

Performance
#perfmatteRs



Costs users Time

Cost users Money

Costs us Money



**Big
Faces**

Agenda

- 1. What is perf?**
- 2. Why does it matter?**
- 3. What's the effect?**
- 4. What can we do?**

1. What is perf?



Performance

1. Speed

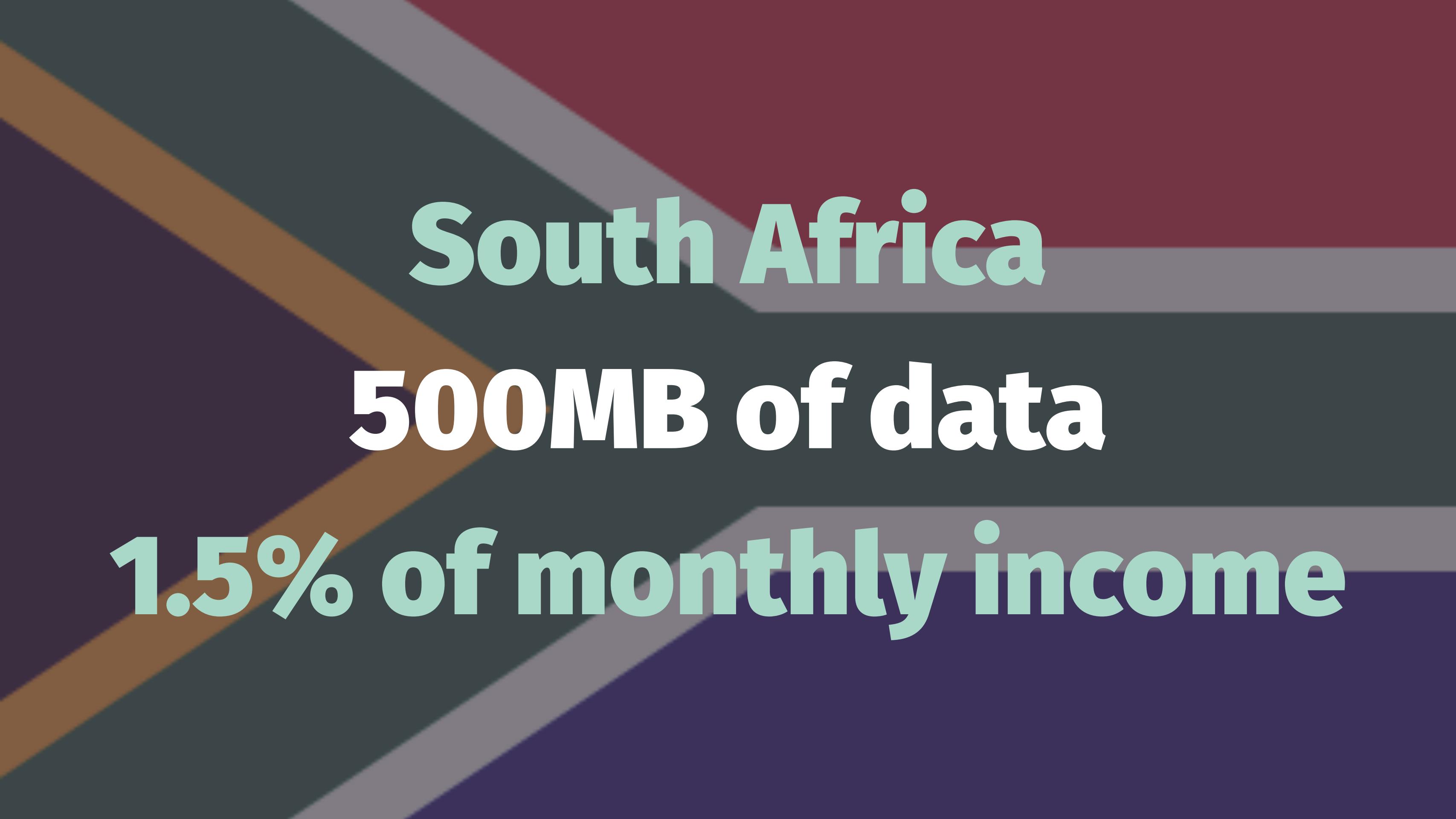
2. Weight

2. Why does it
matter?

UN Broadband Commission

500MB of data

< 5% of monthly income

The background features a diagonal striped pattern of the South African flag colors: orange, white, blue, green, and black.

