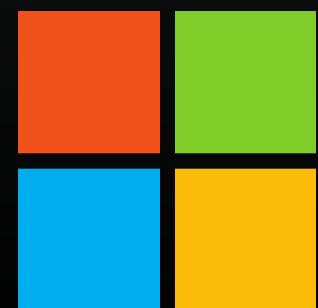


Performance as User Experience



Aaron Gustafson
@AaronGustafson
slideshare.net/AaronGustafson

/də'zīn/

JEFF VEEN

“I’ve been amazed at how often those outside the discipline of design assume that what designers do is decoration—likely because so much bad design simply is decoration. Good design isn’t. **Good design is problem solving.**”

/'frikSH(ə)n/

Hallmarks of Good UX

- Streamlined flow
- Clear, concise copy
- Low cognitive load
- Fast performance

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)

iPad

[Features](#)[Built-in Apps](#)[From the App Store](#)[iOS](#)[iCloud](#)[Tech Specs](#)[Pre-order Now](#)

Resolutionary

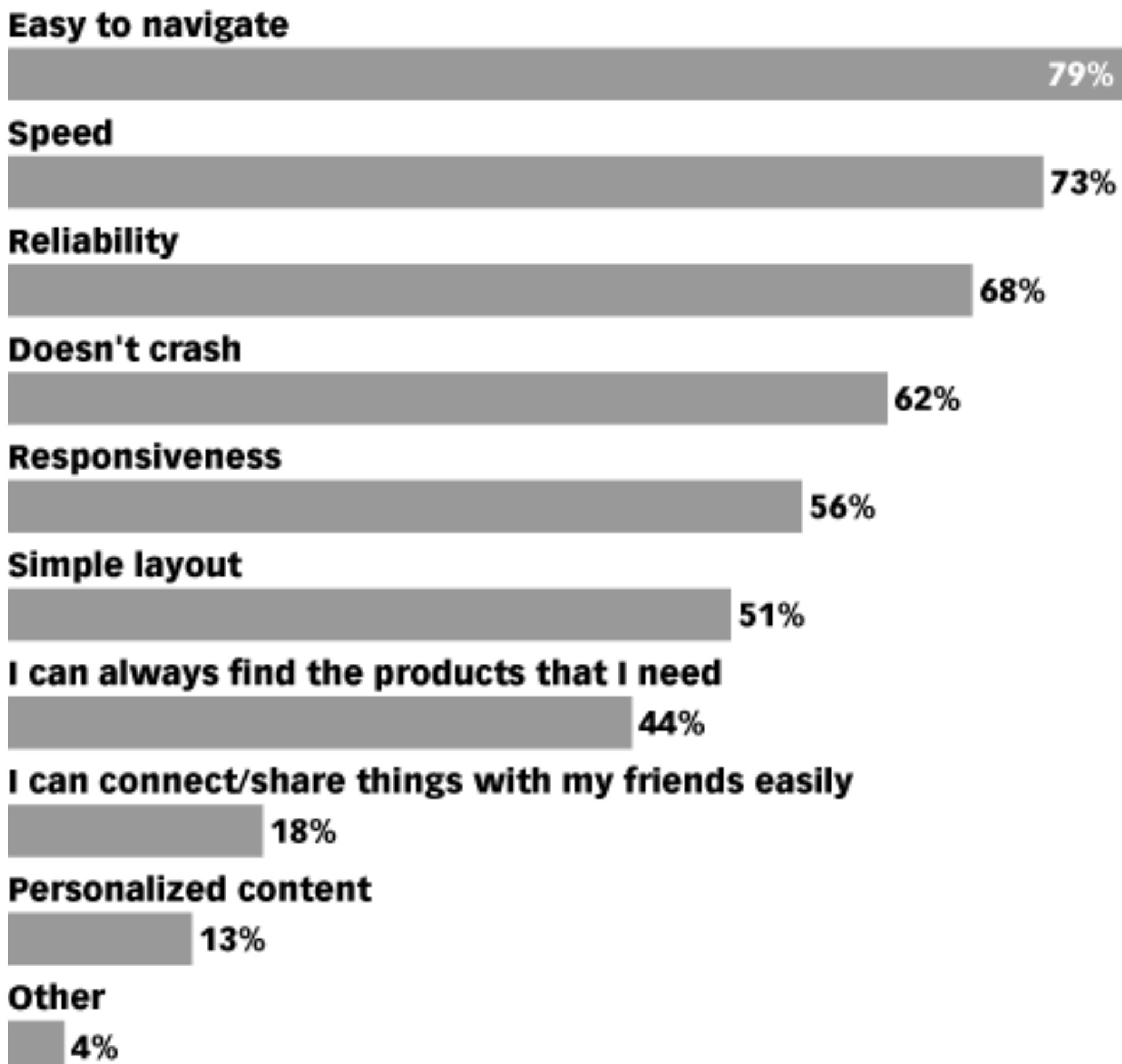
Introducing the new iPad. With the stunning Retina display.
5MP iSight camera. And ultrafast 4G LTE.
Starting at \$499.



