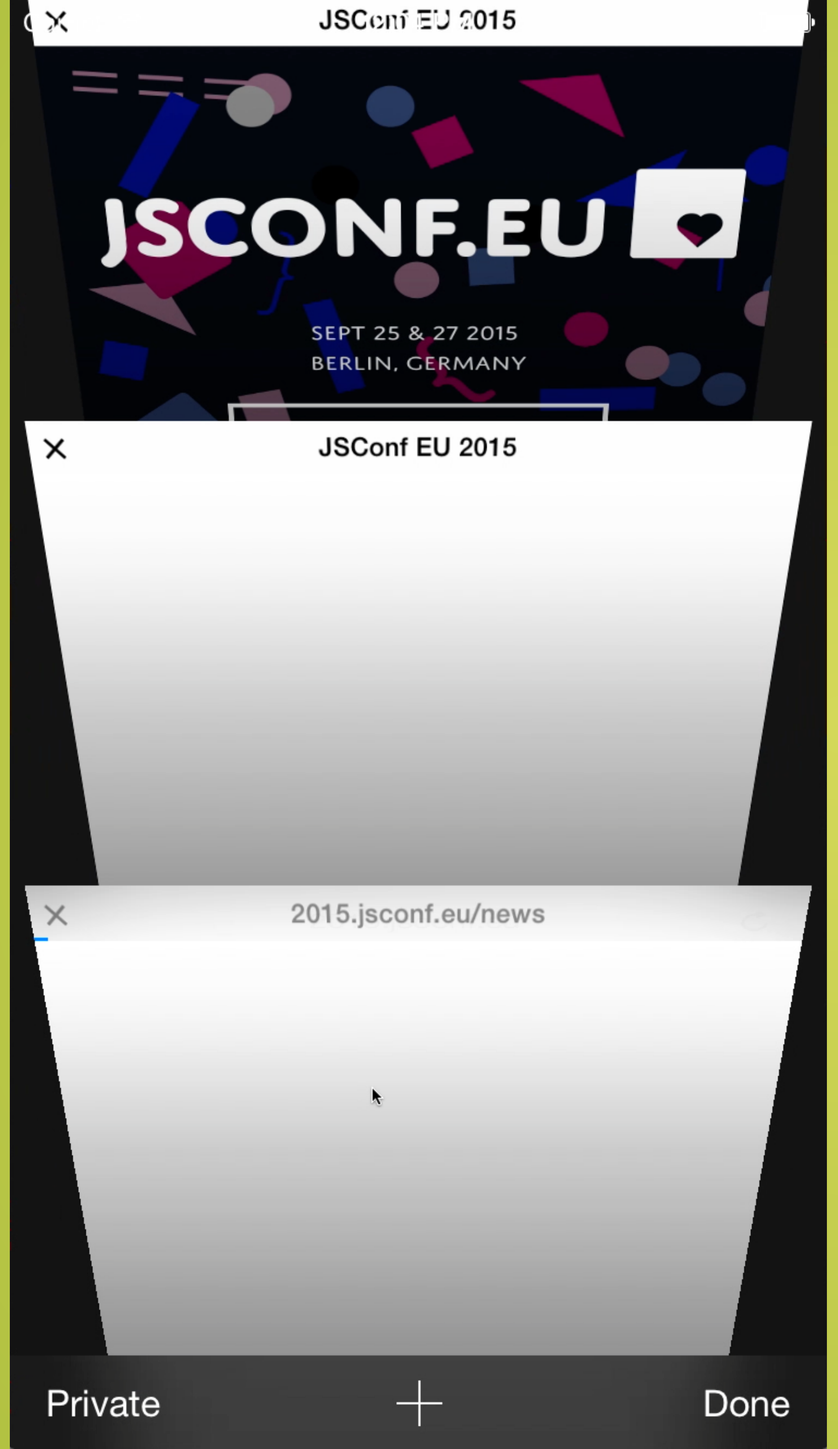




PRELOAD **TOP HITS** mobile Safari

Settings / Safari / Preload Top Hits

OPENNING
IN NEW TAB



OPENNING
IN NEW TAB

rel="**dns-prefetch**"

rel="**preconnect**"

rel="**prefetch**"

rel="**prerender**"

rel="**subresource**"