South Africa

500MB of data

1.5% of monthly income



**70% of South Africans
less than R6,000 / month**

South Africa (actually)

500MB of data

between 6% and 19%
of monthly income



**People limit usage by
buying small amounts**

Convert airtime to data

That means
out of bundle rates

Once-off and monthly recurring data bundles for your prepaid smartphone

This option is ideal if you don't exceed your bundle often and want to take advantage of the lower in-bundle rates. You can also choose the monthly recurring data bundle option which gives you peace of mind by automatically allocating your selected bundle at the beginning of every calendar month. Data bundles are valid for 30 days from the date of purchase.

Vodacom pre-paid

R9 for 15MB

R0.60 per MB

Price	Bundles	in-bundle rate	Out-of-bundle rate
R9	15MB	60c	R2
R12	100MB	29c	R2
R29	250MB	24c	R2
R59	500MB	20c	R2
R99	1GB	15c	R2
R149	2GB	12c	R2
R249			



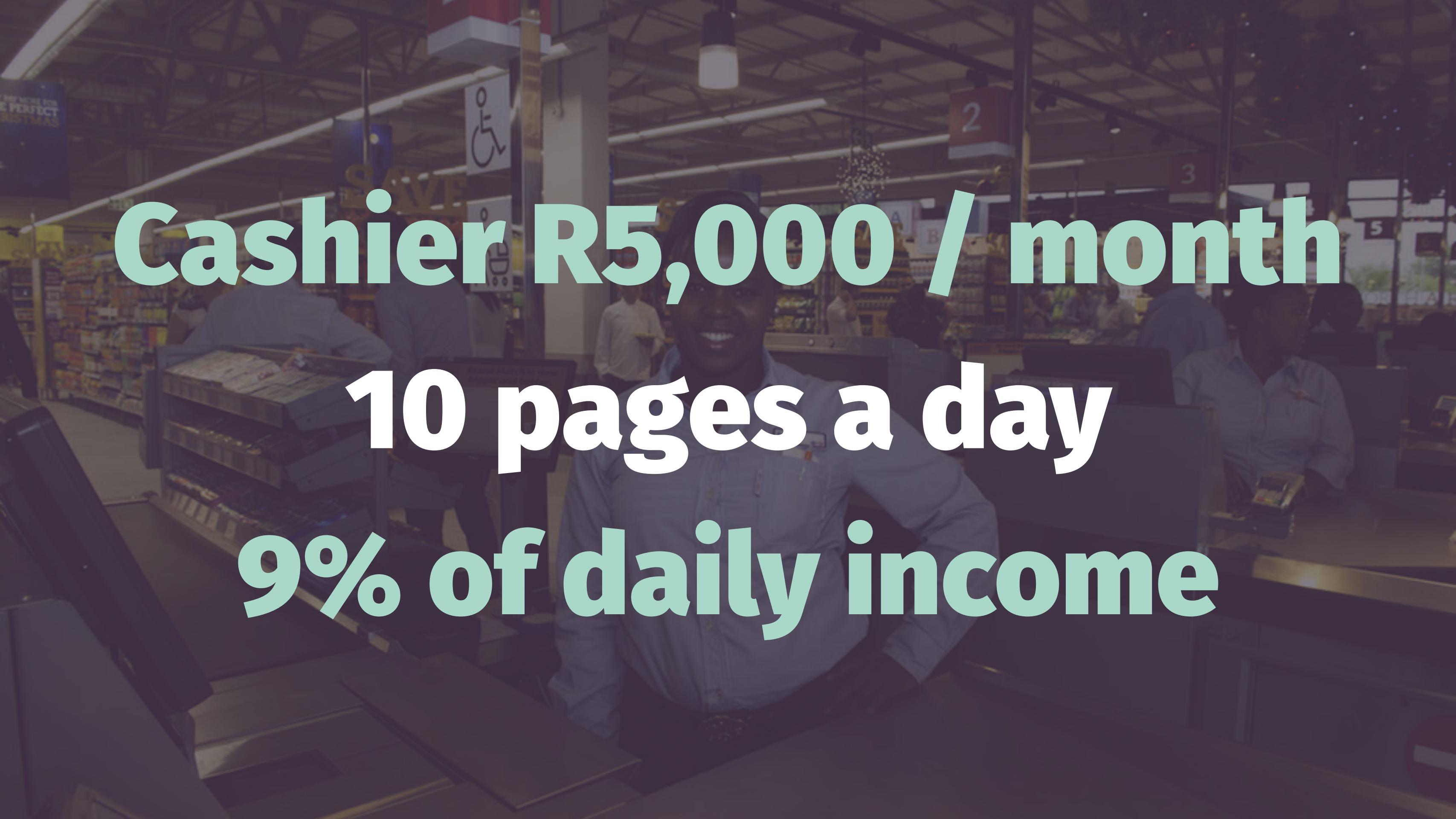
Total Transfer Size & Total Requests

httparchive.org

Average page size: 2.5MB

R1.5 per page

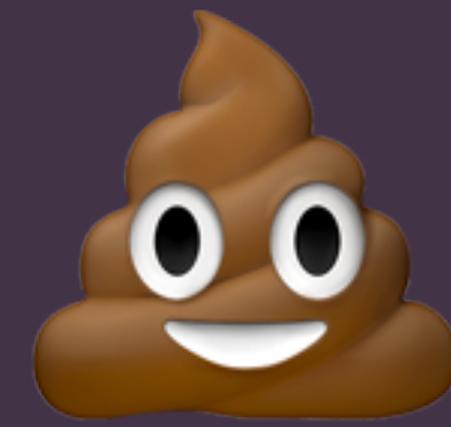
