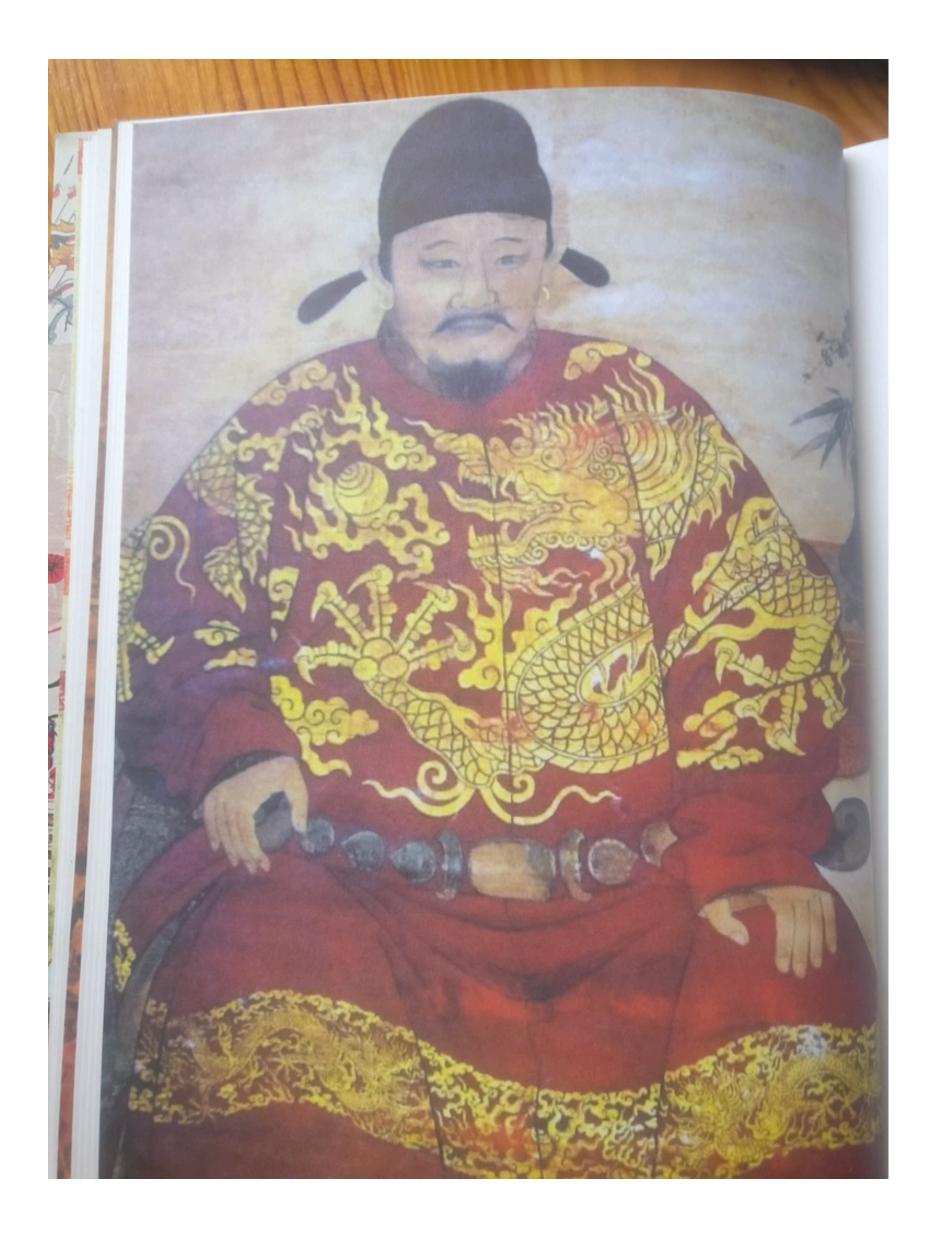
# **Common Sense of Web** Performance

Shane Hudson

# Common Sense of Web Performance

Shane Hudson

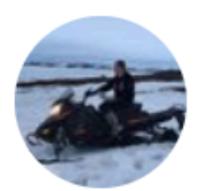


"In the practical art of war, the best thing of all is to take the enemy's country whole and intact; to shatter and destroy it is not so good."

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

@shanehudson

# Why care? I asked Twitter



### Mike Rogers 🚮 @MikeRogers0 · Jan 22

1

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.

 $\sim$ 





**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.

1

@shanehudson

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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.



