Common Sense of Web Performance

Dev Talks Cluj 2018

Shane Hudson



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Performance is for the whole team to think about. Even if they never write a line of code in their life.

If you're the one that cares about performance, foster it within your team





Design & development

Books Physical & digital books

Performance matters –

we all know it. However, do we actually always know what our performance bottlenecks exactly are? Is

it expensive JavaScript, slow web font delivery, heavy images, or sluggish rendering? Is it worth exploring tree-shaking, scope hoisting, code-





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ABOUT THE AUTHOR

Vitaly Friedman loves beautiful content and doesn't like to give in easily. When he is not writing or speaking at a conference, he's most probably running ... More about Vitaly...

JANUARY 3, 2018 • 18 COMMENTS

Front-End Performance Checklist 2018 [PDF, Apple Pages]

Performance ⁷⁴ **# Service Workers** ⁵ # Checklists ⁸



You don't need to learn everything all at once

Web development is both easier than ever and harder than ever.

No one knows what they don't know

1. The web is fast



Our job is to make the web slower, and fix it before anyone notices

Use the way the web works, instead of workarounds

2. "performance" can mean so many things

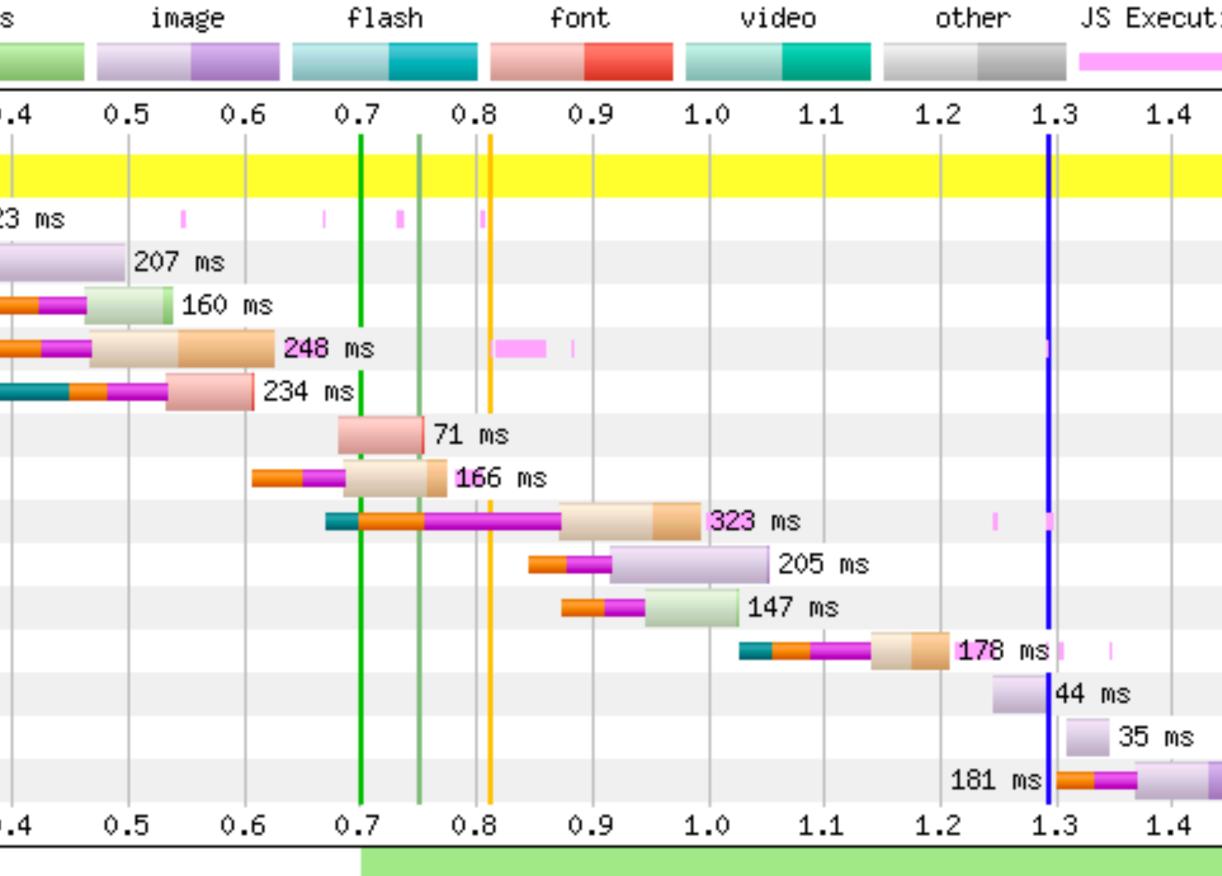


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https://www.webpagetest.org

@shanehud



dso	n
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Page performance



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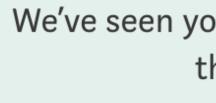