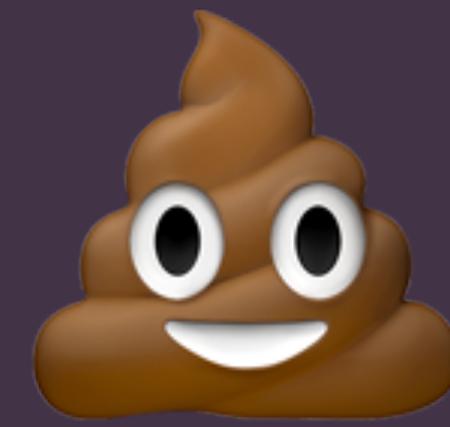


A photograph of a smiling cashier at a supermarket checkout counter. The cashier is wearing a blue uniform and is positioned behind a dark-colored cash register. In the background, there are shelves stocked with various products and other staff members. The scene is brightly lit, typical of a retail environment.

Cashier R5,000 / month

10 pages a day

9% of daily income



**3. What's the
effect?**

wpostats.com
(mostly)

Site

Stat

Effect

yikes!



Bing

2s delay

4.3% drop in revenue

Google

0.5s slower load time

25% fewer searches

Financial Times

3s slower load time

7.2% drop in
articles read

Amazon

0.1s slower load time

1% decrease in revenue

Etsy

160kb more images
on mobile

12% increase in
bounce rate

Yay!



YouTube

90% smaller page size

large increase in traffic in
areas with poor
connectivity

Instagram

30% smaller page size
increased impressions
and interactions

AliExpress

36% faster load time

11% increase in orders

Perf Perps



Site

Stats

Why

The stats

Requests

MB

THE REAL INFORMATION REVOLUTION
26 FEBRUARY 2017 12:07 (SOUTH AFRICA)

