

Common Sense of Web Performance

Shane Hudson

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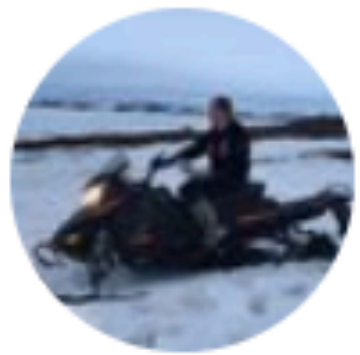
Shane Hudson



“In the practical art of war, the best thing of all is to take the enemy’s country whole and intact; to shatter and destroy it is not so good.”

Sun Tzu—The Art of War
(via my notebook)

Why care? I asked Twitter



Mike Rogers  @MikeRogers0 · Jan 22



Replying to @ShaneHudson

I care. I want a website which isn't laggy to scroll & quick to load. Though work wise, I'd much prefer standard and simple, over cryptic and high performance.



1



1





Tom Hudson @TomNomNom · Jan 22



Replying to @ShaneHudson

I care about performance because much of the world can't afford the high-end computers (or phones), and/or can't get the fast connections needed to load and use many of the modern multi-megabyte monstrosities. It's exclusionary and it needs to stop.





Mike Carter @mcarterj · Jan 22



Replying to @ShaneHudson

Because I have to ad-block half the Internet to get anything to load in a decent amount of time on my phone these days.

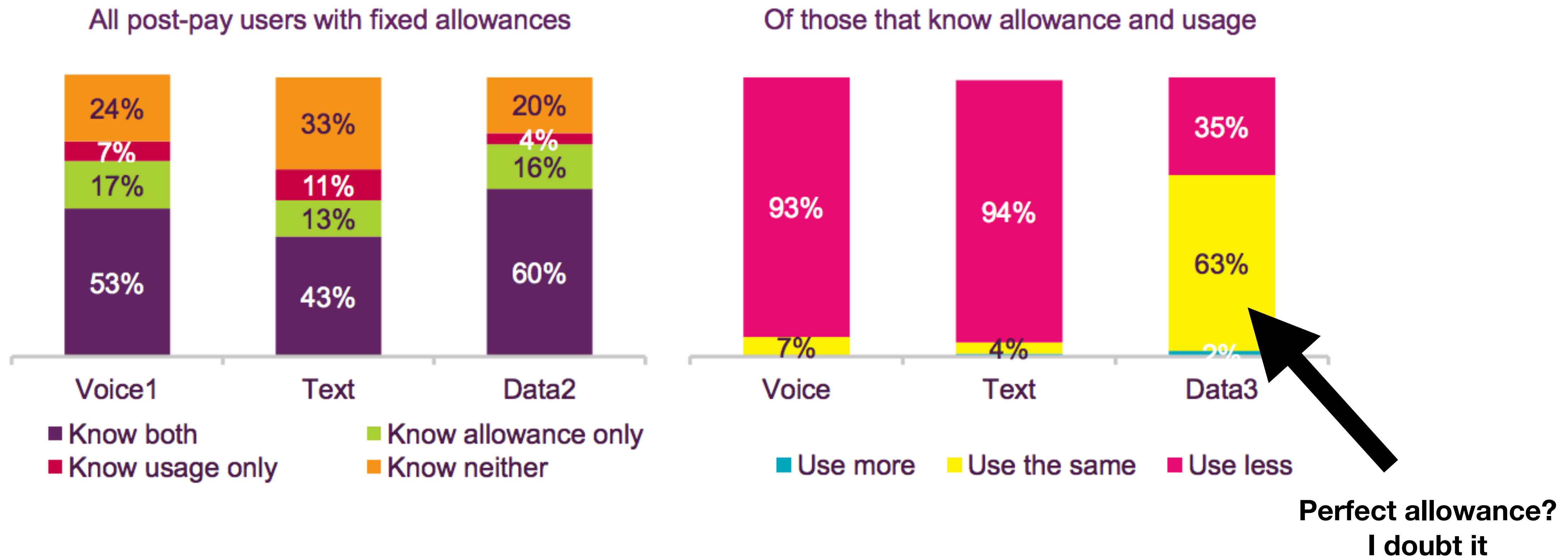


**A performant web is a more
accessible web**

**If a website is hard to use on a £2k
laptop with fibre, 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



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

**Take responsibility, don't rely
on technology**

“It’s only slow the first time,
then it gets cached”

Said pretty much everyone, at some point

**You can't fix performance by
chucking money at it**

Websites are really fast
by default

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

Delete legacy code/assets

Content is performance

BETA This is a new service, your [feedback](#) 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

The screenshot shows the NHS 111 online interface. At the top is the NHS logo and '111 online'. Below that is a blue horizontal line. Under the line is a yellow 'BETA' badge followed by the text 'This is a new service, your [feedback](#) will help improve it.' The main question is 'Have you fainted or blacked out in the last 24 hours?'. There are three radio button options: 'Yes', 'I'm not sure or it was more than 24 hours ago', and 'No'. Below the options is a green button labeled 'Next question'. At the bottom is a blue link that says 'Change my previous answer'.