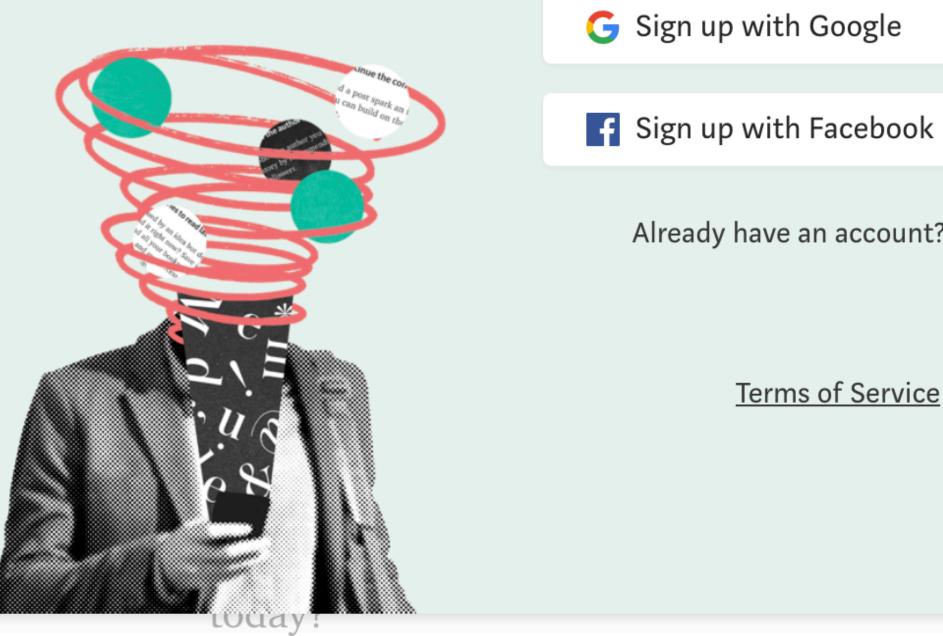
Speed of journey

About membership











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Medium

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Pardon the interruption.

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3. A website is useless if you connot use it



A performant web is a more accessible web

"Things that hit general performance will have an impact on accessibility performance. For example, re-writing large sections of the DOM is likely to be poor performance both visually and on a screen reader."

