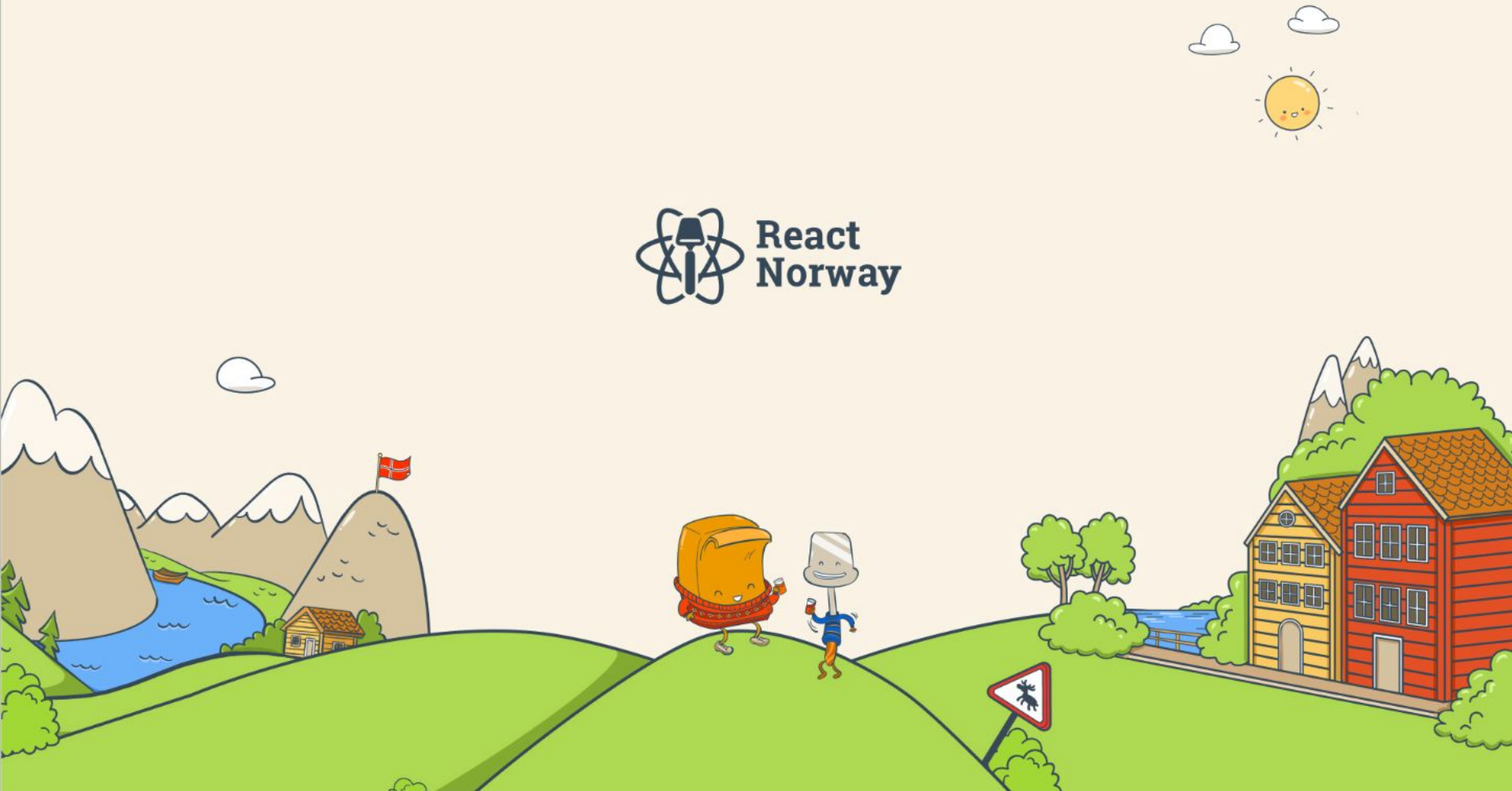

React
Norway

Hello World

Come for react, stay for brunost

Sébastien Morel

👨‍💻 Backend/DevOps developer since 2001

🥖 French living in California

🧬 Open Source Knight & Chess player *(decent)*

🍼 Dad of a 2-year old

💯 Millisecond hunter

@plopix

CTO

crystallize

Presented by

crystallize

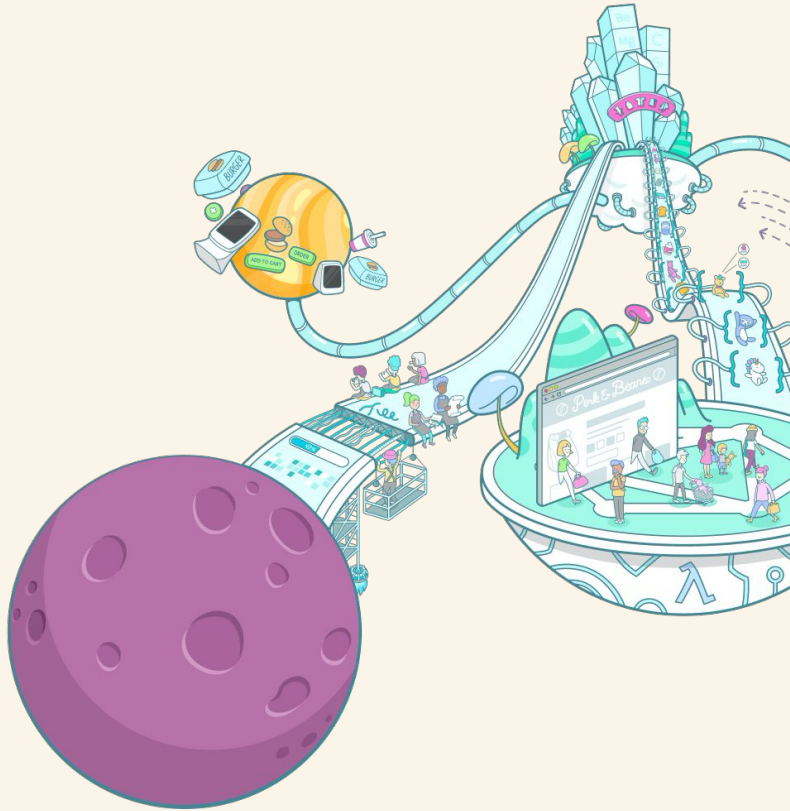
Out of our home offices

Why are we here?

What's Crystallize?

A complete headless eCommerce toolbox. We got your back(end).