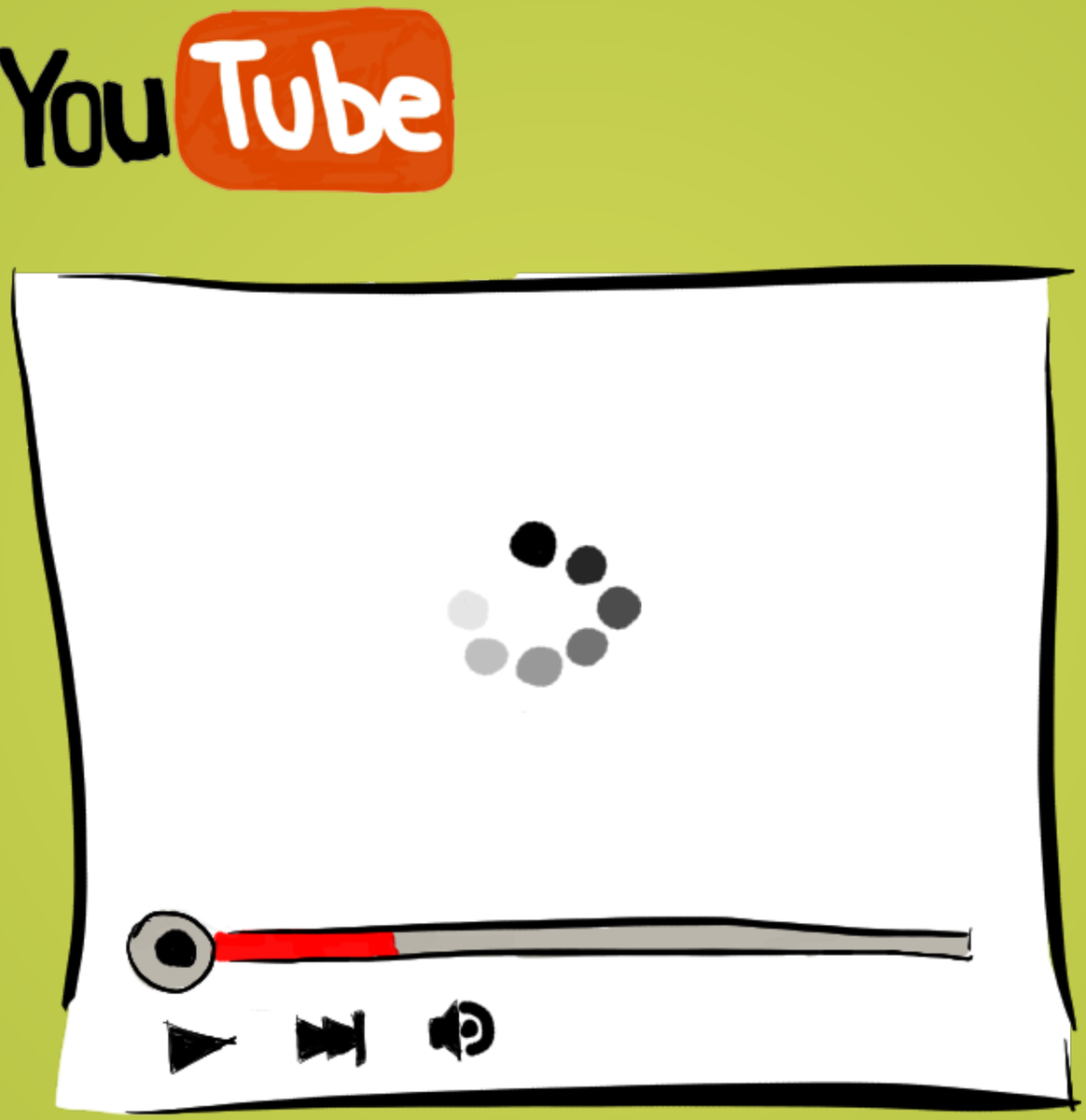
EARLY COMPLETION

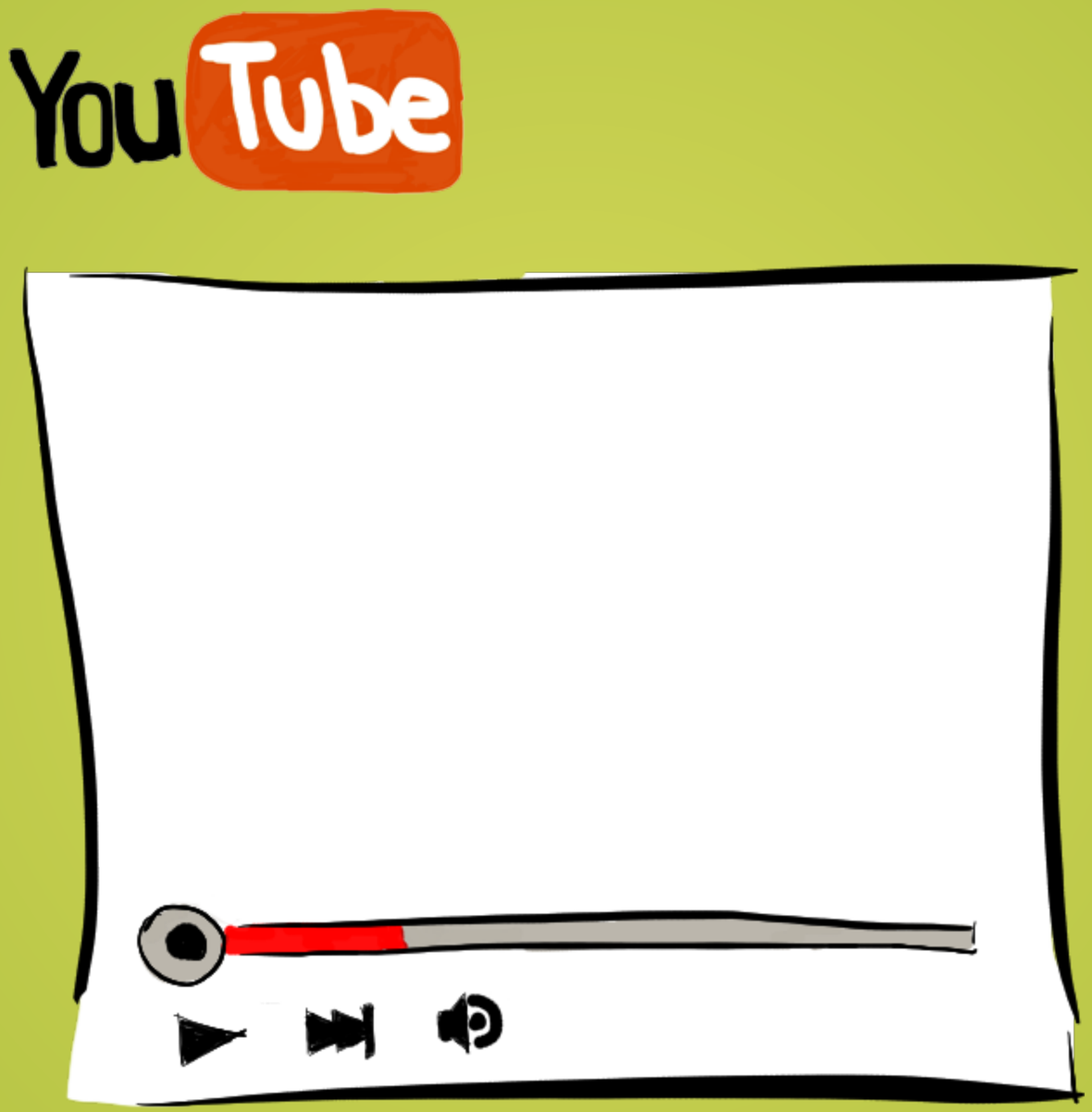
EARLY COMPLETION

END

EVENT MARKER

PASSIVE
PHASE





ACTIVE
PHASE

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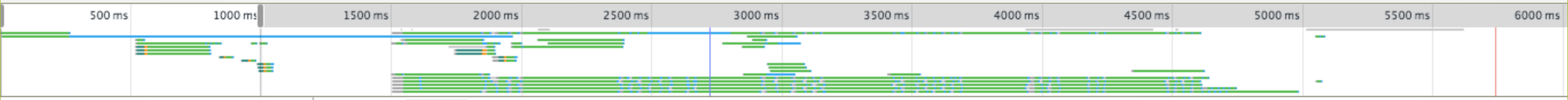
Shop by Department | MISHUNOV's Amazon.com | Today's Deals | Gift Cards | Sell | Help | Hello, MISHUNOV Your Account | Try Prime | Wish List | 0 Cart

Elements | Network | Sources | Timeline | Profiles | Resources | Audits | Console | Backbone | SnappySnippet | PageSpeed

View: | Preserve log | Disable cache | No throttling

Filter | Hide data URLs | All | XHR | JS | CSS | Img | Media | Font | Doc | WS | Other