Léonie Watson

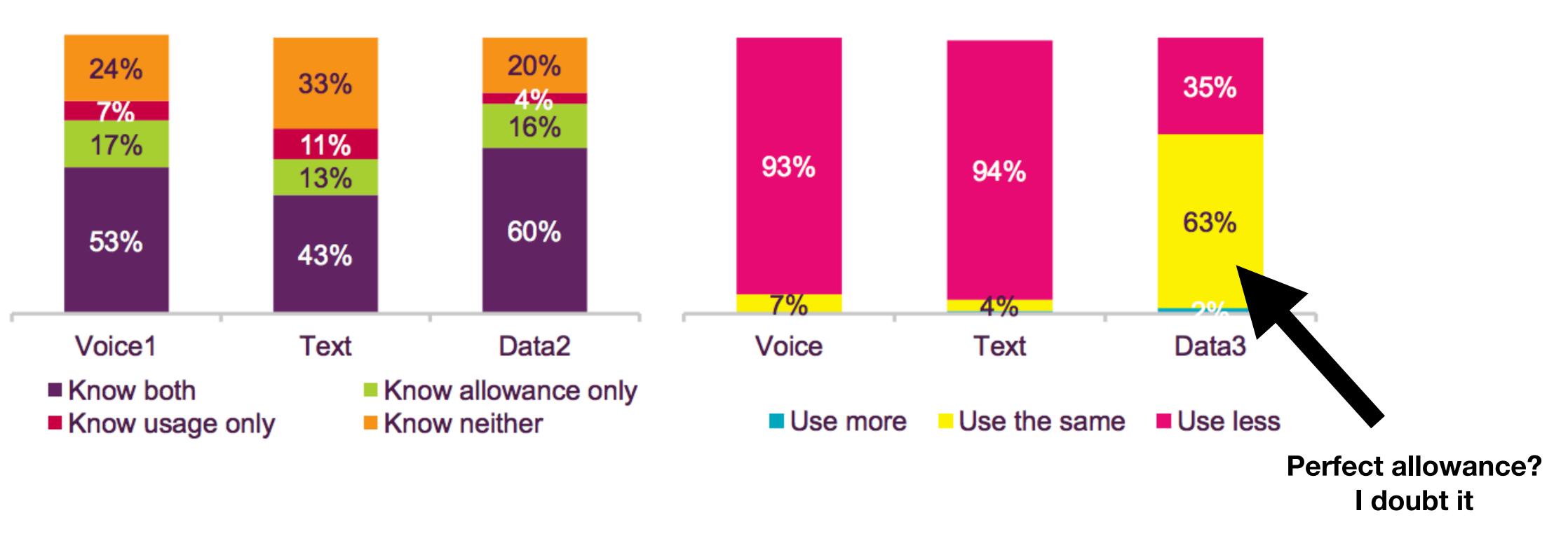


If a website is hard to use on an developer's laptop with fast internet, what chance does anyone else have?

63% of people use their monthly allowance

Figure 1.14 Knowledge and use of fixed allowances included in mobile contracts

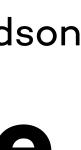
All post-pay users with fixed allowances



Pricing trends for communications services in the UK (PDF, 1.3 MB) 15 Mar 2017 - Ofcom

@shanehudson

Of those that know allowance and usage



When we make websites, we must remember there is a cost to view

Progressive enhancement and performance go hand in hand. It's all about the baselines.



What happens if your assets don't load fully?



Links Articles Notes About Journal

offline

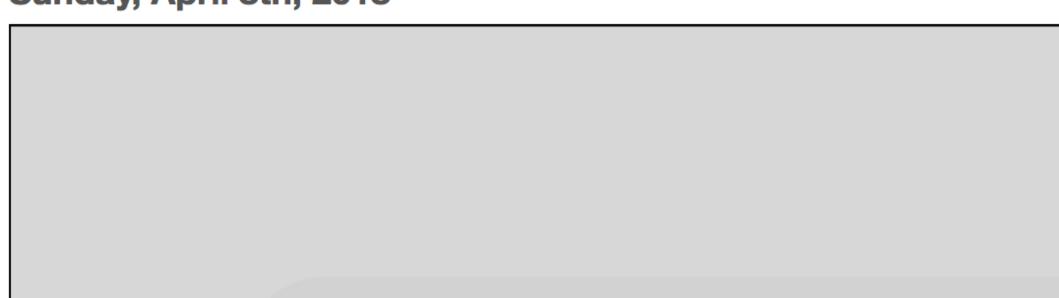
Jeremy Keith

Making <u>websites</u>. Writing <u>books</u>. Speaking at <u>events</u>. Living in <u>Brighton</u>. Working at <u>Clearleft</u>. Playing <u>music</u>. Taking <u>photos</u>. Answering <u>email</u>.

Journal

2457 Man Marine Marine Links 7313 Articles 68 _n_what

Sunday, April 8th, 2018



acactio



About this site

Adactio is the online home of Jeremy Keith, a web developer and author living and working in Brighton, England.

Get in touch

Customise
Choose a theme default \$
This is the plain vanilla look.
Search
Find Go!
 Within adactio.com \$ Peruse the <u>archive</u> Browse the <u>tags</u>
Subscribe

I have some feeds that you can subscribe to in your RSS reader:

