## 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





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#### 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** <sup>74</sup> **# Service Workers** <sup>5</sup> # Checklists <sup>8</sup>



## 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

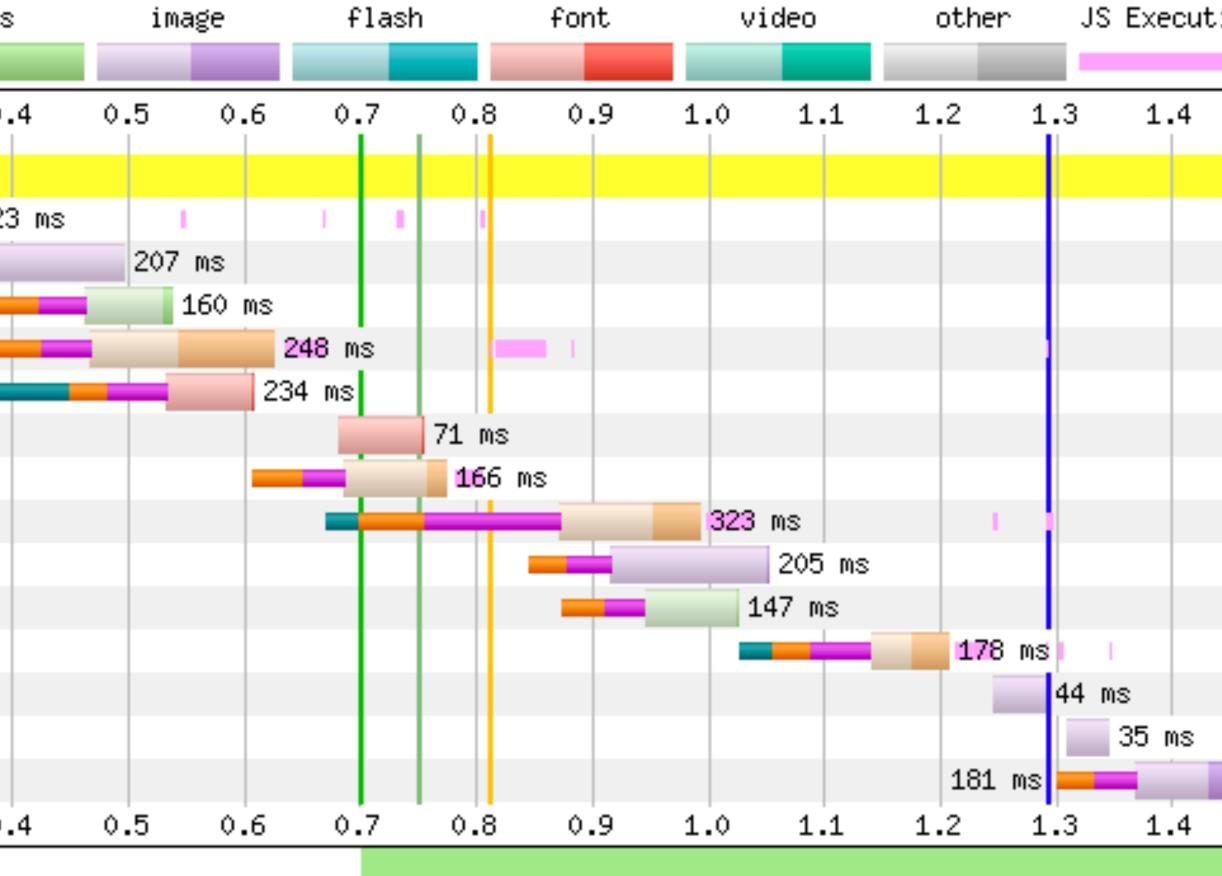


### Network

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#### https://www.webpagetest.org

#### @shanehud



dso	n
ion	

# Page performance



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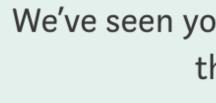