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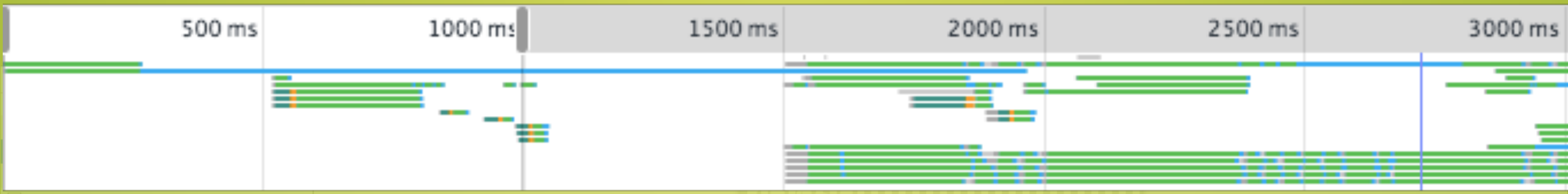
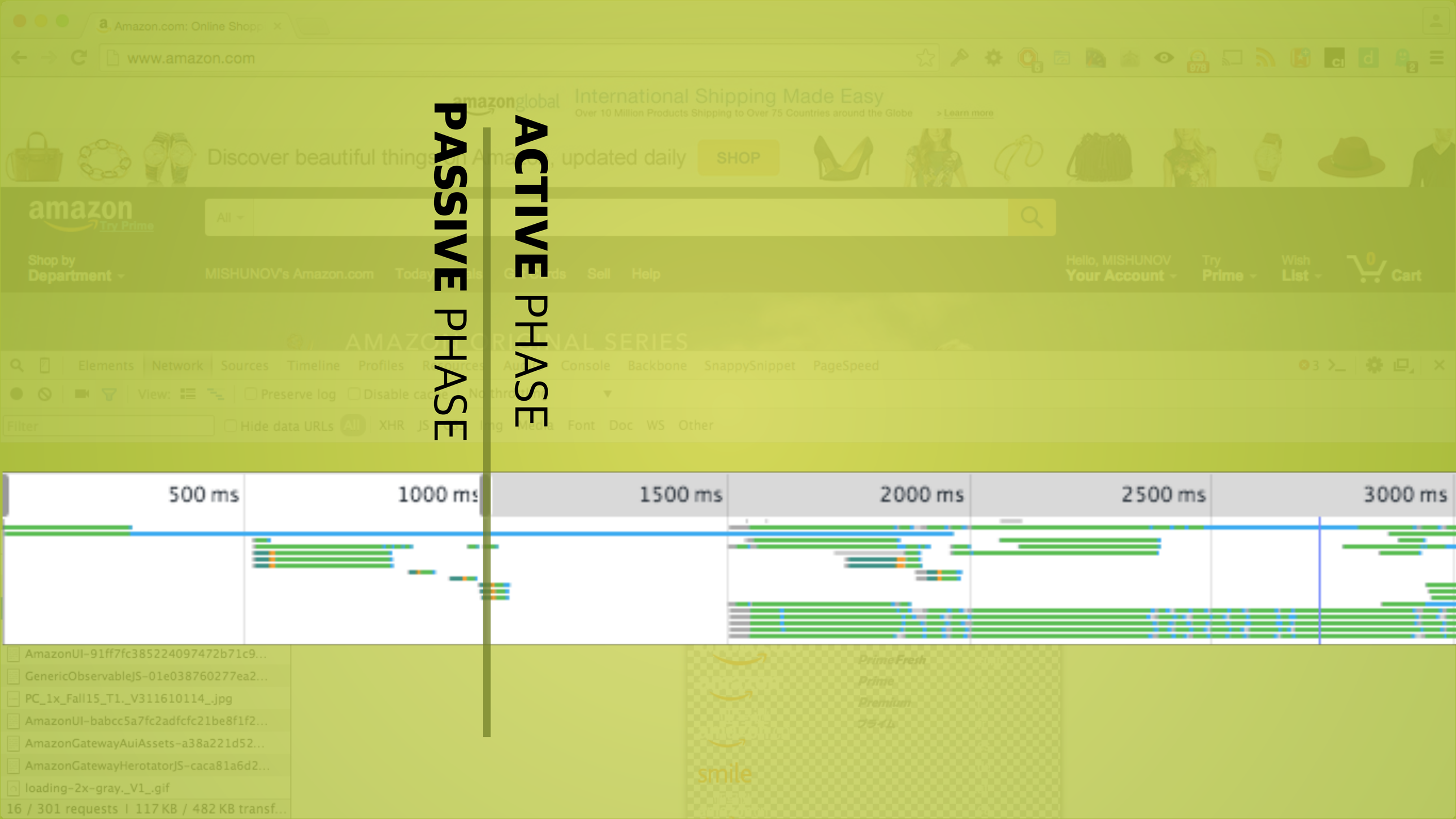
- GenericObservableJS-01e038760277ea2...
- PC_1x_Fall15_T1._V311610114_.jpg
- AmazonUI-babcc5a7fc2adfcfc21be8f1f2...
- AmazonGatewayAuiAssets-a38a221d52...
- AmazonGatewayHerotatorJS-caca81a6d2...
- loading-2x-gray._V1_.gif

16 / 301 requests | 117 KB / 482 KB transf...

× Headers | Preview | Response | Timing


500 ms
1000 ms
1500 ms
2000 ms
2500 ms
3000 ms


ACTIVE PHASE
PASSIVE PHASE
500 ms
1000 ms
1500 ms
2000 ms
2500 ms
3000 ms

MODERN USE OF MIRRORS

%0L

THANK YOU

@mishunov
DigitalGarden AS, Norway