- My journal
- My links

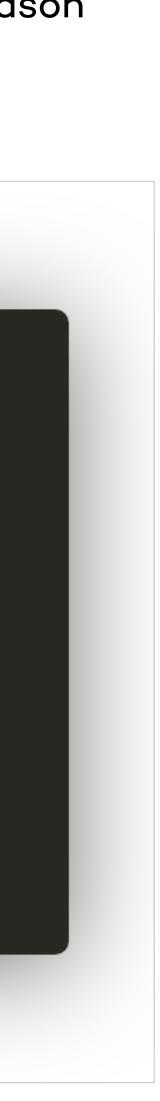




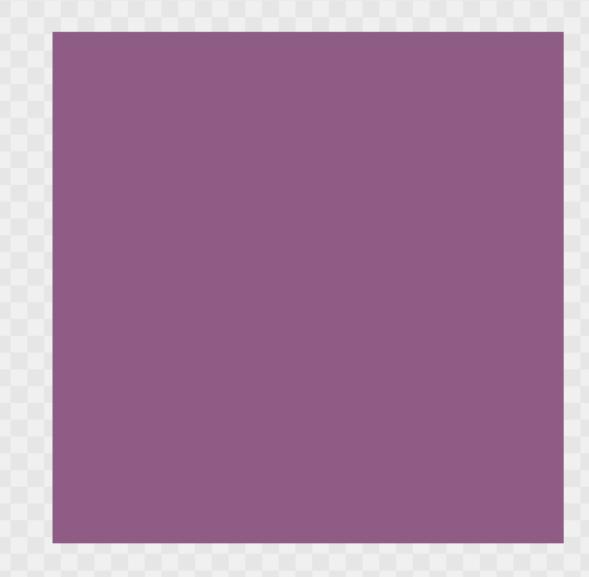
4. Less is more



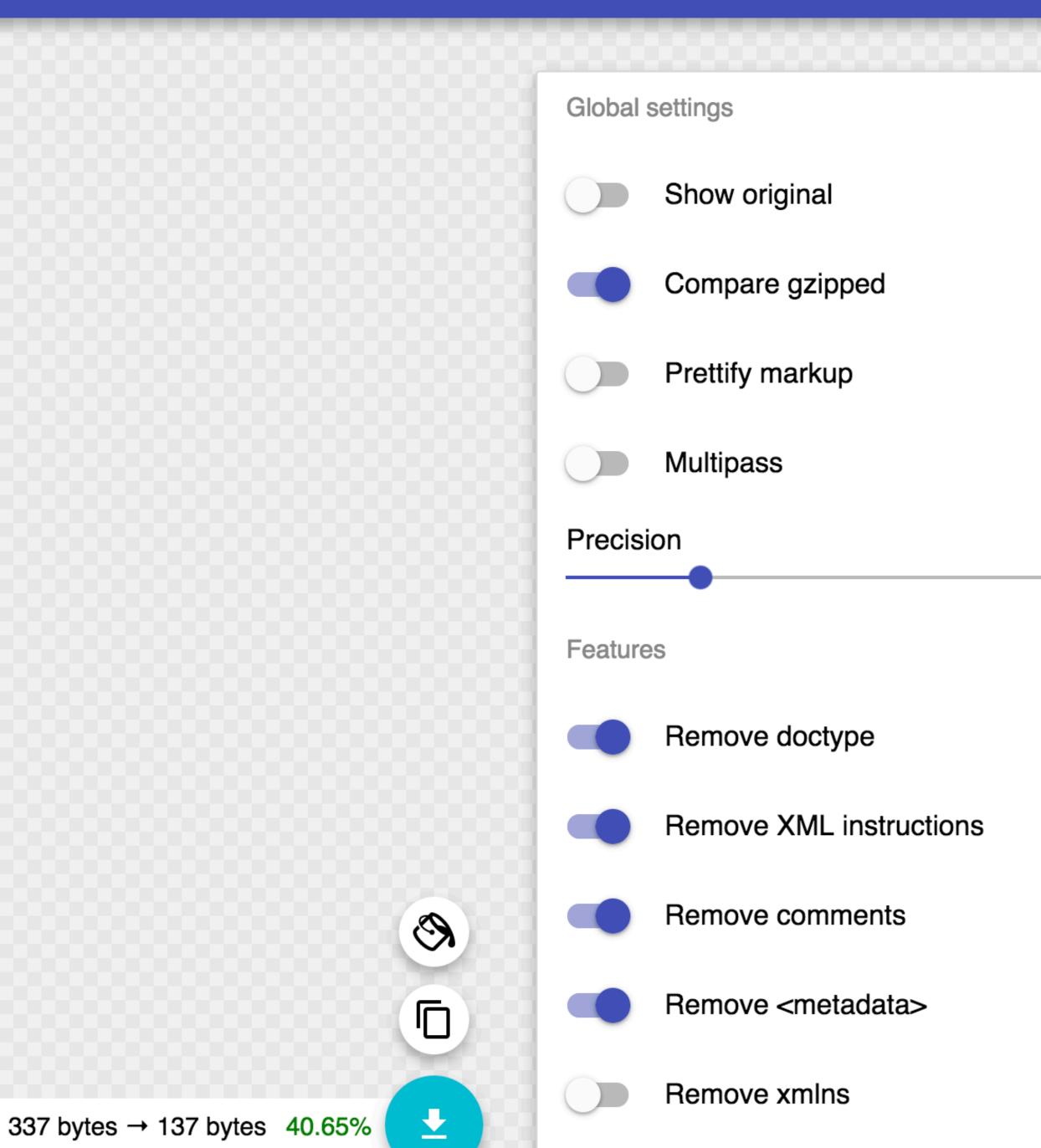






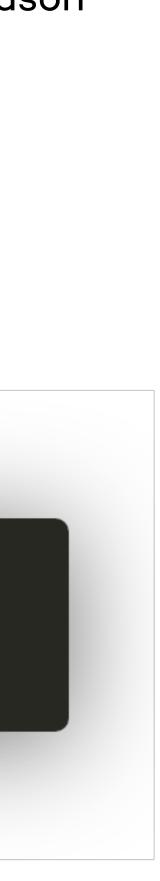


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Optimise all assets

Showing 43 changed files - with 3 additions and 2717 deletions

"It's only slow the first time, then it gets cached"

Said pretty much everyone—including me—at some point they are wrong.