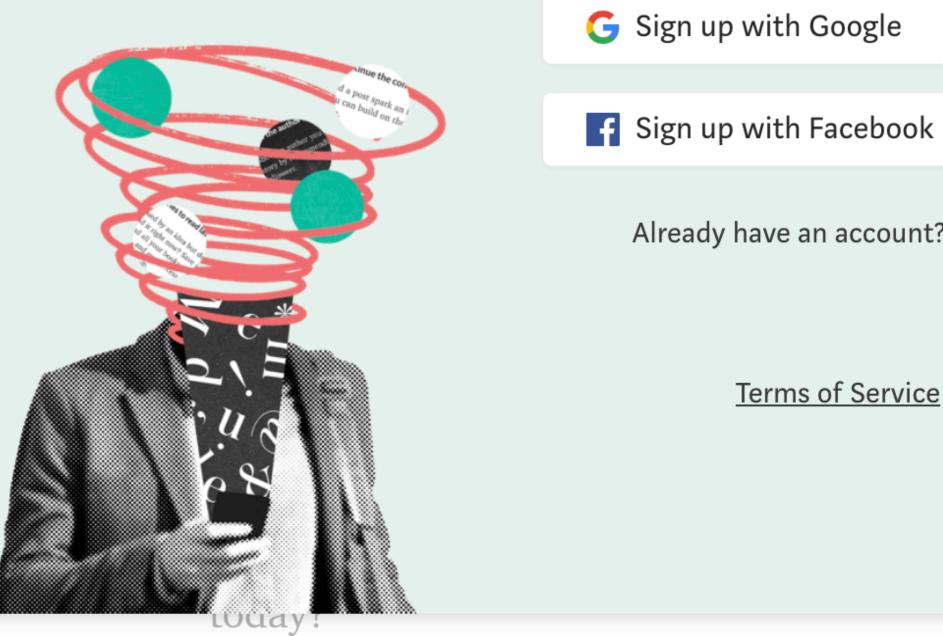
## Speed of journey

About membership











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 $\times$ 

#### 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

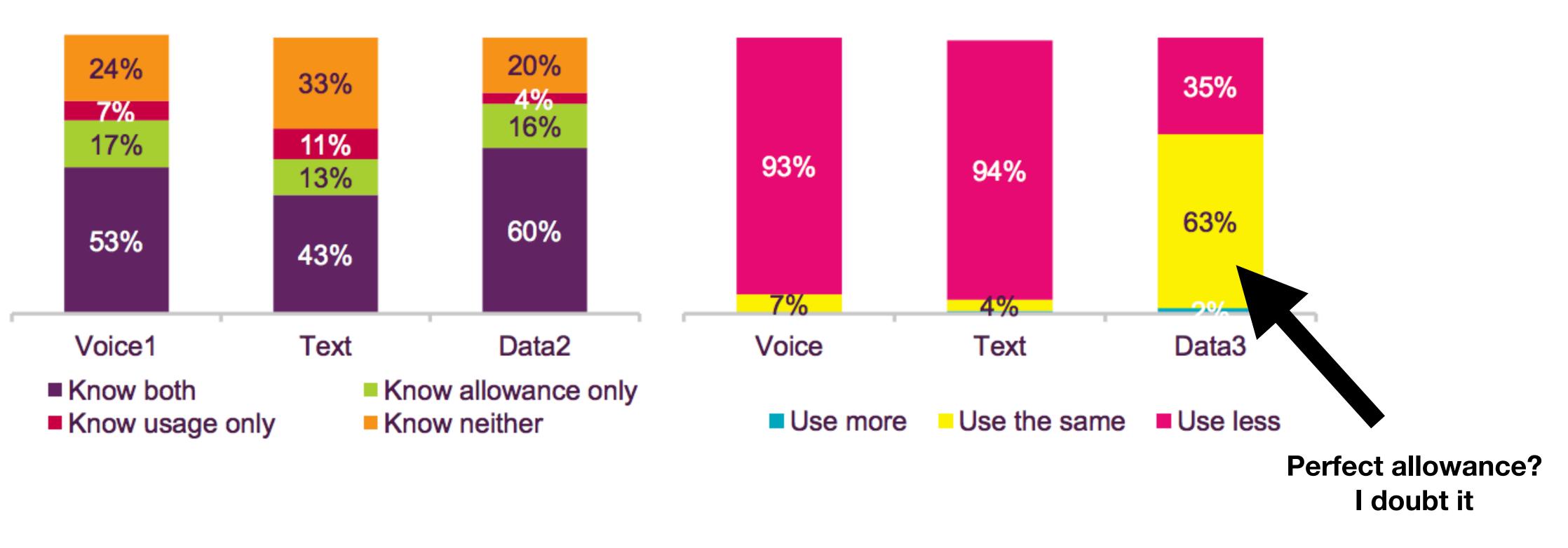


### If a website is hard to use on an developer's laptop with fast internet, what chance does anyone else have?

### 63% of people use their monthly allowance

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