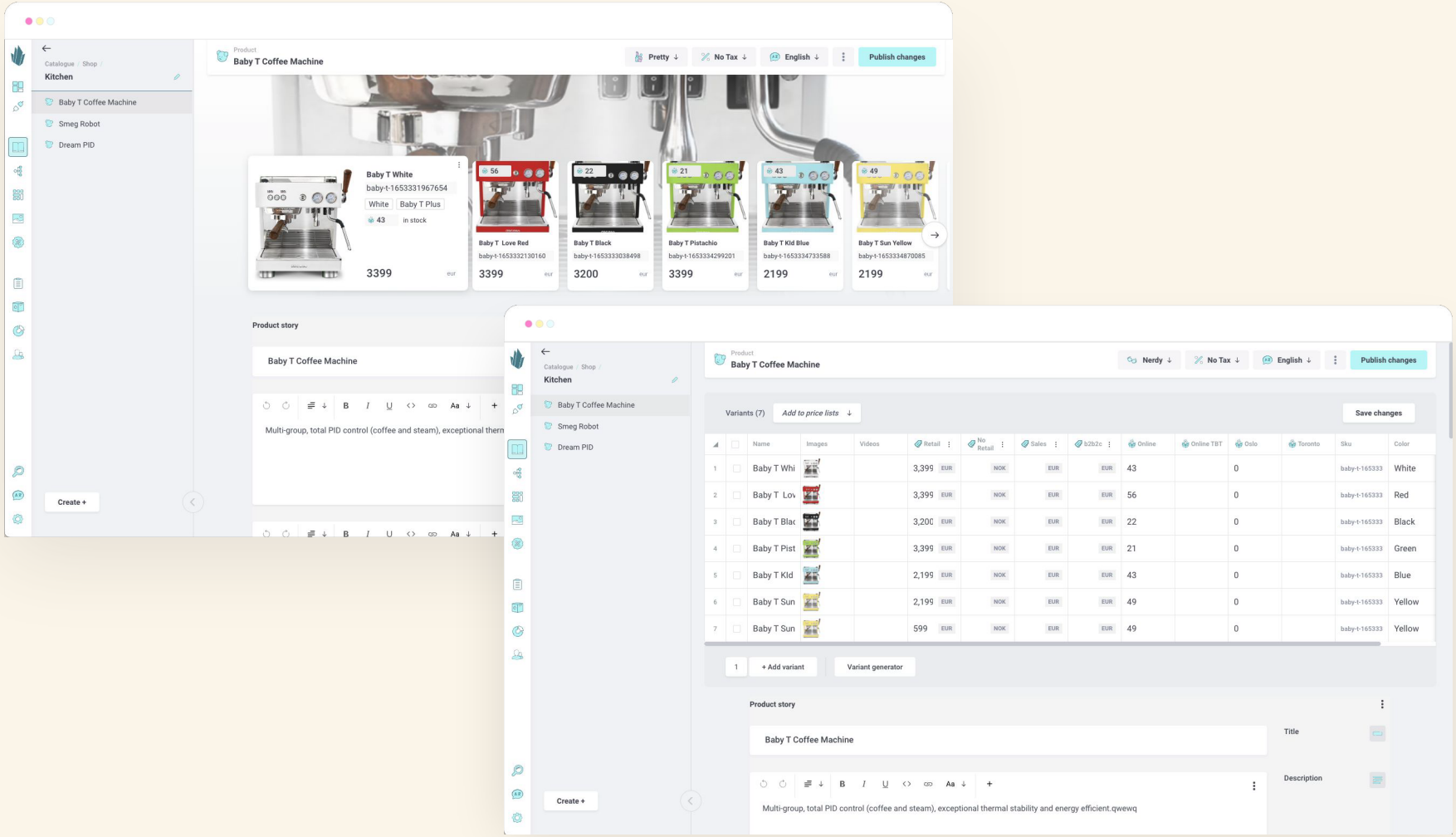
- Content Management
- Product Information Management
- Assets Organizer
- Order Management
- Reporting & Analytics
- Search
- Subscriptions!
- Images and Videos optimizations and CDN