Take responsibility, don't rely on technology

You can't fix performance by chucking money at it



Q: How can we make Ruby slower? A:

writeup soon.



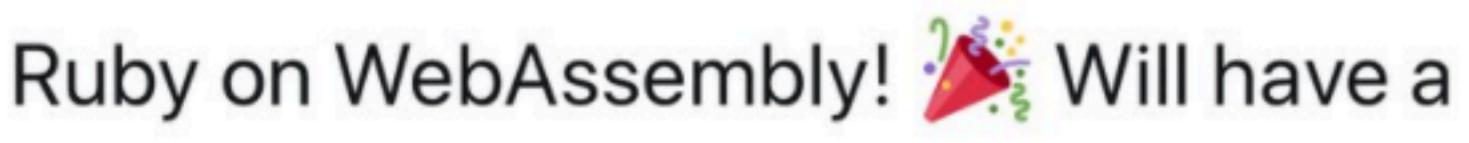
@chriseppstein @chriseppstein · 2m Replying to @chriseppstein

111

^ This is a troll but I'm serious too. Web Assembly scares me. We're going to a whole lot of things we shouldn't with it. It can make the web faster but it can also make the web slower.



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@shanehudson

5. Performance is designed



Every content update Every new feature Every design tweak and bug fix **Every blog post**

Everything affects performance

A page can load quickly but the journey can be awful

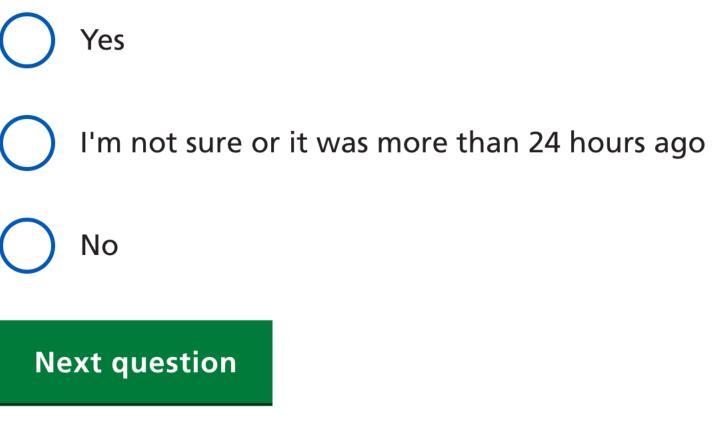
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Case study - NHS 111 online



BETA This is a new service, your <u>feedback</u> will help improve it.

Have you fainted or blacked out in the last 24 hours?



Change my previous answer

What makes this page fast?

- Hierarchy
- One context
- Really simple, one image
- Call to action

@shanehudson



BETA This is a new service, your <u>feedback</u> will help improve it.

Have you fainted or blacked out in the last 24 hours?

() Yes

I'm not sure or it was more than 24 hours ago

() No

Next question

Change my previous answer

What makes this page fast?

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@shanehudson



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I'm not sure or it was more than 24 hours ago

() No

Next question

Change my previous answer

How do you make a journey quicker/easier? Repetition

https://mrjoe.uk/ux100/

@shanehudson

"When you are tired, distracted or confused, you can't use new or novel interactions. You go back to the stuff you know."

Joe Leech



NHS 111 online

BETA This is the first version of a new service.

Speak to your GP practice today or tomorrow

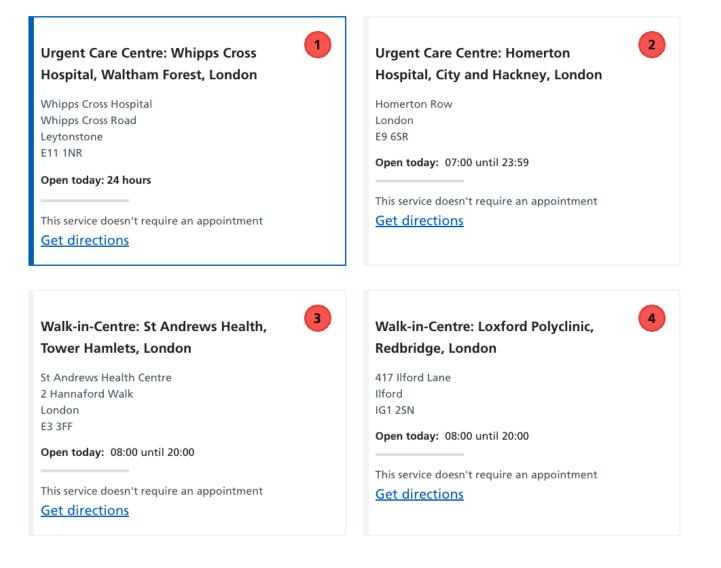
You should speak to your GP practice within the next 24 hours

If you can't speak to your GP practice

Visit a service

As you may not see your usual GP, let the service know which medicines you take.