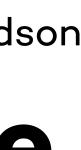
All post-pay users with fixed allowances



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

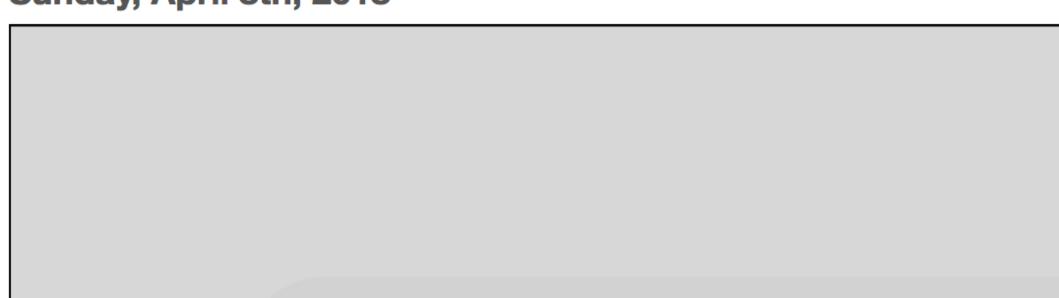
#### **Jeremy Keith**

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!
<ul> <li>Within adactio.com \$</li> <li>Peruse the <u>archive</u></li> <li>Browse the <u>tags</u></li> </ul>
Subscribe