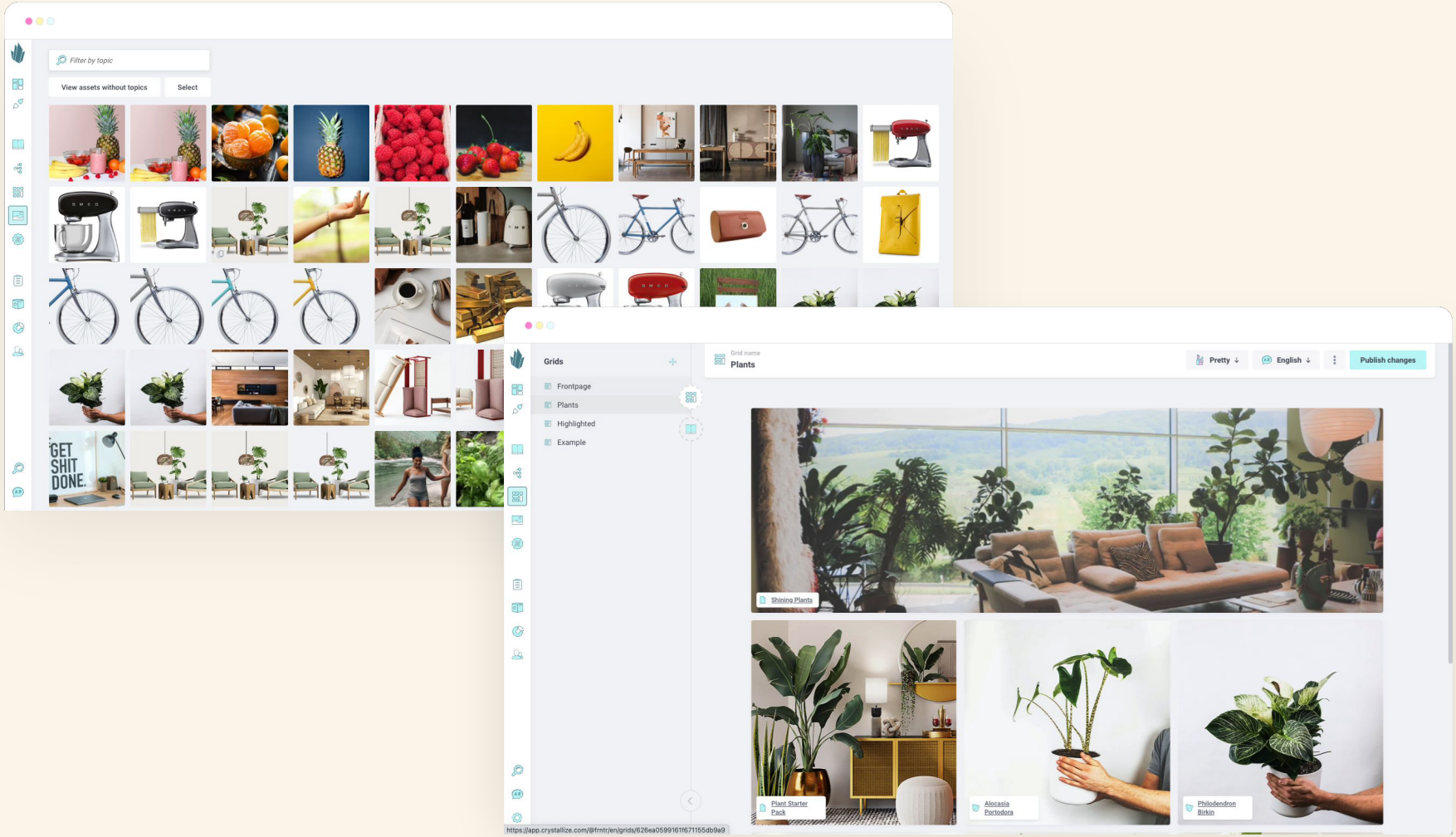


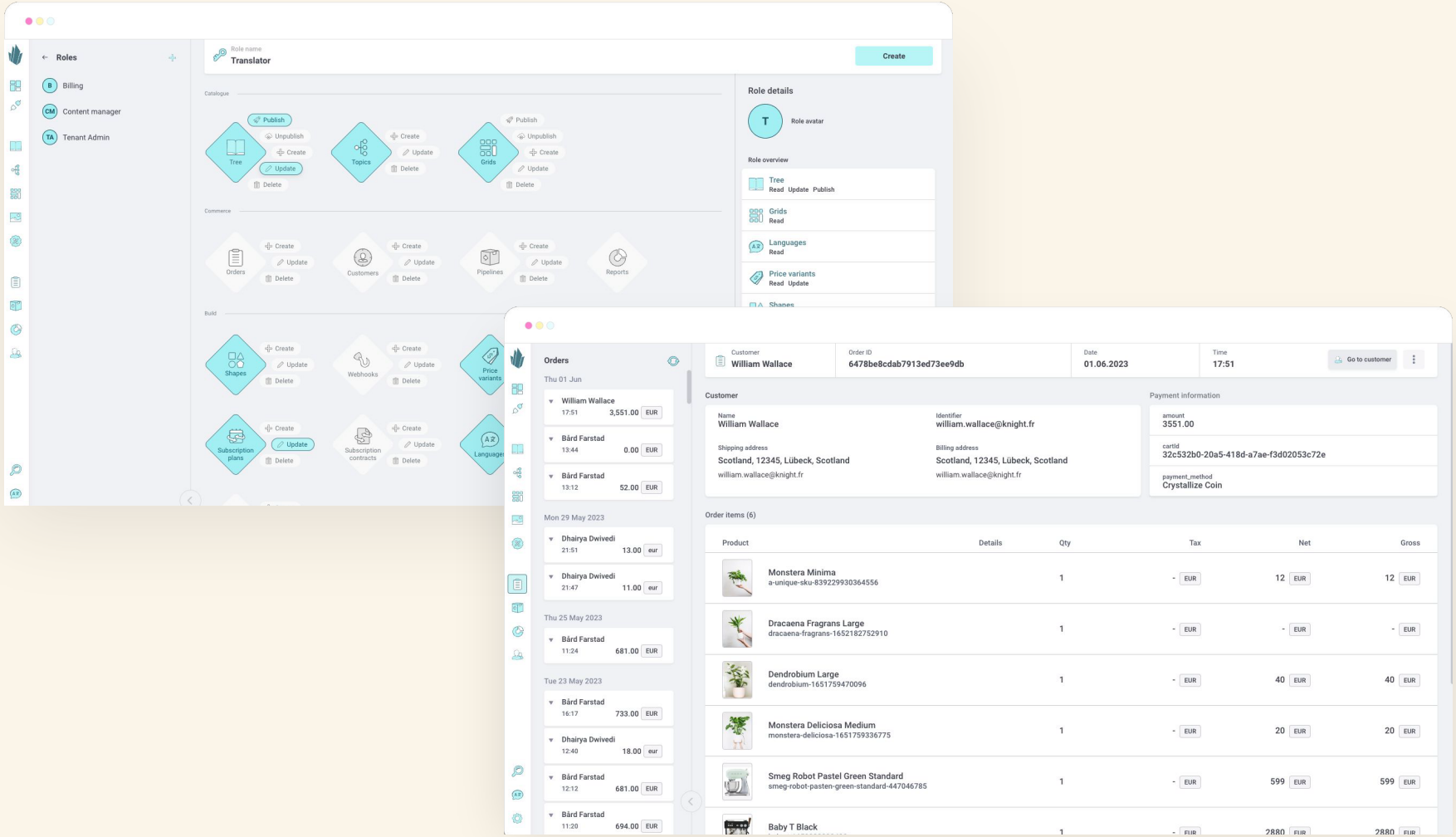
crystallize

We are a backend as a service company

All driven by UI

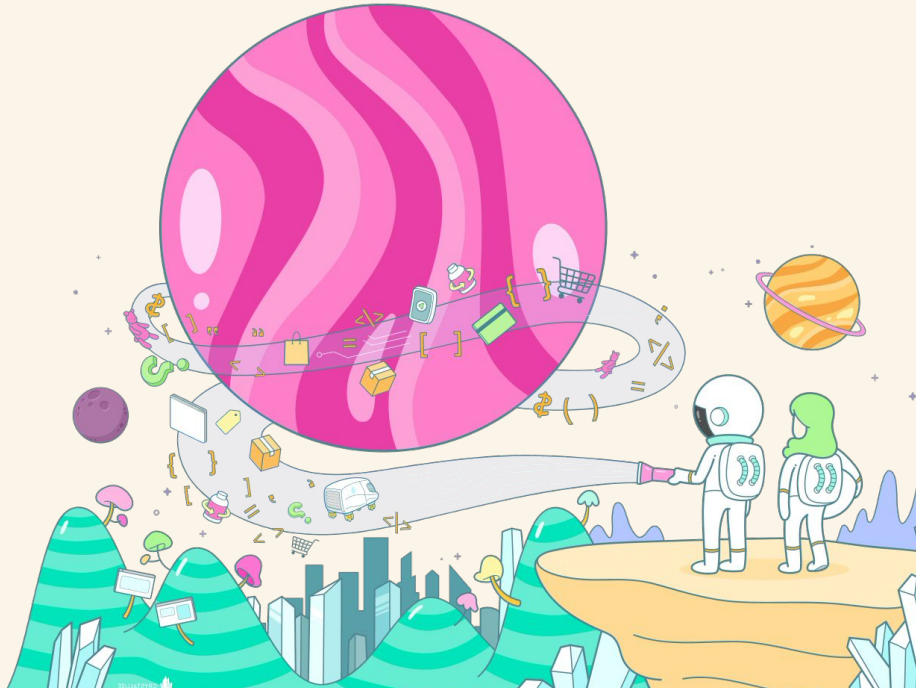

Catalogue / Shop /
Kitchen
Baby T Coffee Machine
Smeg Robot
Dream PID
Product
Baby T Coffee Machine
Pretty
No Tax
English
Publish changes
Baby T White
baby-t-1653331967654
White
Baby T Plus
43
in stock
3399
eur
Baby T Love Red
baby-t-1653332130160
3399
Baby T Black
baby-t-1653333038498
3200
Baby T Pistachio
baby-t-1653334299201
3399
Baby T Kid Blue
baby-t-1653334733588
2199
Baby T Sun Yellow
baby-t-1653334870085
2199
Product story
Baby T Coffee Machine
Multi-group, total PID control (coffee and steam), exceptional therm
Create +
Catalogue / Shop /
Kitchen
Baby T Coffee Machine
Smeg Robot
Dream PID
Product
Baby T Coffee Machine
Nerdy
No Tax
English
Publish changes
Variants (7)
Add to price lists
Save changes
Name
Images
Videos
Retail
No Retail
Sales
b2b2c
Online
Online TBT
Oslo
Toronto
Sku
Color
Baby T Whi
3,399
Baby T Lov
3,399
56
Red
Baby T Blac
3,200
22
Black
Baby T Pist
3,399
21
Green
Baby T Kid
2,199
43
Blue
Baby T Sun
2,199
49
Yellow
Baby T Sun
599
49
Yellow
baby-t-165333
1
+ Add variant
Variant generator
Product story
Baby T Coffee Machine
Title
Description
Multi-group, total PID control (coffee and steam), exceptional thermal stability and energy efficient.qwewq
Create +


Filter by topic
View assets without topics
Select
Grids
Frontpage
Plants
Highlighted
Example
Grid name
Plants
Pretty
English
Publish changes
Shining Plants
Plant Starter Pack
Alocasia Portodora
Philodendron Birkin
https://app.crystallize.com/@frntr/en/grids/626ea059916f671155db9a9


Roles
Billing
Content manager
Tenant Admin
Role name