DAILY MAVERICK

dailymaverick.co.za

TOP STORY

Oppenheimers & Guptas: Into the Great Unknown

300 requests, 3.4MB

1.5MB JS

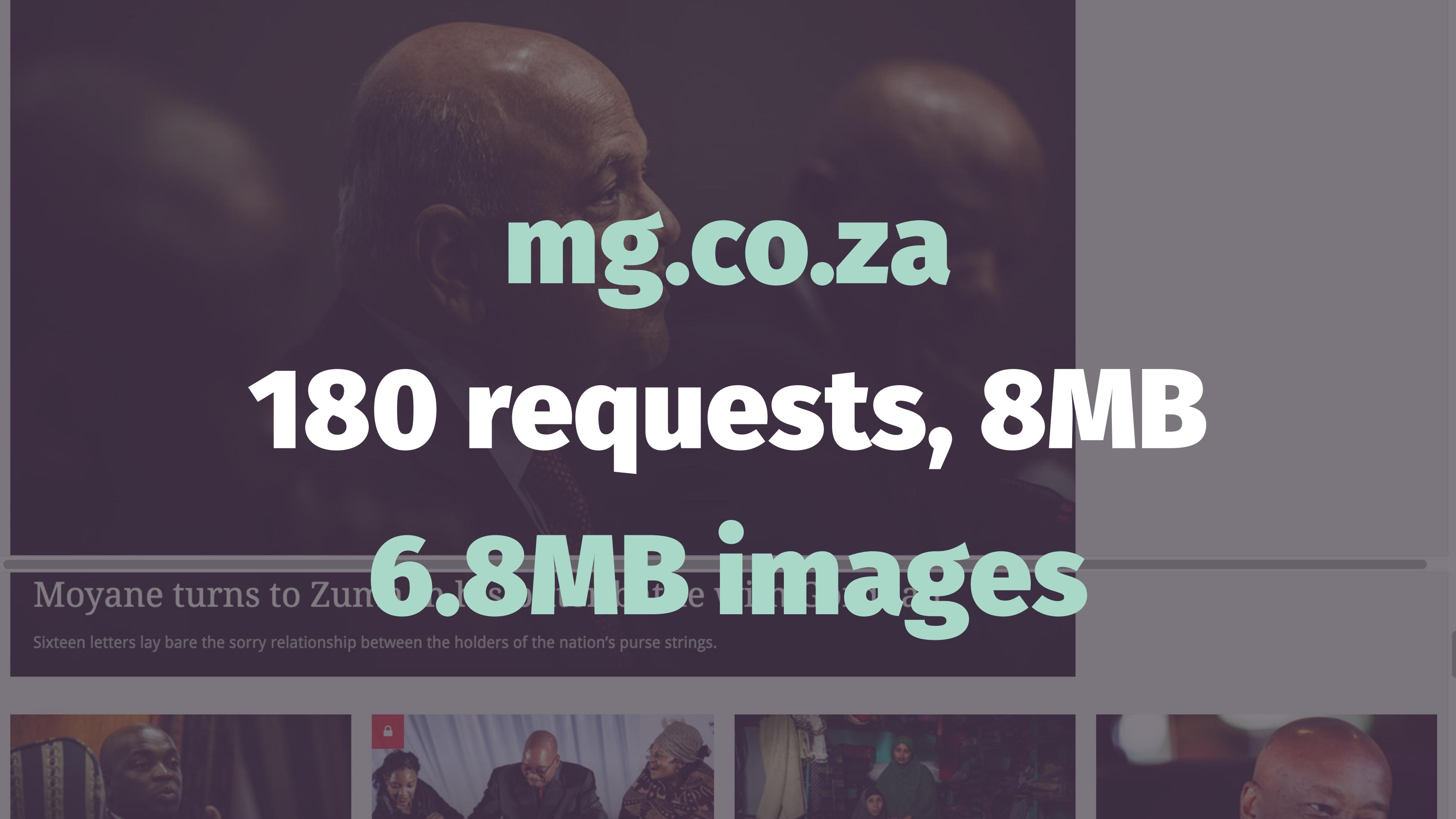
MARELISE VAN DER MERWE

The Other News Round-Up: The Kill-You-Twice Obituary Lie



BABATUNDE FAGBAYIBO

The Grace of originality



mg.co.za

180 requests, 8MB

6.8MB images

Moyane turns to Zuma in his quest to be vindicated

Sixteen letters lay bare the sorry relationship between the holders of the nation's purse strings.



THE 7 PRINCIPLES OF
EMPOWERED
FREEANCERS

blog.invisionapp.com

150 requests, 9.1MB

7.7MB Images



Stories that matter **medium.com**

Home Top stories Editors' picks Politics Technology Humans Culture Business Black history Love Bookmarks [Get started](#)

50 requests, 0.9MB

Standard SMS fees may apply.

Home Top stories Editors' picks Politics Technology Humans Culture Business Black history Love Bookmarks [Get started](#)



2 days ago · 3 min read

The True Story of the “Ellen Selfie”