Poor performance
is **friction**

Most Important Attributes of Website Performance According to US Internet Users, Sep 2015

% of respondents



Note: n=2,044 ages 18+

Source: Soasta survey conducted by The Harris Poll as cited in press release, Nov 5, 2015

A 1s delay in page
load can reduce
conversions by 7%

For an online shop earning
\$100k/day, that's about
\$2.5m in lost sales

For Amazon, 1s is worth
about **\$1.6b** in sales

Most Frustrating Aspects of the Mobile Shopping Experience According to US Mobile Device Users, Oct 2014

% of respondents

Slow mobile load times



42%

Inconsistent user experience across devices



37%

Not enough info accessible via mobile devices



26%

Source: MobiQuity, "The Frustrated Shopper: Mobile/Technology Satisfaction Report," Dec 22, 2014

187033

www.emarketer.com

Source: [eMarketer](http://www.emarketer.com)

**53% abandon
websites that take
more than 3s to load**

By shaving 7s off load,
Edmunds increased
page views by 17%
& ad revenue by 3%

Mozilla reduced page load
by 2.2s and saw a 15.4%
increase in downloads

Performance
matters



10k APART

Inspiring the Web with Just 10k

[Read the Rules](#)

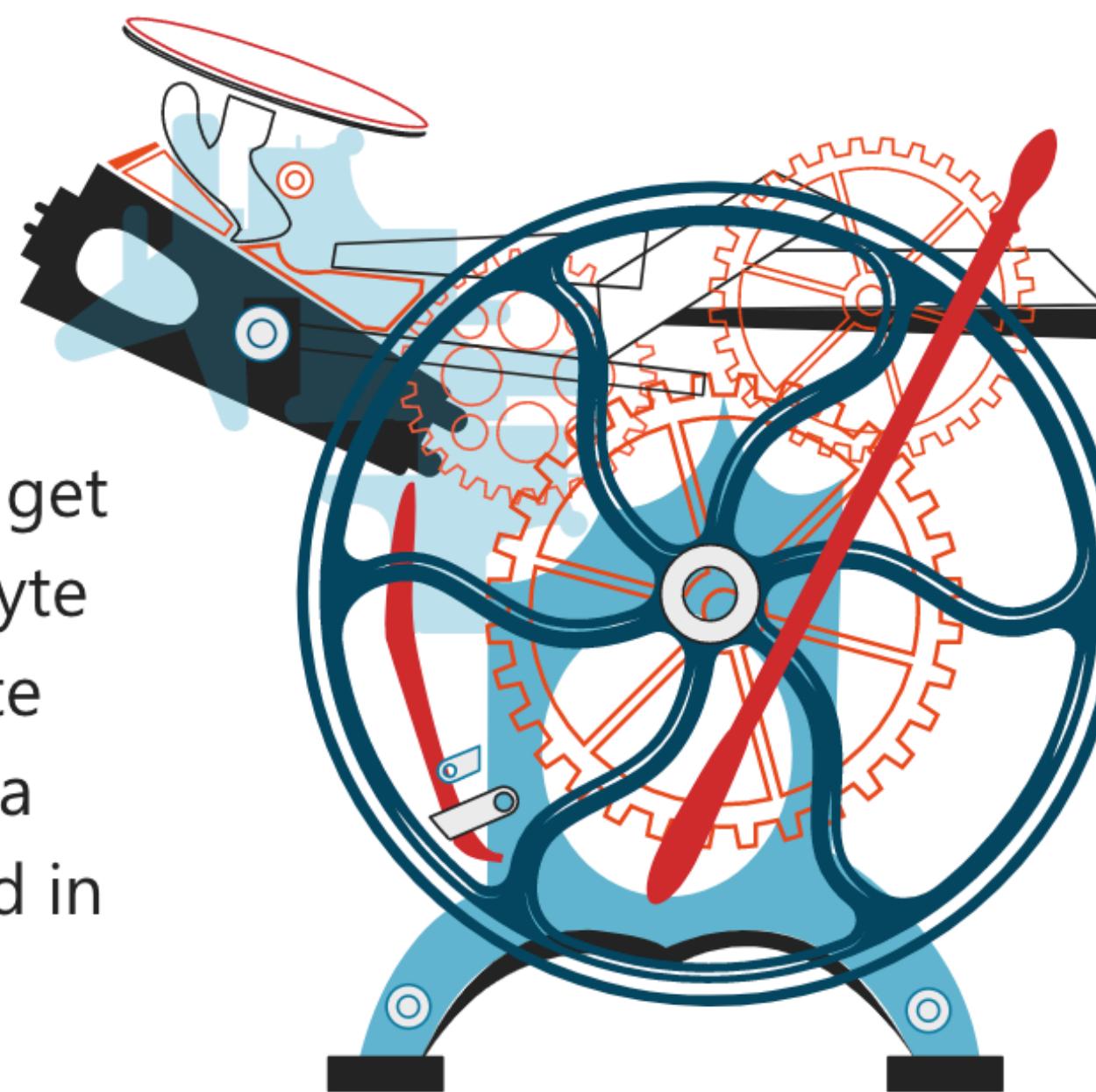
[View the Gallery](#)