Translator
Create
Catalogue
Tree
Topics
Grids
Commerce
Orders
Customers
Pipelines
Reports
Build
Shapes
Webhooks
Price variants
Subscription plans
Subscription contracts
Languages
Role details
Role avatar
Role overview
Tree
Read Update Publish
Grids
Read
Languages
Read
Price variants
Read Update
Shapes
Orders
Thu 01 Jun
William Wallace 17:51 3,551.00 EUR
Bård Farstad 13:44 0.00 EUR
Bård Farstad 13:12 52.00 EUR
Mon 29 May 2023
Dhairya Dwivedi 21:51 13.00 eur
Dhairya Dwivedi 21:47 11.00 eur
Thu 25 May 2023
Bård Farstad 11:24 681.00 EUR
Tue 23 May 2023
Bård Farstad 16:17 733.00 EUR
Dhairya Dwivedi 12:40 18.00 eur
Bård Farstad 12:12 681.00 EUR
Bård Farstad 11:20 694.00 EUR
Customer William Wallace
Order ID 6478be8cdab7913ed73ee9db
Date 01.06.2023
Time 17:51
Go to customer
Customer
Name William Wallace
Identifier william.wallace@knight.fr
Shipping address Scotland, 12345, Lübeck, Scotland william.wallace@knight.fr
Billing address Scotland, 12345, Lübeck, Scotland william.wallace@knight.fr
Payment information
amount 3551.00
cartId 32c532b0-20a5-418d-a7ae-f3d02053c72e
payment_method Crystallize Coin
Order items (6)
Product Details Qty Tax Net Gross
Monstera Minima a-unique-sku-839229930364556 1 - EUR 12 EUR 12 EUR
Dracaena Fragrans Large dracaena-fragrans-1652182752910 1 - EUR - EUR - EUR
Dendrobium Large dendrobium-1651759470096 1 - EUR 40 EUR 40 EUR
Monstera Deliciosa Medium monstera-deliciosa-1651759336775 1 - EUR 20 EUR 20 EUR
Smeg Robot Pastel Green Standard smeg-robot-pasten-green-standard-447046785 1 - EUR 599 EUR 599 EUR
Baby T Black 1 - EUR 2880 EUR 2880 EUR

To push the boundaries of

Internet Craftsmanship



Frontend developers are

our users

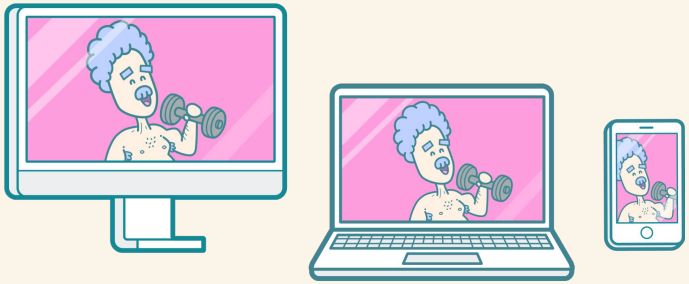
Why are we here?