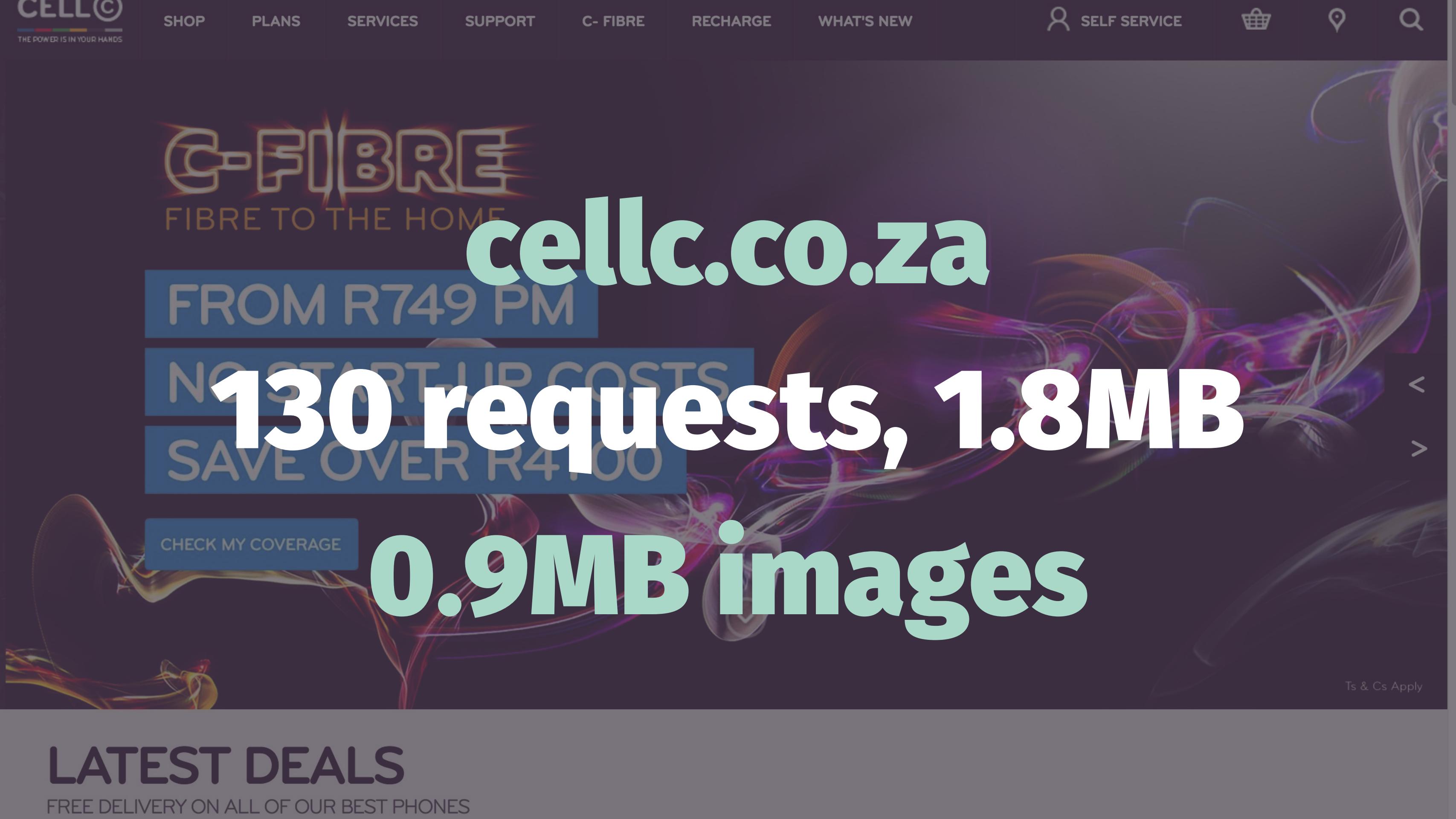


It's time to get more from what you read.

Find and share real perspectives about topics that matter today.

[Sign up for an account](#)

Top stories
Most popular today.



C-FIBRE

FIBRE TO THE HOME

FROM R749 PM

NO START-UP COSTS
SAVE OVER R4,000

 CHECK MY COVERAGE

130 requests, 1.8MB

0.9MB images

Ts & Cs Apply

LATEST DEALS

FREE DELIVERY ON ALL OF OUR BEST PHONES



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

capetown.gov.za

60 requests, 2.1MB

1.7MB JS



4. What can we do?

**fewer fancy
widgets**

**Fewer,
smaller,
images**

Render

99s

SpeedIndex

3.26s

Visually Complete

7.6s

Measure front-end performance



6. Aug 8. Aug 10. Aug 12. Aug 14. Aug 16. Aug 18. Aug 20. Aug 22. Aug 24. Aug 26. Aug 28. Aug 30. Aug 1. Sep

 Start Render SpeedIndex Visually Complete

The background of the slide features a wall covered in a dense collection of various hand tools. These include wrenches of different sizes, screwdrivers, pliers, and other hardware items, all hanging or mounted on a light-colored wooden surface.

Tools

PageSpeed Insights WebPageTest

Resources

naga.co.za/pup2017

A close-up photograph of a man and a woman smiling. The woman has long brown hair and is wearing a red top. The man has short dark hair and is wearing a grey sweater. They are looking directly at each other.

Speaker spam

danielle.lisa.eriksen
@gmail.com

steve
@naga.co.za