[Meet the Judges](#)

Brought to you by Microsoft and An Event Apart

Inspiring the Web with Just 10k

With so much of an emphasis on front-end frameworks and JavaScript runtimes, it's time to get back to basics—back to optimizing every little byte like your life depends on it and ensuring your site can work, no matter what. The Challenge? Build a compelling web experience that can be delivered in 10kB and works without JavaScript.



[View the Winners](#)

[Check Out the Gallery](#)

And the winners are...

Best Overall:

Best Design:

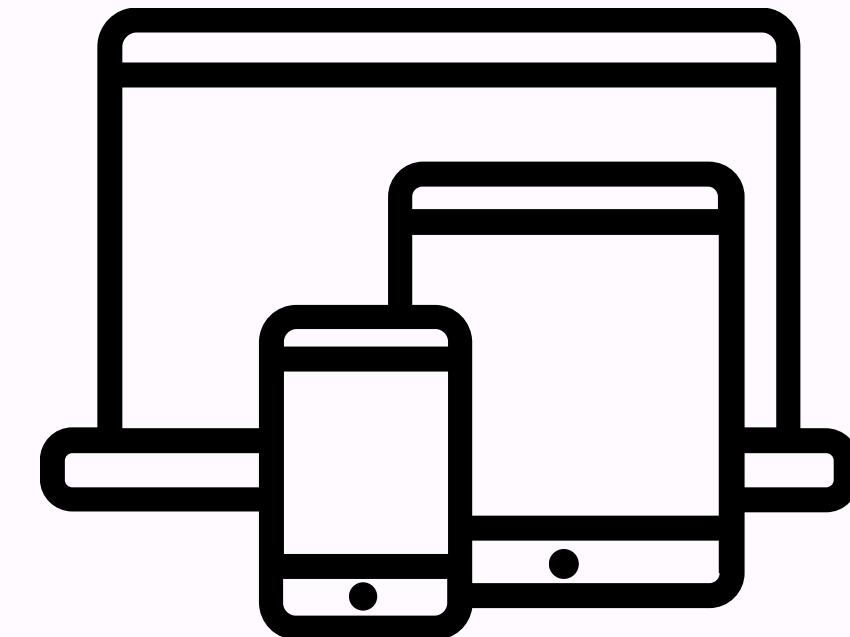
What we were looking for

- Usable pages are delivered in 10kB or less
- Pages are accessible via screen readers, the keyboard, etc.
- Entries follow the philosophy of progressive enhancement
- Users can do what they need to without JavaScript