To meet awesome people and

to network

To learn and to get better

at building amazing customer experience

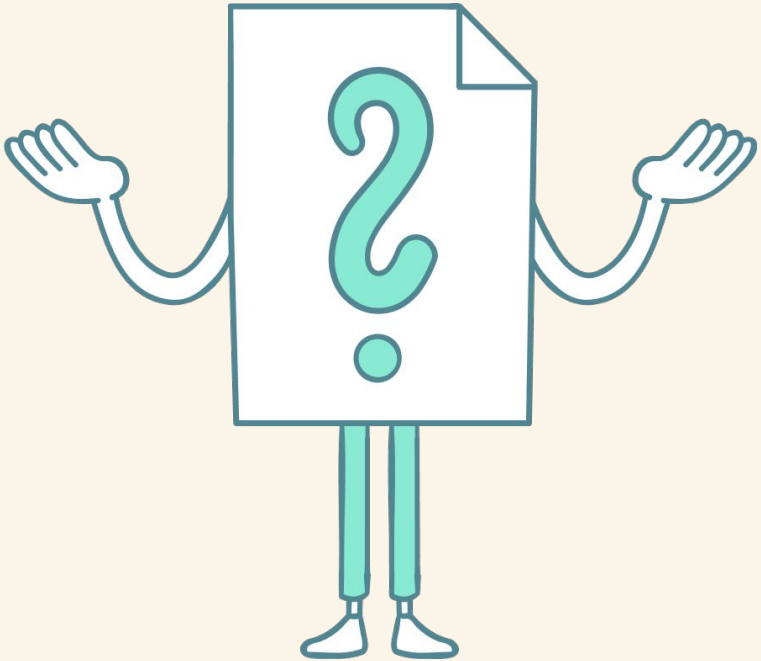


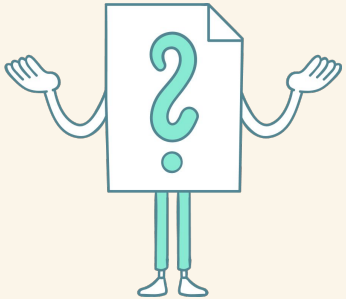
and of course

have fun

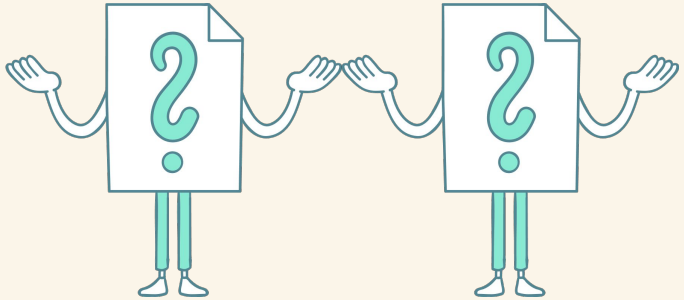
Times are changing

And so is React!





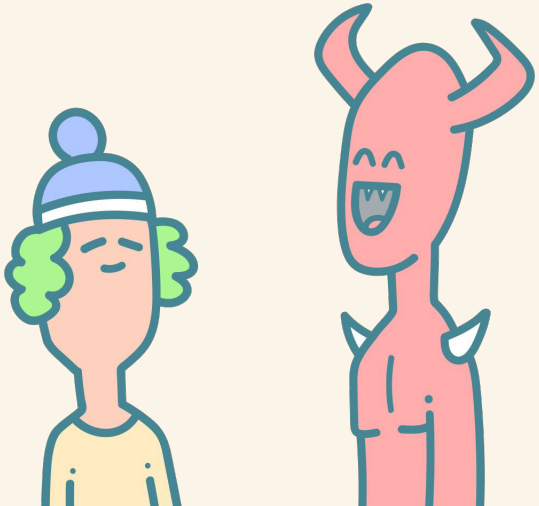
React JS on the Server



“use client” to use it client-side

useEffect

the Devil?



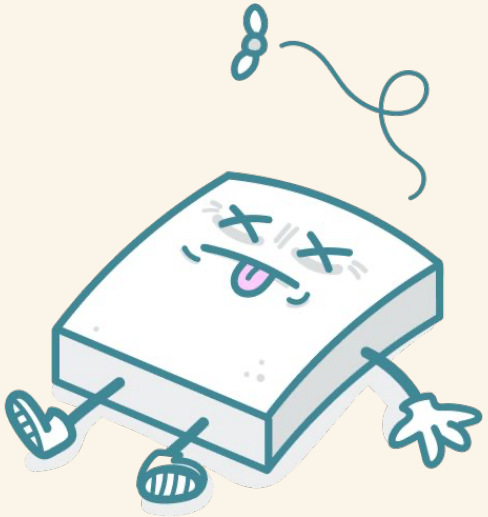
Frameworks

Next JS, Remix Run, Gatsby, CRA, Astro, Fresh, Quik, SolidJS?

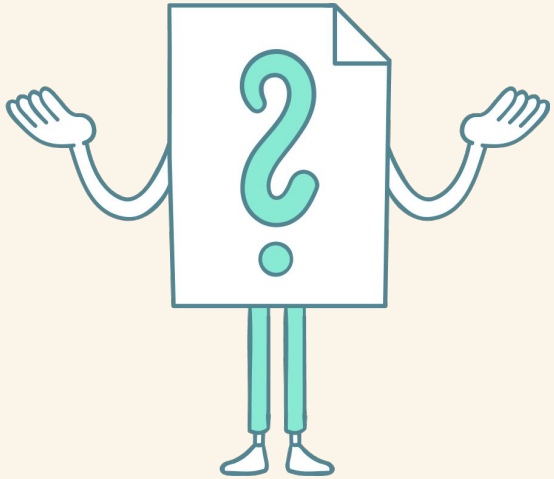
UI = fn(state)

UI = fn(state)

Using javascript ?



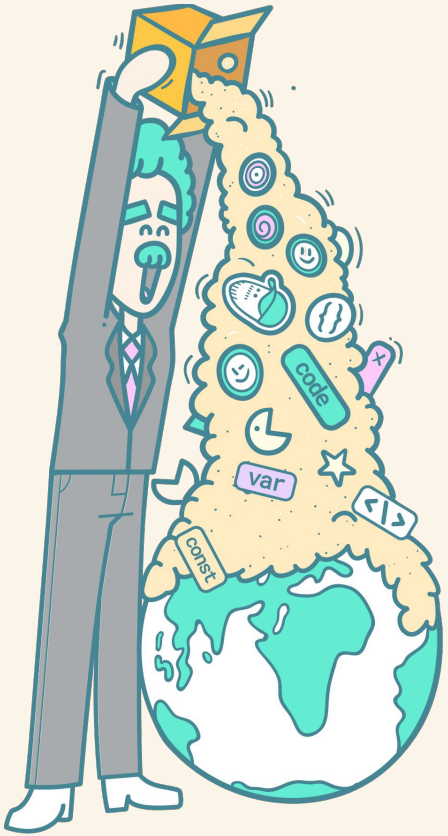
Query the DB in React?



Query the DB in React?