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

- My journal
- My links

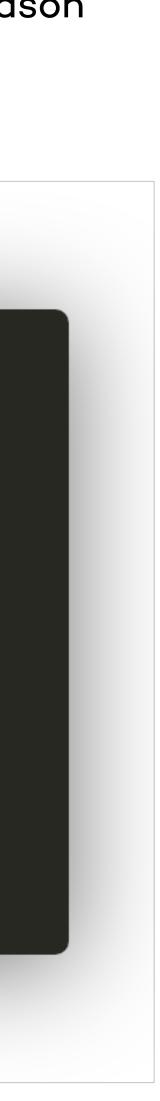




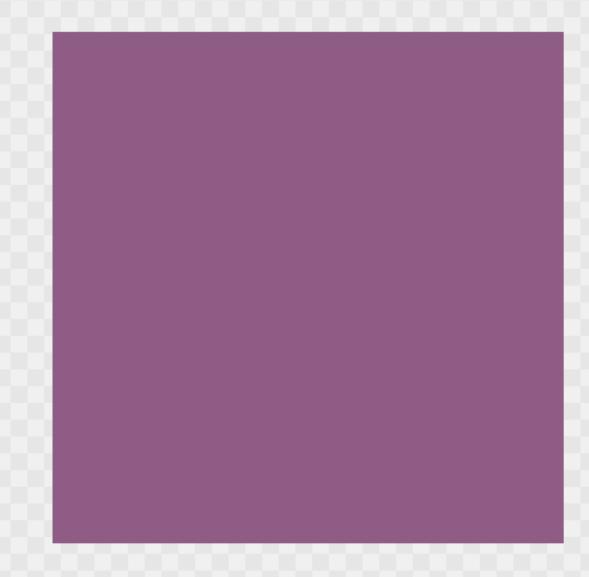
### 4. Less is more



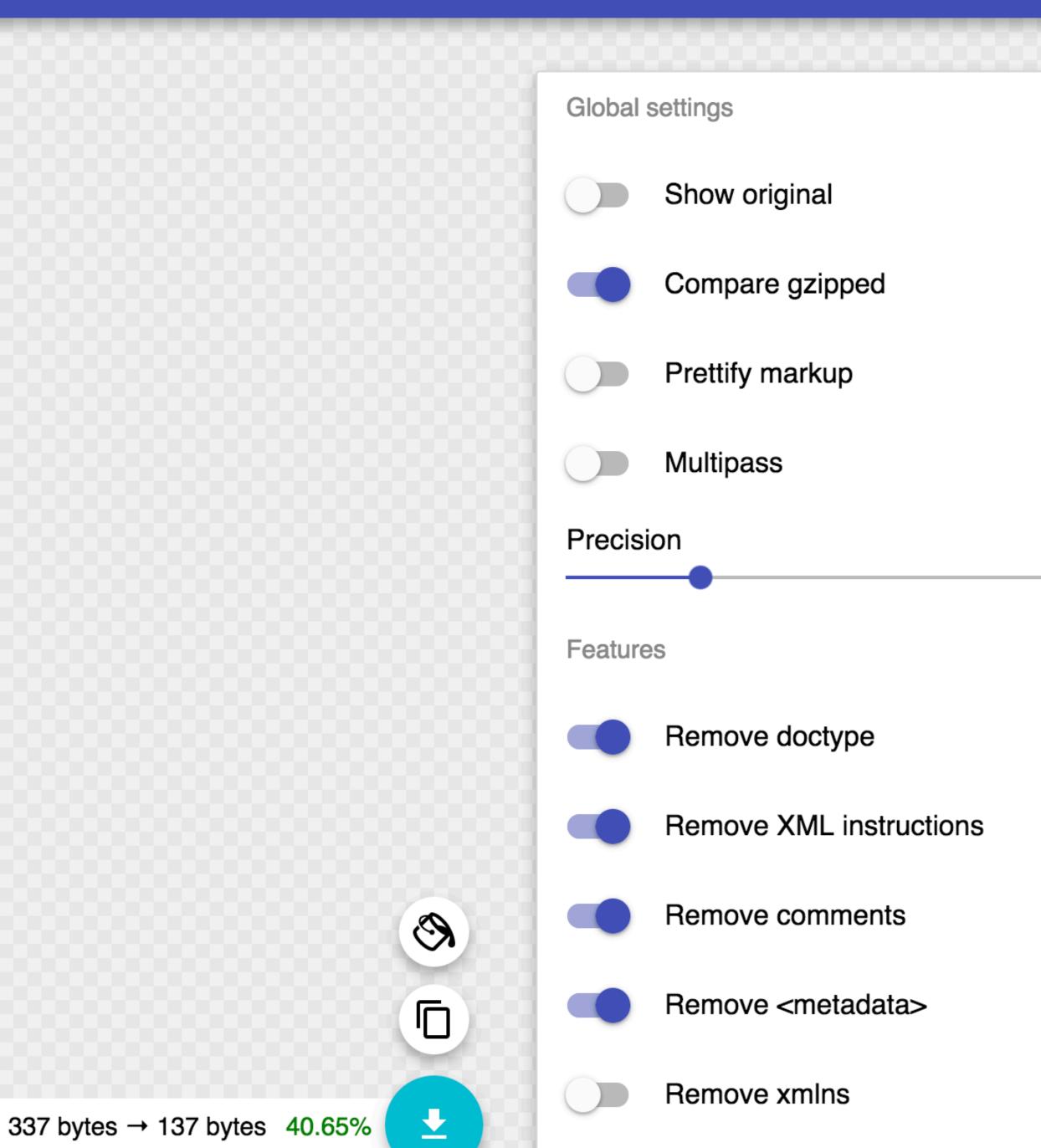






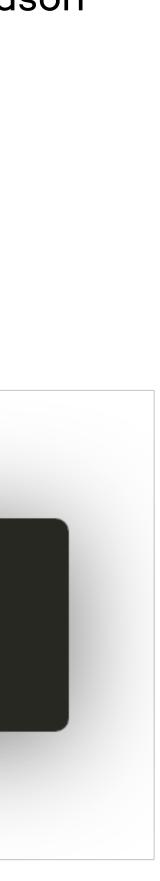


https://jakearchibald.github.io/svgomg/



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#### <svg xmlns="http://www.w3.org/2000/svg" width="244" height="244"><path fill="#905C87" fillrule="evenodd" d="M0 0h244v244H0z"/></svg>



## 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.



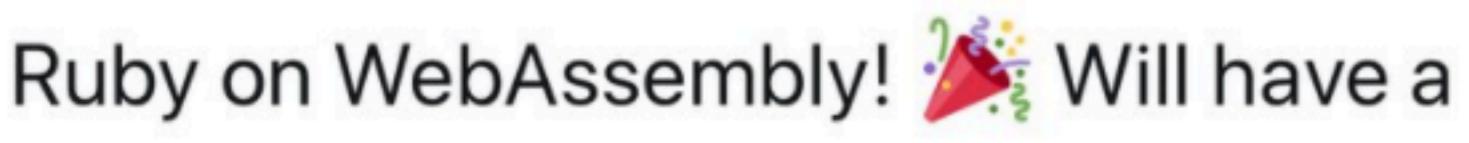