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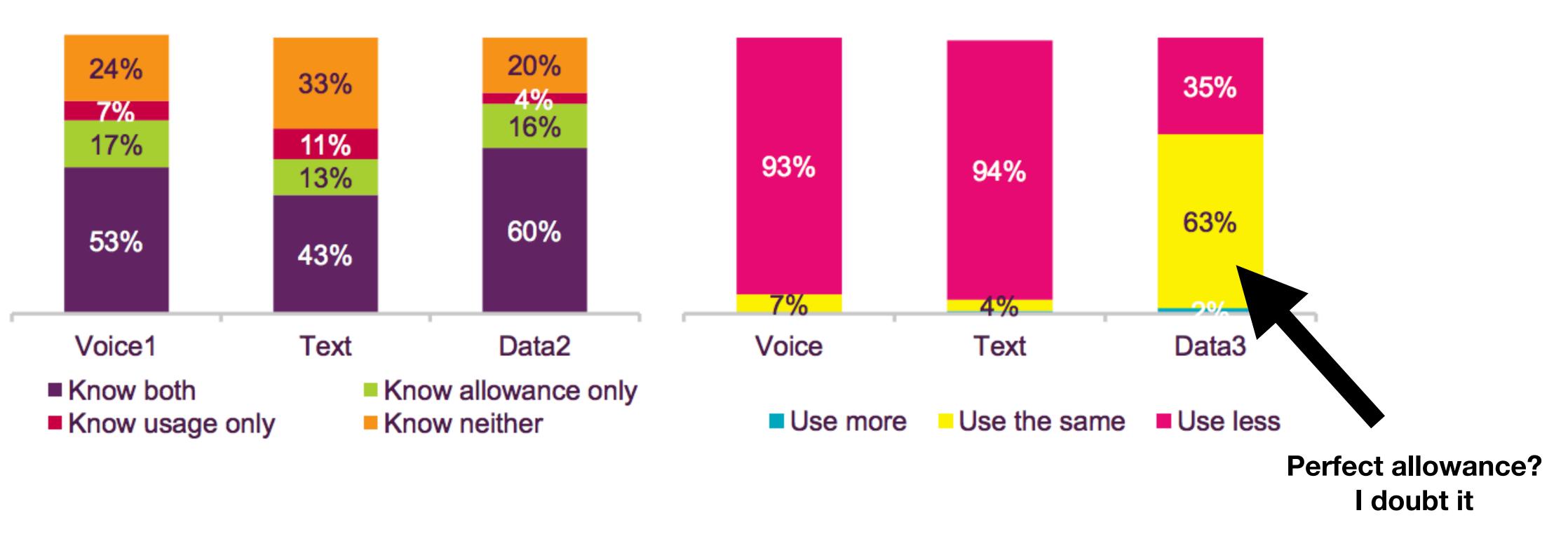
# A performant web is a more accessible web

## 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

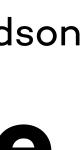
All post-pay users with fixed allowances



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

# 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

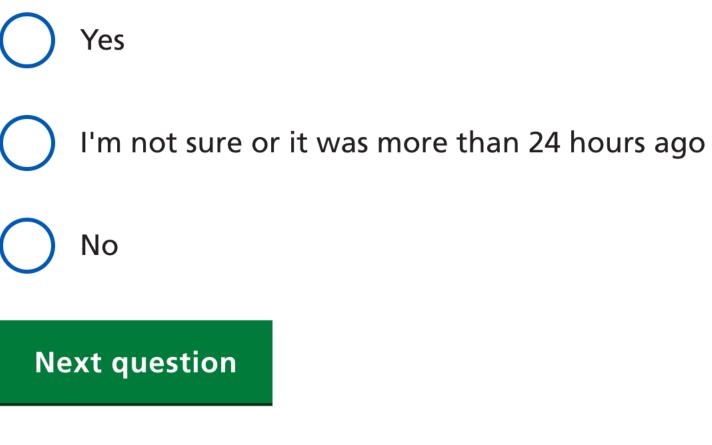
# Delete legacy code/assets

@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?



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



**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



**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 the website fast?



@shanehudson

# Repetition

You can't use new or novel

@shanehudson

# "So when you are tired, distracted or confused.

- interactions. You go back to
  - the stuff you know."
    - Joe Leech
    - https://mrjoe.uk/ux100/

NHS 111 online

**BETA** This is the first version of a new service.

#### Speak to your GP practice today or tomorrow

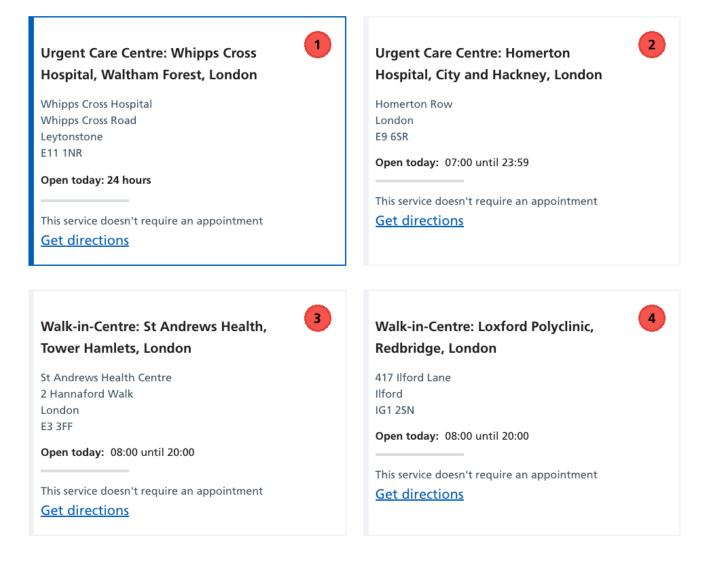
You should speak to your GP practice within the next 24 hours