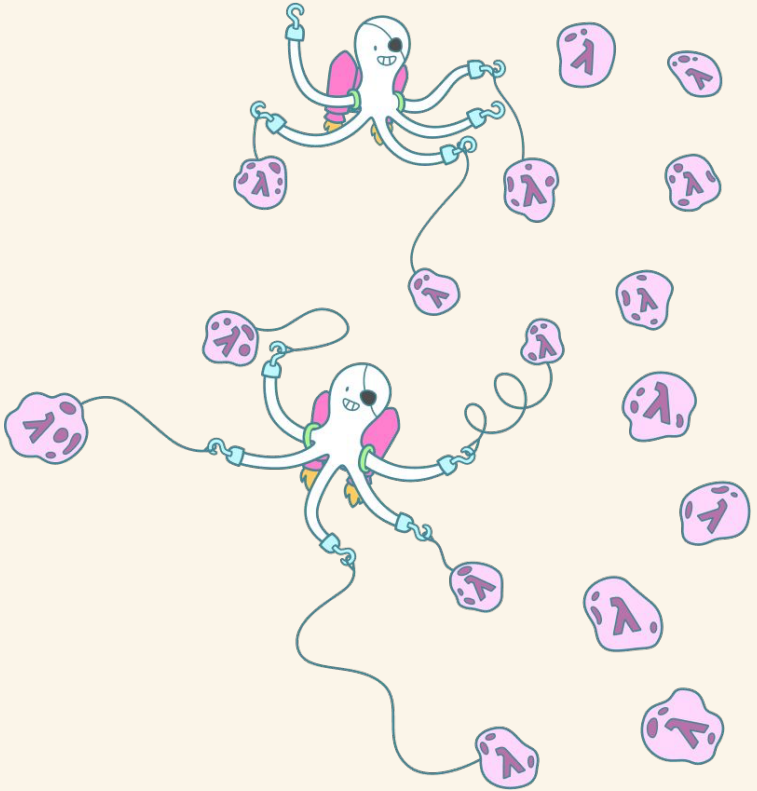
```
export default function App() {
  const notes = db.query('select * from notes').rows;
  return (
    <ul>
      {notes.map(note =>
        <li key={note.id}>
          {note.body}
        </li>
      )}
    </ul>
  );
}
```

Hosting



Netlify, Vercel, Fy.io, Platform.sh, Render.com, Railway, AWS, GCP, etc. etc.

Is serverless obsolete?



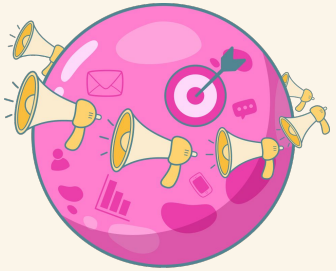
Edge First

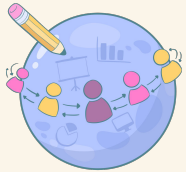
JS Runtimes

3+ browsers

5+ servers

Edge First Runtime must be close to the data!



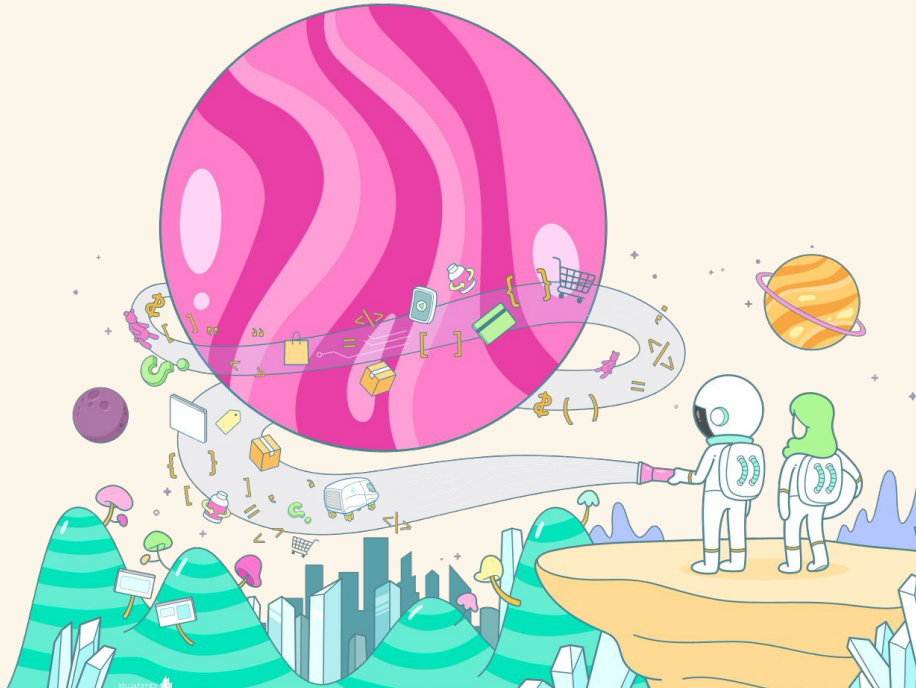


Why ?

Innovation, Performance & DX

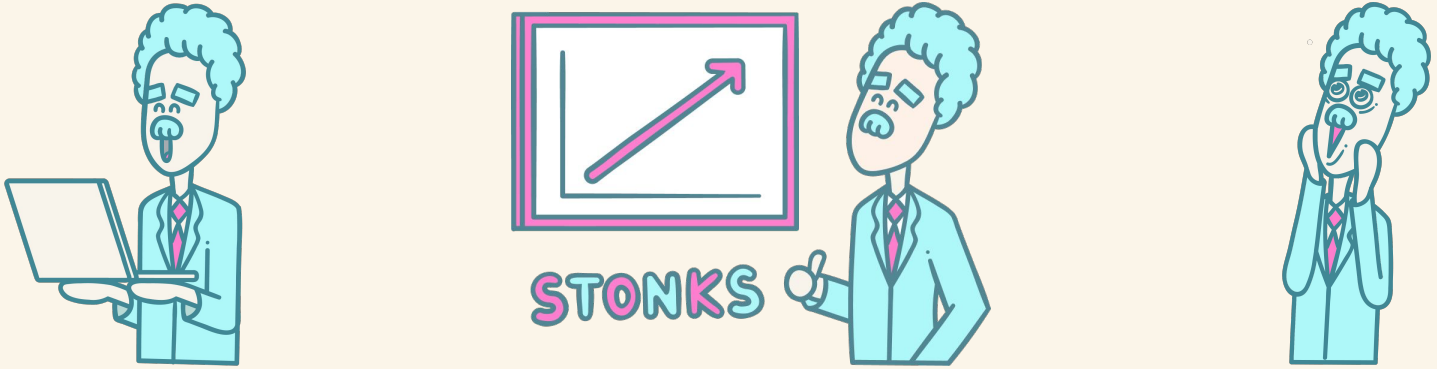
To push the boundaries of

Internet Craftsmanship



Performance

speed and efficiency at which web pages are downloaded and displayed on a user's web browser.