Arrange for someone to phone you

@shanehudson

They will check through the answers you have entered and give you advice on what to do next



If you're not registered with a GP, read advice on how to join an NHS GP practice

What you can do in the meantime

Fever

- Drink plenty of fluids little and often is best.
- Wear lightweight clothes. Don't wrap up to try to sweat out the fever.
- Don't fan or sponge yourself down to cool off. Cooling down too quickly can cause shivering and will increase your temperature again.
- Call 999 if:
- The person becomes very drowsy, isn't responding normally or is having a fit.
- The person becomes severely ill with new marks under the skin which look like bruising or bleeding.

Medication, pain and/or fever

• Paracetamol or ibuprofen can be used to relieve pain or a fever. Don't take if you've been told not to, or you've already taken some. Read the instructions on the packet, or talk to a pharmacist.

Headache

- Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache.
- A heated pad or covered hot water bottle on the back of your neck may help ease the pain.
- Call 999 if:
- The person becomes very drowsy, isn't responding normally or is having a fit.
- The person becomes severely ill with new marks under the skin which look like bruising or bleeding.

Call 111 if your symptoms get worse

If there are any new symptoms, or if the condition gets worse, changes or you have any other concerns, call NHS 111 for advice. Calls to 111 are free.

Help us improve

Terms and conditions Privacy statement <u>Cookies</u>

What makes this page slower?

• Six different contexts

• Map

- Service lookup (backend)
- Call to action is not obvious, ordered by recommended priority

NHS 111 online		They will check through the answers you have entered and give you advice
BETA This is the first version of a new service.		
		Integrated Urgent Care - Clinical Hub Contact -
		East London
Speak to your GP practice	today or	Opens today: 00:00 until 08:00 18:30 until 23:59
speak to your GP practice	today of	
tomorrow		Book a call
You should speak to your GP practice with	hin the next 24 hours	If you're not registered with a GP, read advice on how to join an NHS GP practic
		What you can do in the meantime
If you can't speak to your G	P practice	-
▼ <u>Visit a service</u>		FeverDrink plenty of fluids - little and often is best.
		Wear lightweight clothes. Don't wrap up to try to sweat out the
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As you may not see your usual GP, let the	service know which medicines you take.	Don't fan or sponge yourself down to cool off. Cooling down too
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Weinbley Coorgie Urgent Care Centre: Whipps Cross Hospital, Waltham Forest, London Whipps Cross Hospital Whipps Cross Road Leytonstone E11 1NR Open today: 24 hours This service doesn't require an appointment <u>Get directions</u> Walk-in-Centre: St Andrews Health,	Image: Souther of Southe	 Medication, pain and/or fever Paracetamol or ibuprofen can be used to relieve pain or a fever. Don't take if you've been told not to, or you've already taken some. Read the instructions on the packet, or talk to a pharmacist. Headache Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache. A heated pad or covered hot water bottle on the back of your neck may help ease the pain. Call 999 if: The person becomes severely ill with new marks under the skin which look like bruising or bleeding. Call 111 if your symptoms get worse If there are any new symptoms, or if the condition gets worse, changes or you have any other concerns, call NHS
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What makes this page slower?

- Six different contexts
- Map
- Service lookup (backend)
- Call to action is not obvious, ordered by recommended priority

NHS 111 online		They will check through the answers you have entered and give you advice
BETA This is the first version of a new service.		
		Integrated Urgent Care - Clinical Hub Contact -
		East London
Speak to your GP practice	today or	Opens today: 00:00 until 08:00 18:30 until 23:59
speak to your GP practice	today of	
tomorrow		Book a call
You should speak to your GP practice with	hin the next 24 hours	If you're not registered with a GP, read advice on how to join an NHS GP practic
		What you can do in the meantime
If you can't speak to your G	P practice	-
▼ <u>Visit a service</u>		FeverDrink plenty of fluids - little and often is best.
		Wear lightweight clothes. Don't wrap up to try to sweat out the
		fever.
As you may not see your usual GP, let the	service know which medicines you take.	Don't fan or sponge yourself down to cool off. Cooling down too
		quickly can cause shivering and will increase your temperature
		again. • Call 999 if:
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	Warley	When book like braising of breading.
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What makes this page slower?