NHS 111 online

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☐ Yes

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

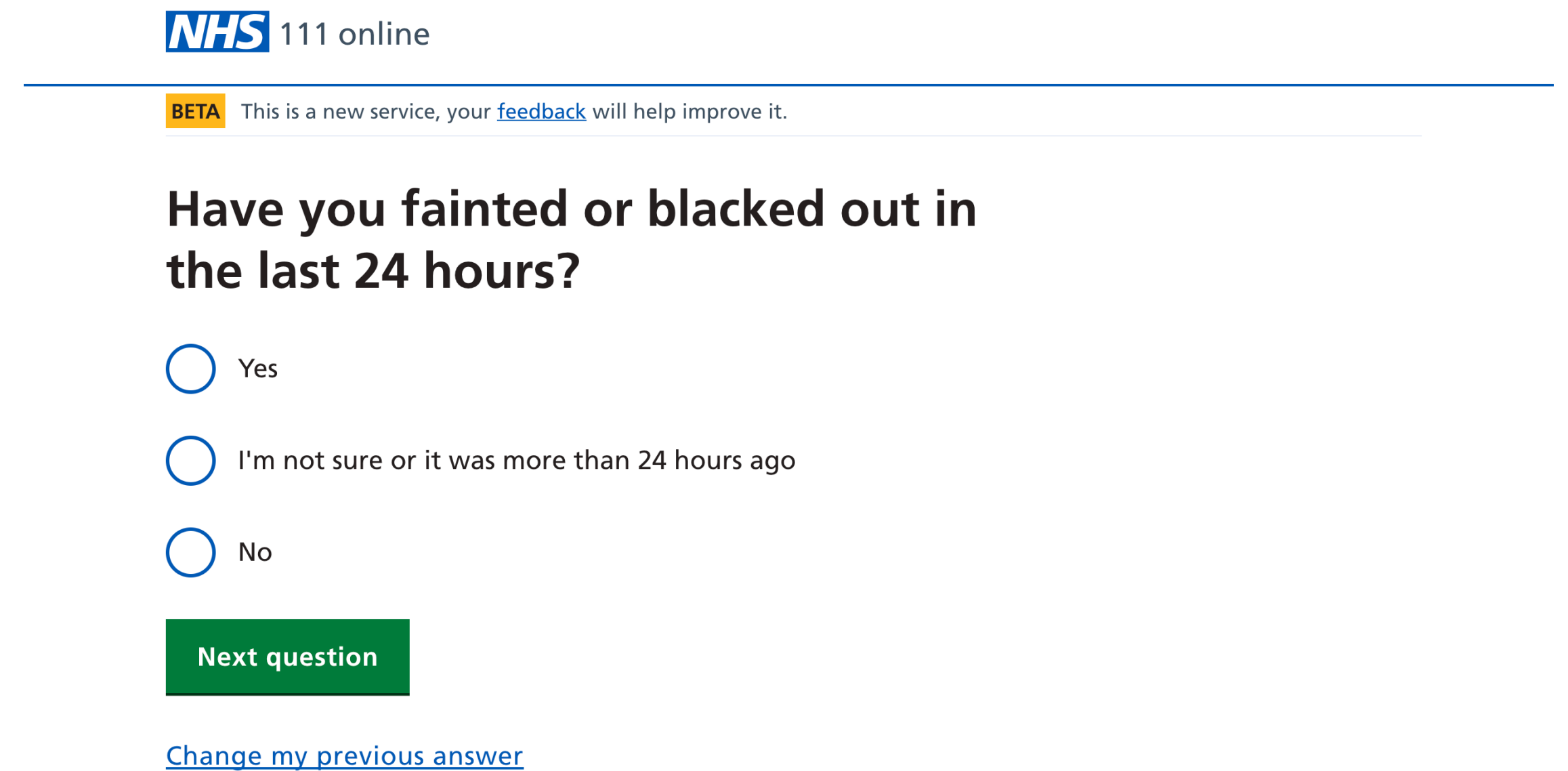
☐ No

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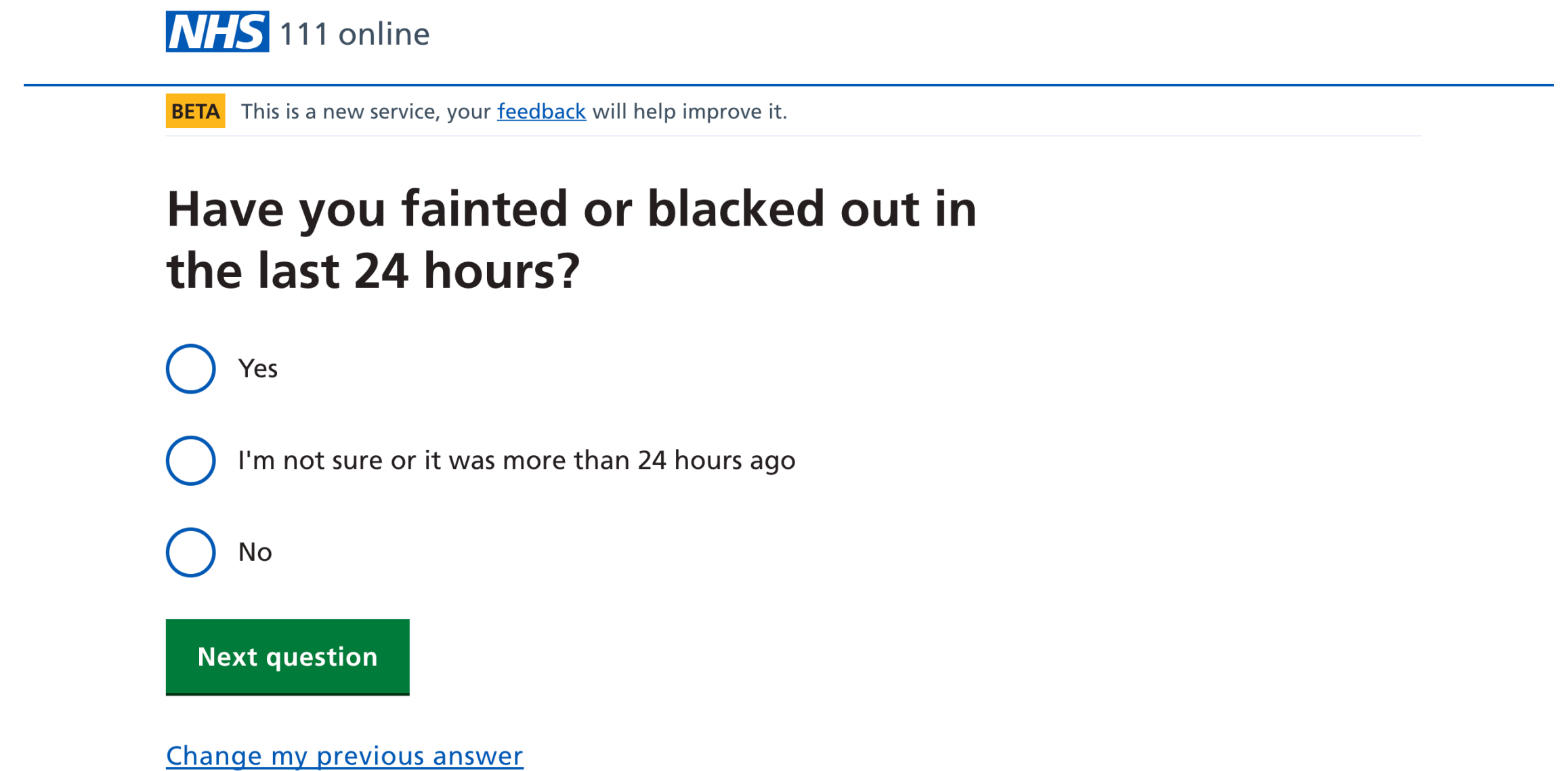
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☐ Yes