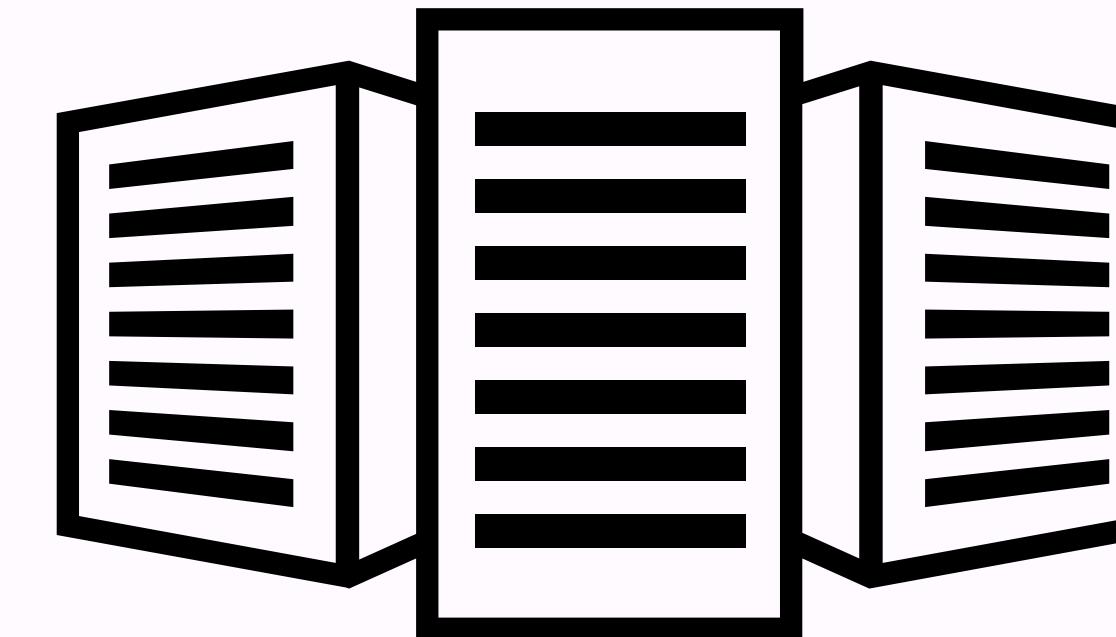
/dôg'fôodîNG/

Let's talk (briefly)
about page load

Your Device

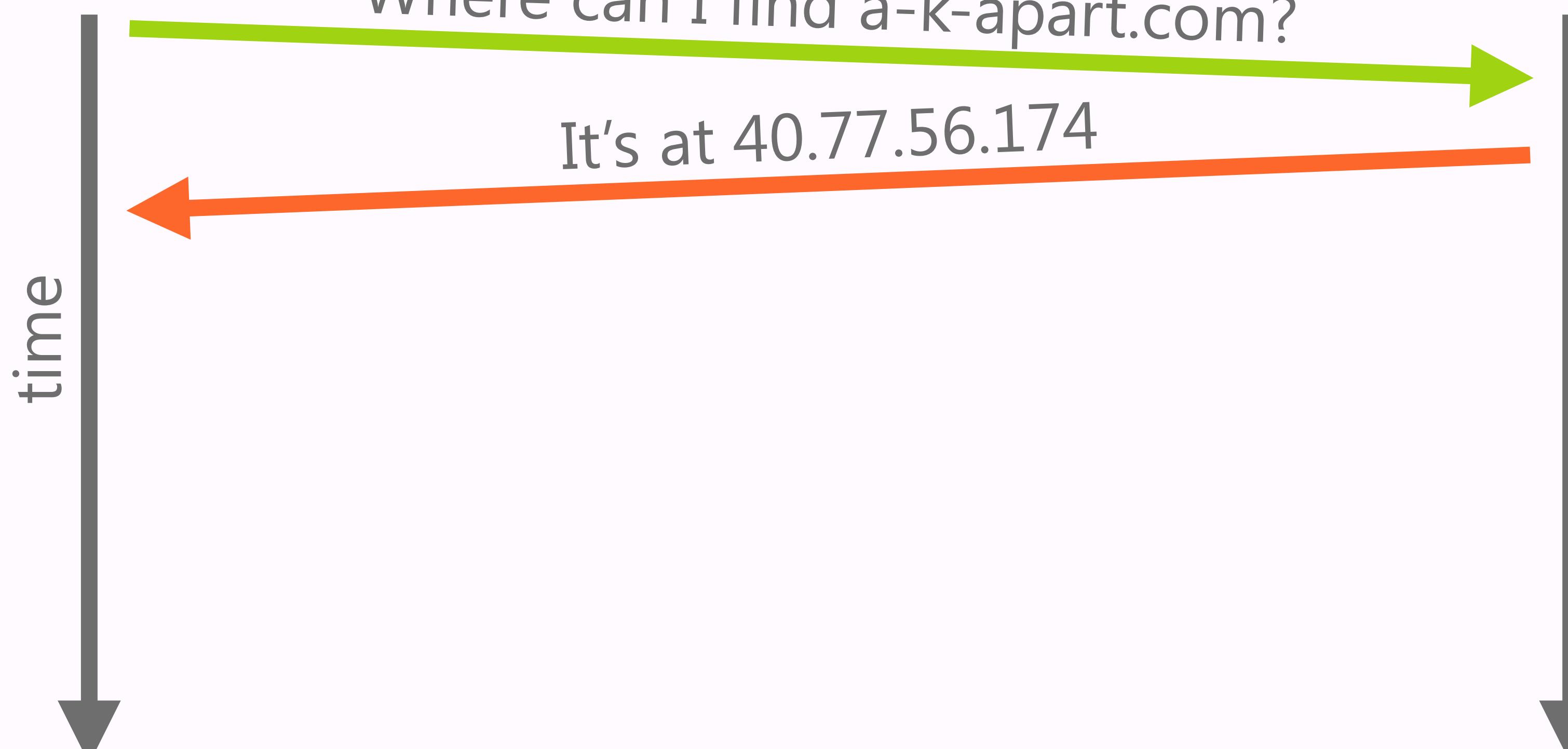