#### 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
<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
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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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Wattord Borenamwoo View on google maps	South Woodham Ferrers Dumbania	<ul> <li>The person becomes severely ill with new marks under the skin</li> </ul>
Edgware	Brentwood Wickford	which look like bruising or bleeding.
	Warley	When book like braising of breading.
Valley Harrow	Romford Basildon Rayleigh Rochford	
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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	<ul> <li>Medication, pain and/or fever</li> <li>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.</li> <li>Headache <ul> <li>Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache.</li> <li>A heated pad or covered hot water bottle on the back of your neck may help ease the pain.</li> <li>Call 999 ff: <ul> <li>The person becomes severely ill with new marks under the skin which look like bruising or bleeding.</li> </ul> </li> </ul></li></ul>
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	<ul> <li>Medication, pain and/or fever</li> <li>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.</li> <li>Headache <ul> <li>Try gentle exercise, a neck and shoulder massage, a warm bath or a break from your daily routine to help with a headache.</li> <li>A heated pad or covered hot water bottle on the back of your neck may help ease the pain.</li> <li>Call 999 if: <ul> <li>The person becomes very drowsy, isn't responding normally or is having a fit.</li> <li>The person becomes severely ill with new marks under the skin</li> </ul> </li> </ul></li></ul>
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# Know your limitations

# Limitation - Content

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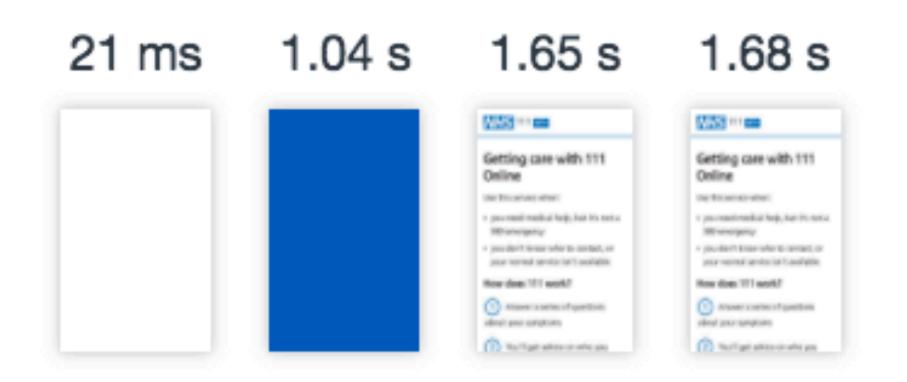
# Limitation - Requirement

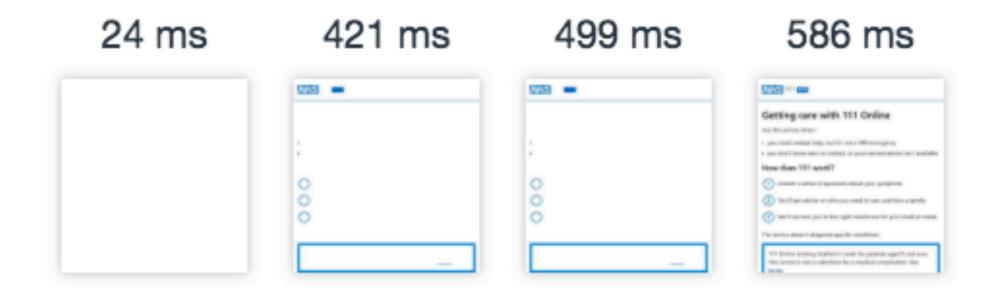


# Can a website be too fast?

# Wait, did something happen? Too fast.

## Flash of invisible Text





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## Slow but felt like it was loading

### Fast but felt broken



### • Why care?

- Performance as a factor of accessibility
- Taking responsibility

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### Summary

- Limitations
- Too fast



- Why care?
- Performance as a factor of accessibility
- Taking responsibility

@shanehudson

### Summary

- Limitations
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- Taking responsibility

@shanehudson

### • Content is performance

### Limitations

• Too fast

- Why care?
- Performance as a factor of accessibility
- Taking responsibility

@shanehudson

- Limitations
- Too fast

# Thank you! Shane Hudson