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

☐ No

Next question

[Change my previous answer](#)

What makes the website fast?

Repetition

“So 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

<https://mrjoe.uk/ux100/>

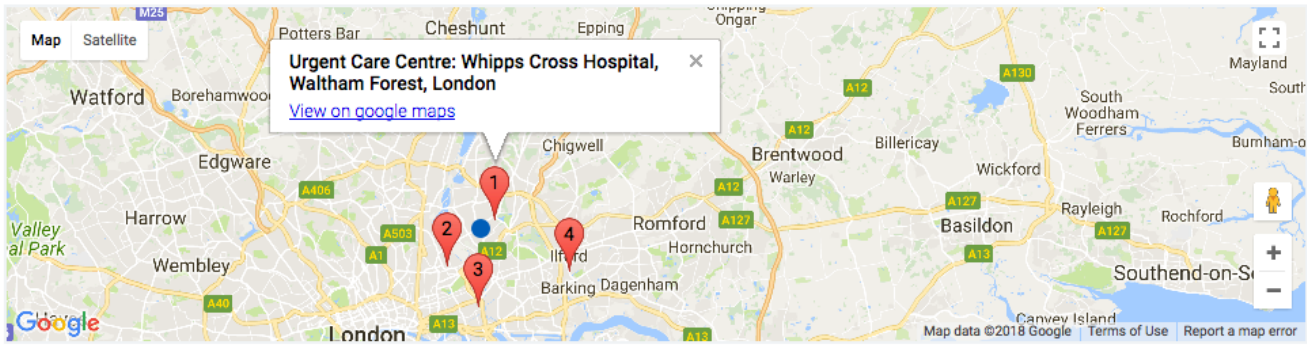
Speak to your GP practice today or tomorrow

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.