STONKS

Diagnose performance issues

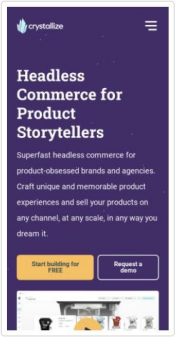
Performance	Accessibility	Best Practices	SEO
100	100	100	100

100

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100



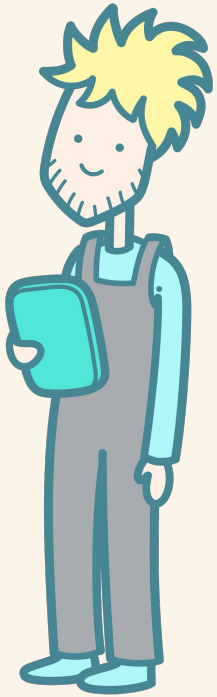
METRICS

Expand view

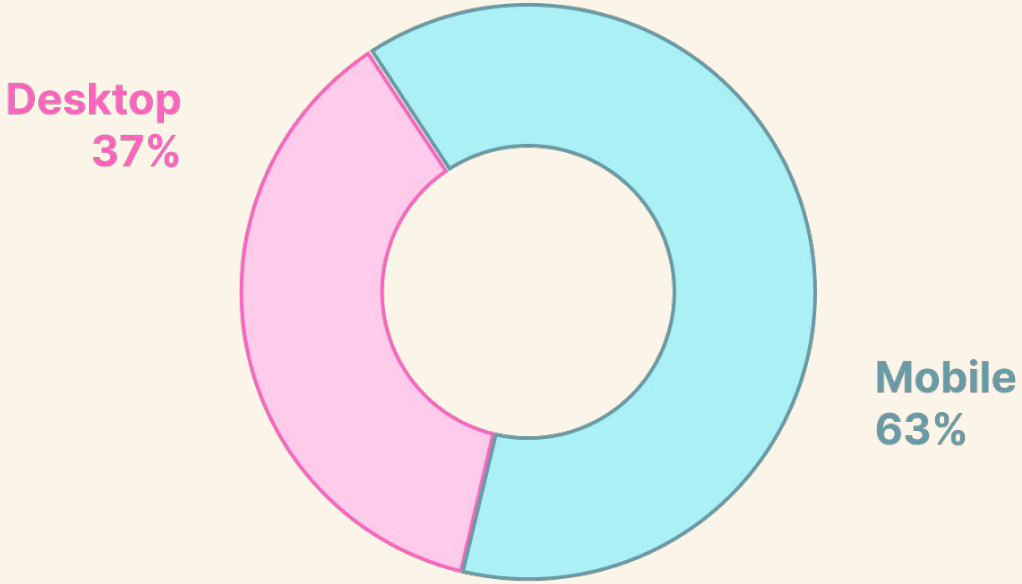
- First Contentful Paint: 1.0 s
- Largest Contentful Paint: 1.2 s
- Total Blocking Time: 130 ms
- Cumulative Layout Shift: 0.009
- Speed Index: 1.2 s