@chriseppstein @chriseppstein · 2m Replying to @chriseppstein

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

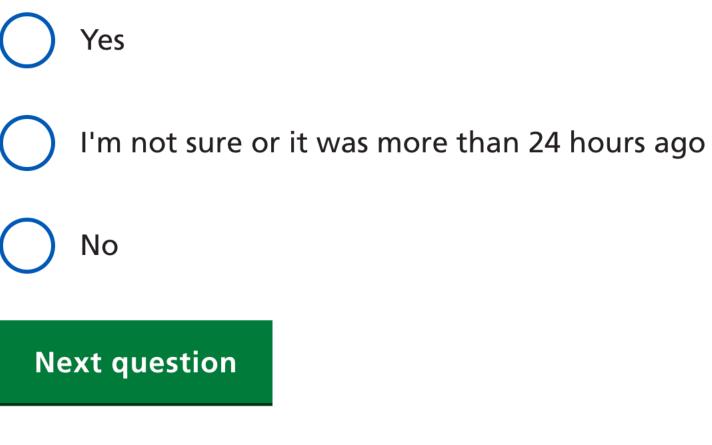
@shanehudson

## 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?

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

### @shanehudson



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### @shanehudson



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### 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

# 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

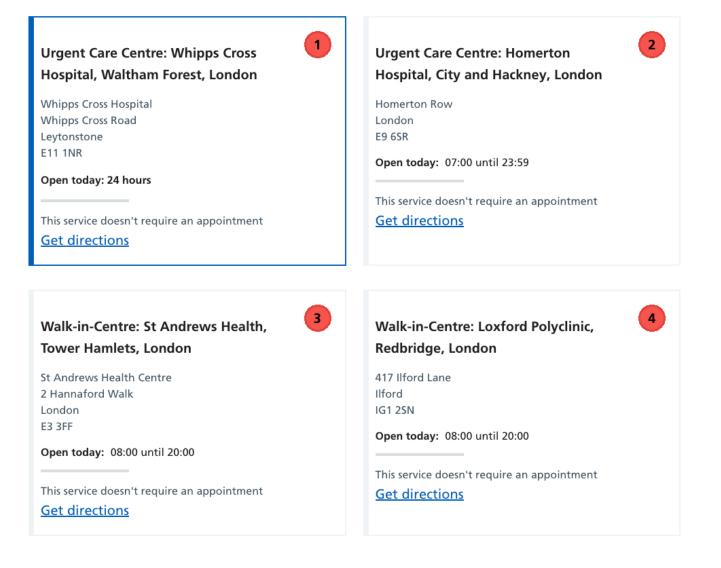
You should speak to your GP practice within the next 24 hours