1

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
[Get directions](#)

2

Urgent Care Centre: Homerton Hospital, City and Hackney, London

Homerton Row
London
E9 6SR

Open today: 07:00 until 23:59

This service doesn't require an appointment
[Get directions](#)

3

Walk-in-Centre: St Andrews Health, Tower Hamlets, London

St Andrews Health Centre
2 Hannaford Walk
London
E3 3FF

Open today: 08:00 until 20:00

This service doesn't require an appointment
[Get directions](#)

4

Walk-in-Centre: Loxford Polyclinic, Redbridge, London

417 Ilford Lane
Ilford
IG1 2SN

Open today: 08:00 until 20:00

This service doesn't require an appointment
[Get directions](#)

Arrange for someone to phone you

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

Integrated Urgent Care - Clinical Hub Contact - East London - London

Opens today: 00:00 until 08:00
18:30 until 23:59

Book a call

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.
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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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[Privacy statement](#)
[Cookies](#)

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

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This is the first version of a new service.

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NHS 111 uses cookies to make the site simpler. [Find out more about cookies](#)

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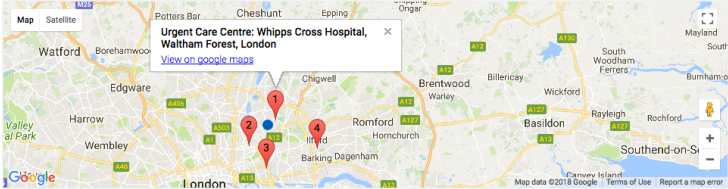
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Know your limitations

Limitation - Content

Limitation - Requirement

Limitation - Privacy

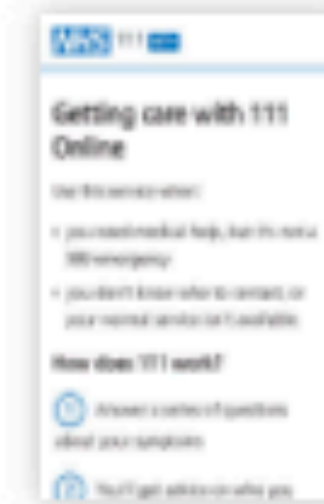
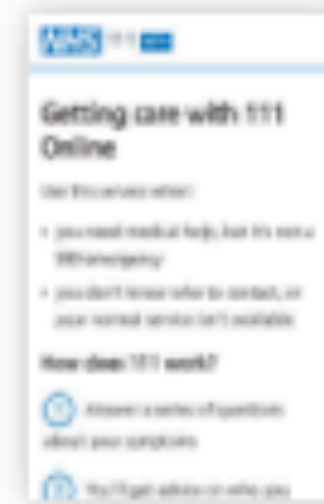
Can a website be too fast?

Wait, did something happen?

Too fast.

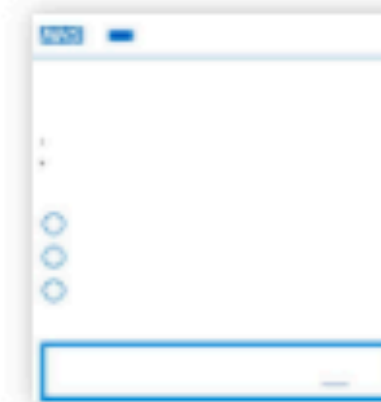
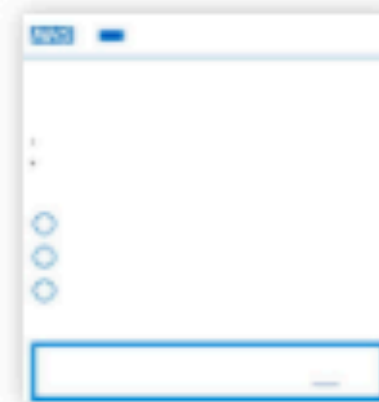
Flash of invisible Text

21 ms 1.04 s 1.65 s 1.68 s



Slow but felt
like it was loading

24 ms 421 ms 499 ms 586 ms



Fast but felt broken

Summary

- **Why care?**
- Performance as a factor of accessibility
- Taking responsibility
- Content is performance
- Limitations
- Too fast

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