- Six different contexts
- Map
- Service lookup (backend)

 Call to action is not obvious, ordered by recommended priority

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Speak to your GP practice	today or	Opens today: 00:00 until 08:00 18:30 until 23:59
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Wendbley Coorgie London Bark Urgent Care Centre: Whipps Cross Hospital, Waltham Forest, London Whipps Cross Road Leytonstone E11 1NR Open today: 24 hours	Image: Souther of the souther of th	 Medication, pain and/or fever Paracetamol or ibuprofen can be used to relieve pain or a fever. Don't take if you've been told not to, or you've already taken some. Read the instructions on the packet, or talk to a pharmacist. Headache Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache. A heated pad or covered hot water bottle on the back of your neck may help ease the pain. Call 999 ff: The person becomes severely ill with new marks under the skin which look like bruising or bleeding.
Wendbley Colorgie Urgent Care Centre: Whipps Cross Hospital, Waltham Forest, London Whipps Cross Road Leytonstone E11 1NR Open today: 24 hours This service doesn't require an appointment	Image: Souther of the souther of th	 Medication, pain and/or fever Paracetamol or ibuprofen can be used to relieve pain or a fever. Don't take if you've been told not to, or you've already taken some. Read the instructions on the packet, or talk to a pharmacist. Headache Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache. A heated pad or covered hot water bottle on the back of your neck may help ease the pain. Call 999 if: The person becomes very drowsy, isn't responding normally or is having a fit. The person becomes severely ill with new marks under the skin
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Weinhier Görgle Urgent Care Centre: Whipps Cross Hospital, Waltham Forest, London Whipps Cross Hospital Whipps Cross Road Leytonstone E11 1NR Open today: 24 hours This service doesn't require an appointment <u>Get directions</u>	Image: State of the state	 Medication, pain and/or fever Paracetamol or ibuprofen can be used to relieve pain or a fever. Don't take if you've been told not to, or you've already taken some. Read the instructions on the packet, or talk to a pharmacist. Headache Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache. A heated pad or covered hot water bottle on the back of your neck may help ease the pain. Call 999 if: The person becomes very drowsy, isn't responding normally or is having a fit. The person becomes severely ill with new marks under the skin which look like bruising or bleeding. Call 111 if your symptoms get worse If there are any new symptoms, or if the condition gets
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Network Page performance Speed of journey

6. There can be valid reasons for a slower website



@shanehudson

Know your limitations

Limitation - Content

@shanehudson

Limitation - Requirement

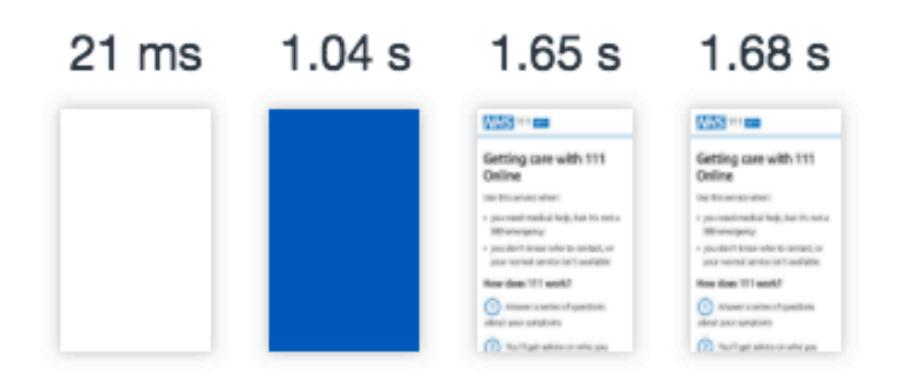
Limitation - Privacy

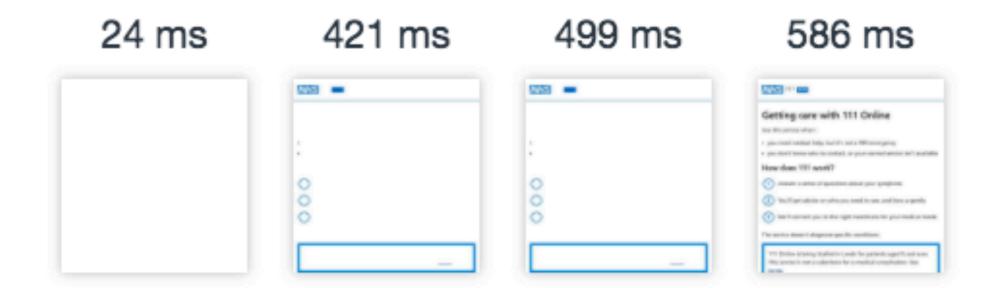
Can a website be too fast?