### 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

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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
<b>BETA</b> 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>		<ul><li>Fever</li><li>Drink plenty of fluids - little and often is best.</li></ul>
		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
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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

NHS 111 online		They will check through the answers you have entered and give you advice
<b>BETA</b> 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>		<ul><li>Fever</li><li>Drink plenty of fluids - little and often is best.</li></ul>
		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:
Map Satellite	Epping	<ul> <li>Call 999 II:</li> <li>The person becomes very drowsy, isn't responding normally or</li> </ul>
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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

NHS 111 online		They will check through the answers you have entered and give you advice
<b>BETA</b> 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>		<ul><li>Fever</li><li>Drink plenty of fluids - little and often is best.</li></ul>
		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:
Map Satellite	Epping	<ul> <li>Call 999 II:</li> <li>The person becomes very drowsy, isn't responding normally or</li> </ul>
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	Warley	When book like braising of breading.
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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

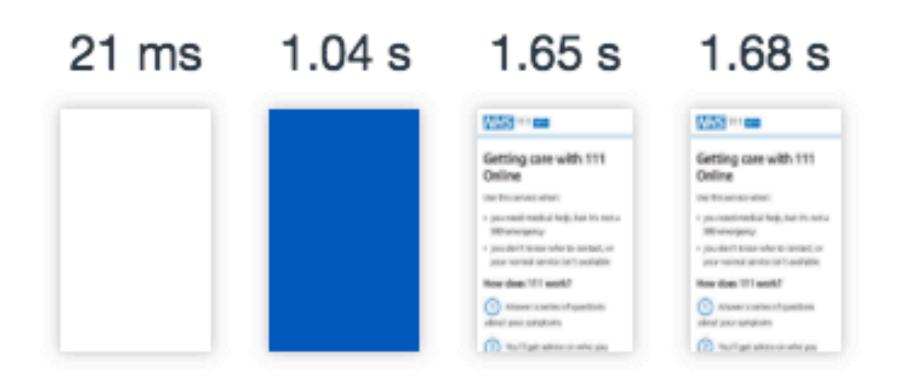
## Limitation - Privacy

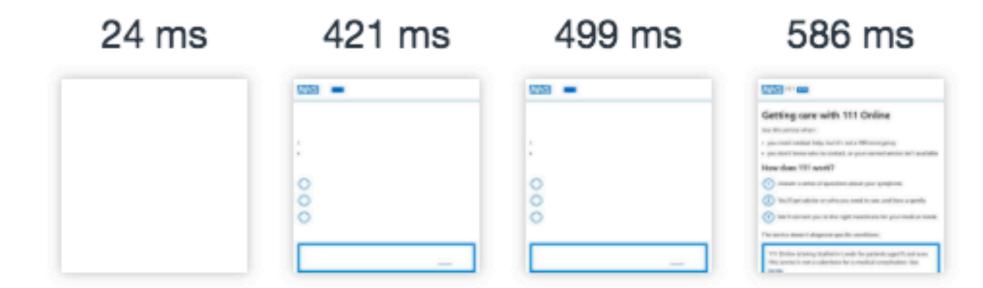
## Can a website be too fast?