Some numbers

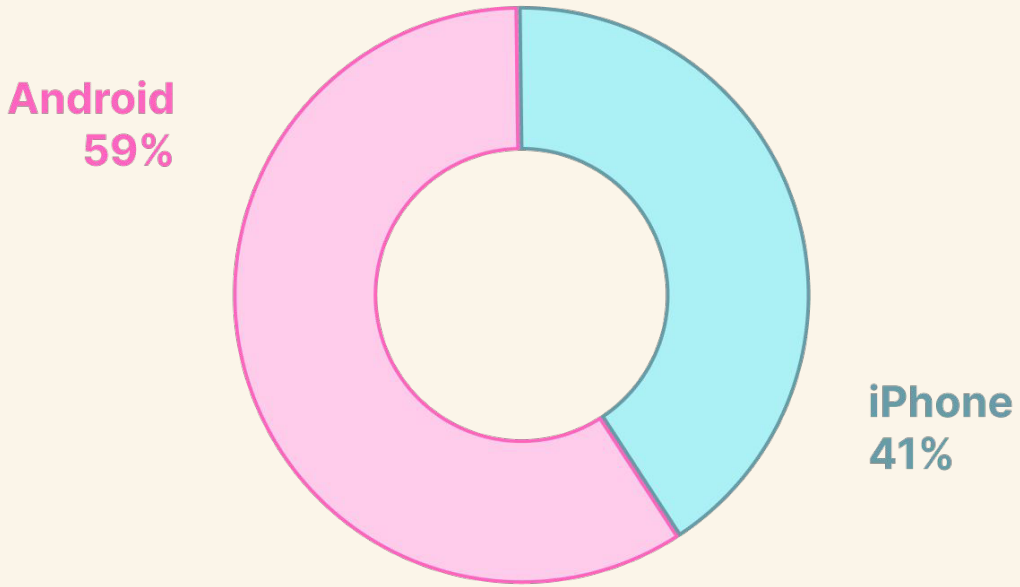
thanks @henrihelvetica



Mobile World

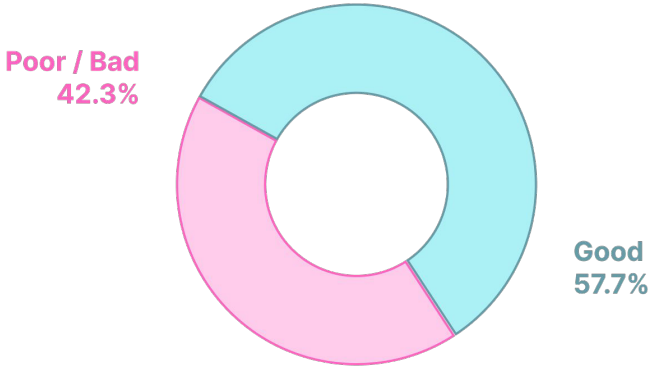


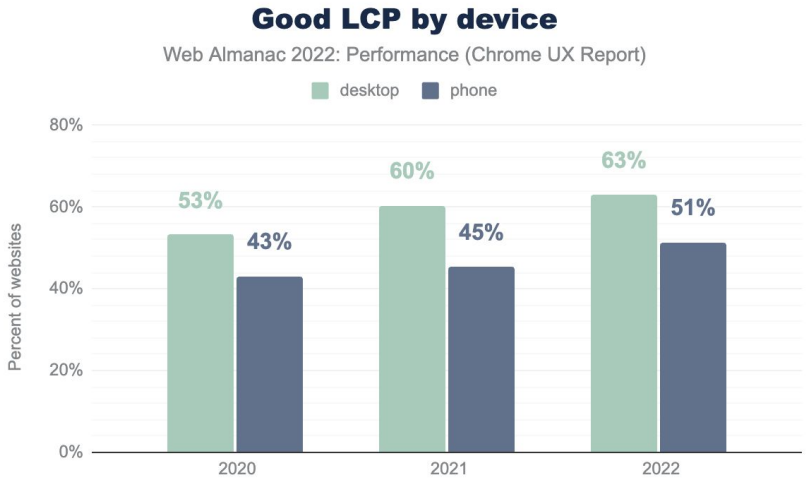
Mobile World



Largest Contentful Paint (LCP)

~70% based on your images management

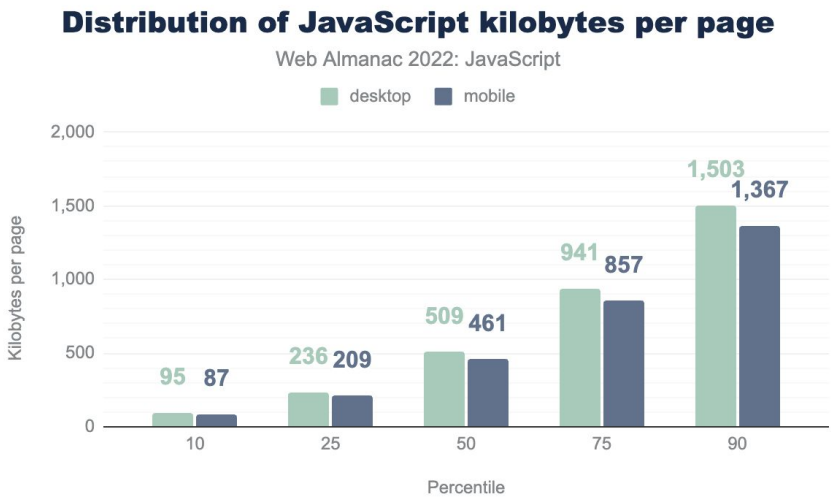


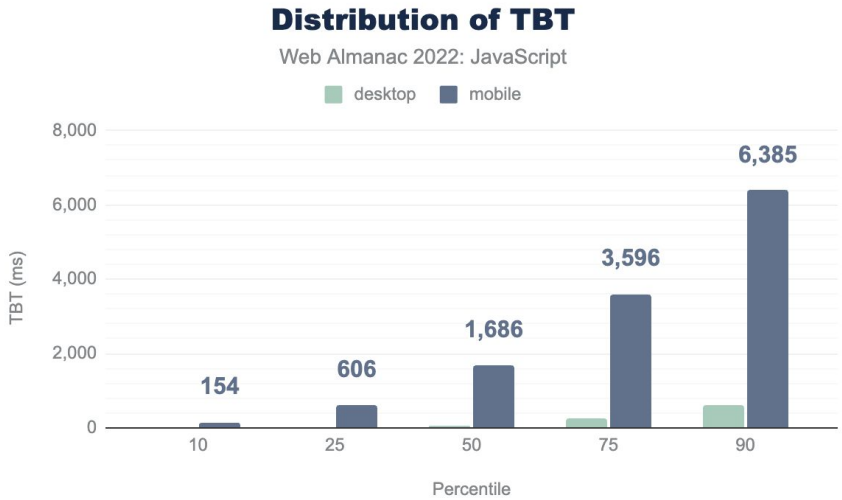


https://almanac.httparchive.org/en/2022/javascript

Interaction to Next Paint (INP)

Good	Needs improvement	Poor
200ms	500ms	





https://almanac.httparchive.org/en/2022/javascript

#millisecondmatters

Finance: micro seconds

Gaming: < 100ms

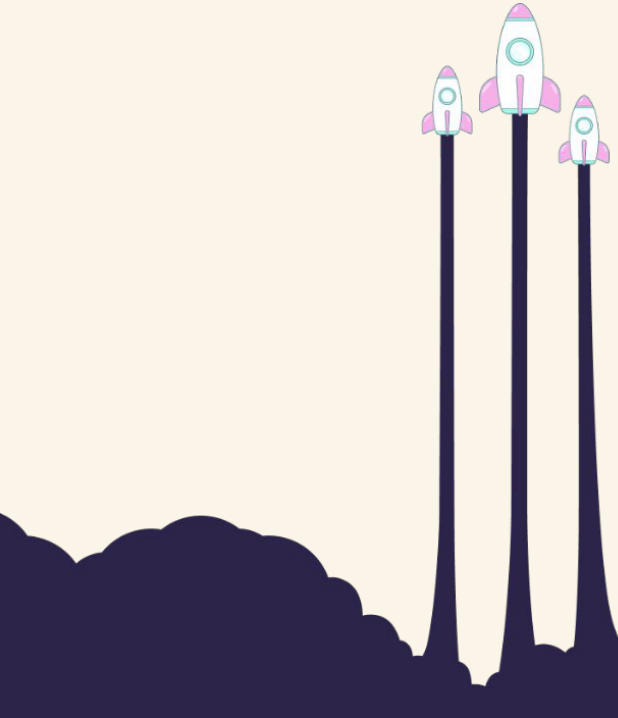
Telecommunications: < 150ms

E-commerce: < 100ms

Mobile Applications: < 100ms

Satellite Communication: Starlink aims <20ms

Cloudflare Workers advertises globally: **50ms!**

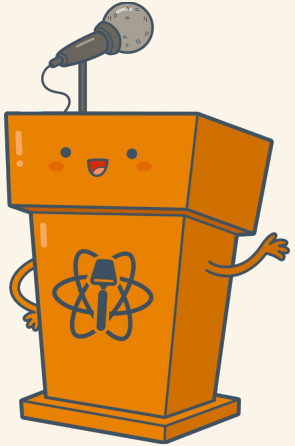


There is space to improve!

Advice for performance

- care about it from day 1
- don’t monitor, profile
- be conservative to what you send

- Go to conferences 🤓



@plopix