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No. But...

Flash of invisible Text





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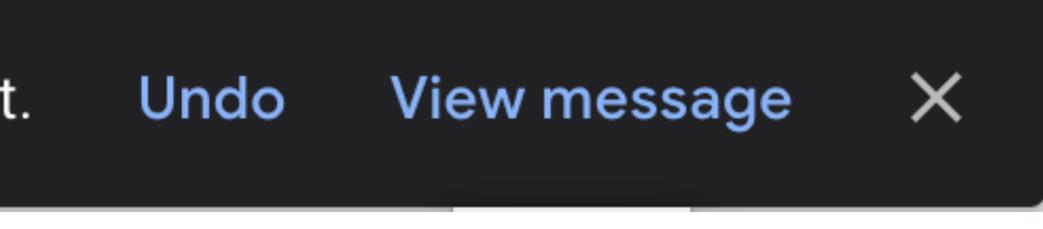
Slow but felt like it was loading

Fast but felt broken

Wait, did something happen? Too fast, add friction

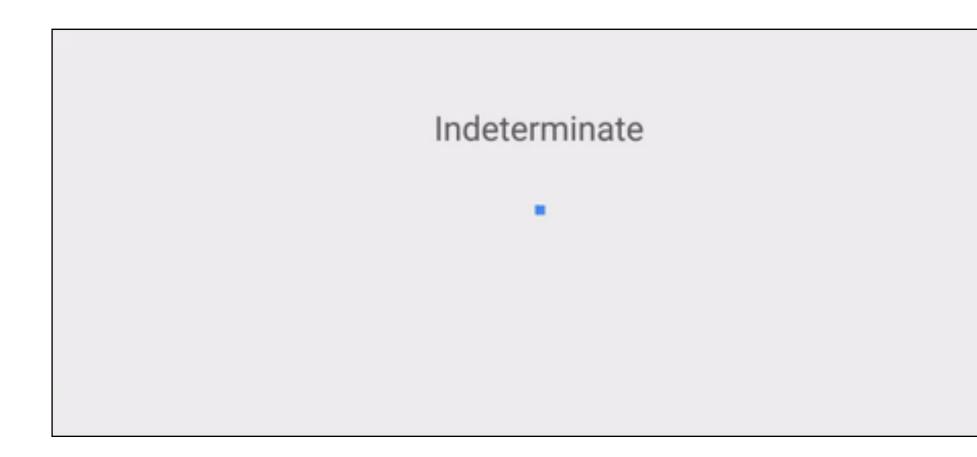
Your message has been sent. Undo

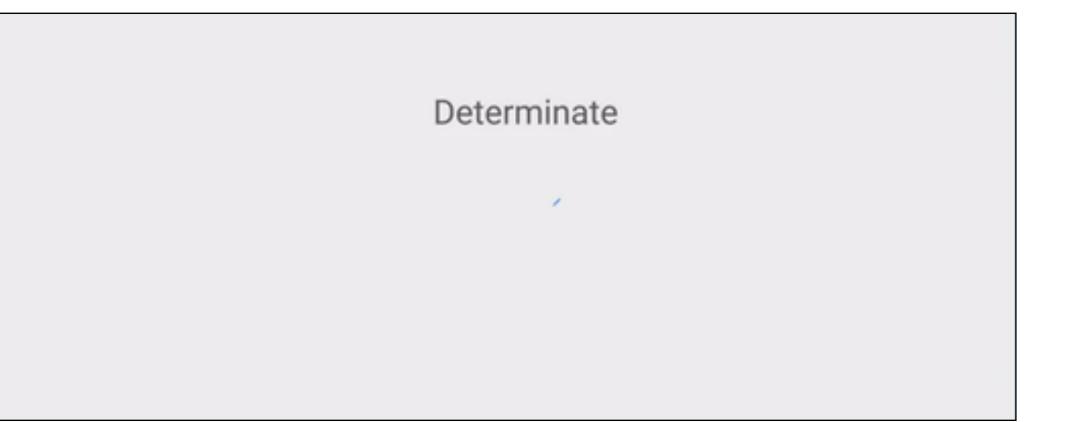
Your message has been sent.











Summary

- 1. The web is fast
- 2. "performance" can mean so many things
- 3. A website is useless if you cannot use it
- 4. Less is more
- 5. Performance is designed
- 6. There can be valid reasons for a slower website



Thank you. Shane Hudson