@shanehudson

### No. But...

### Flash of invisible Text





@shanehudson

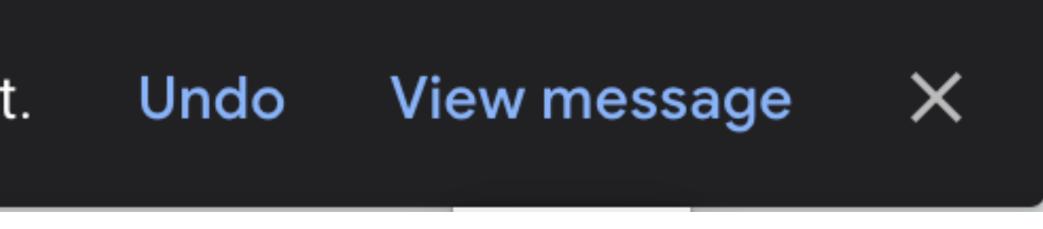
## Slow but felt like it was loading

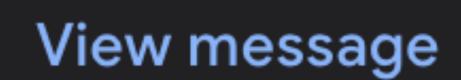
### Fast but felt broken

# Wait, did something happen? Too fast, add friction

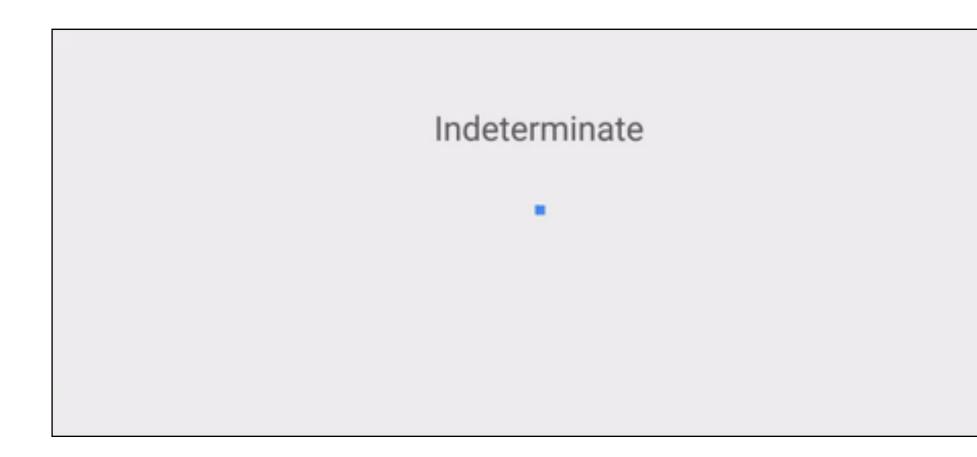
### Your message has been sent. Undo

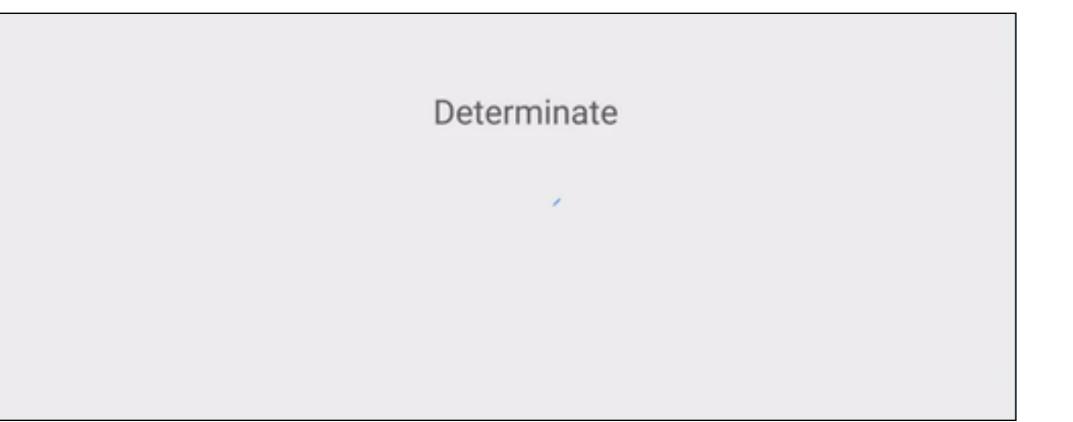
### Your message has been sent.











### 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