The Web



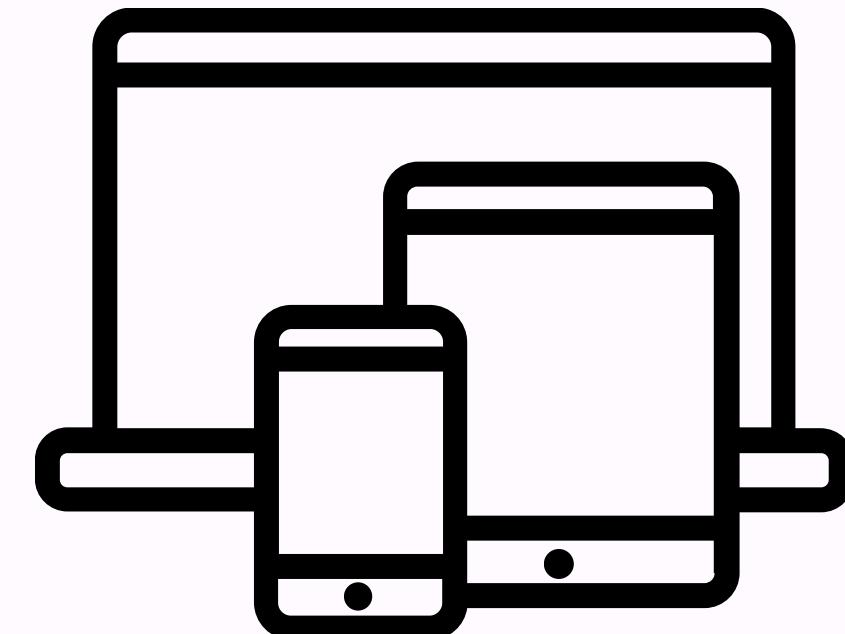
Where can I find a-k-apart.com?

It's at 40.77.56.174

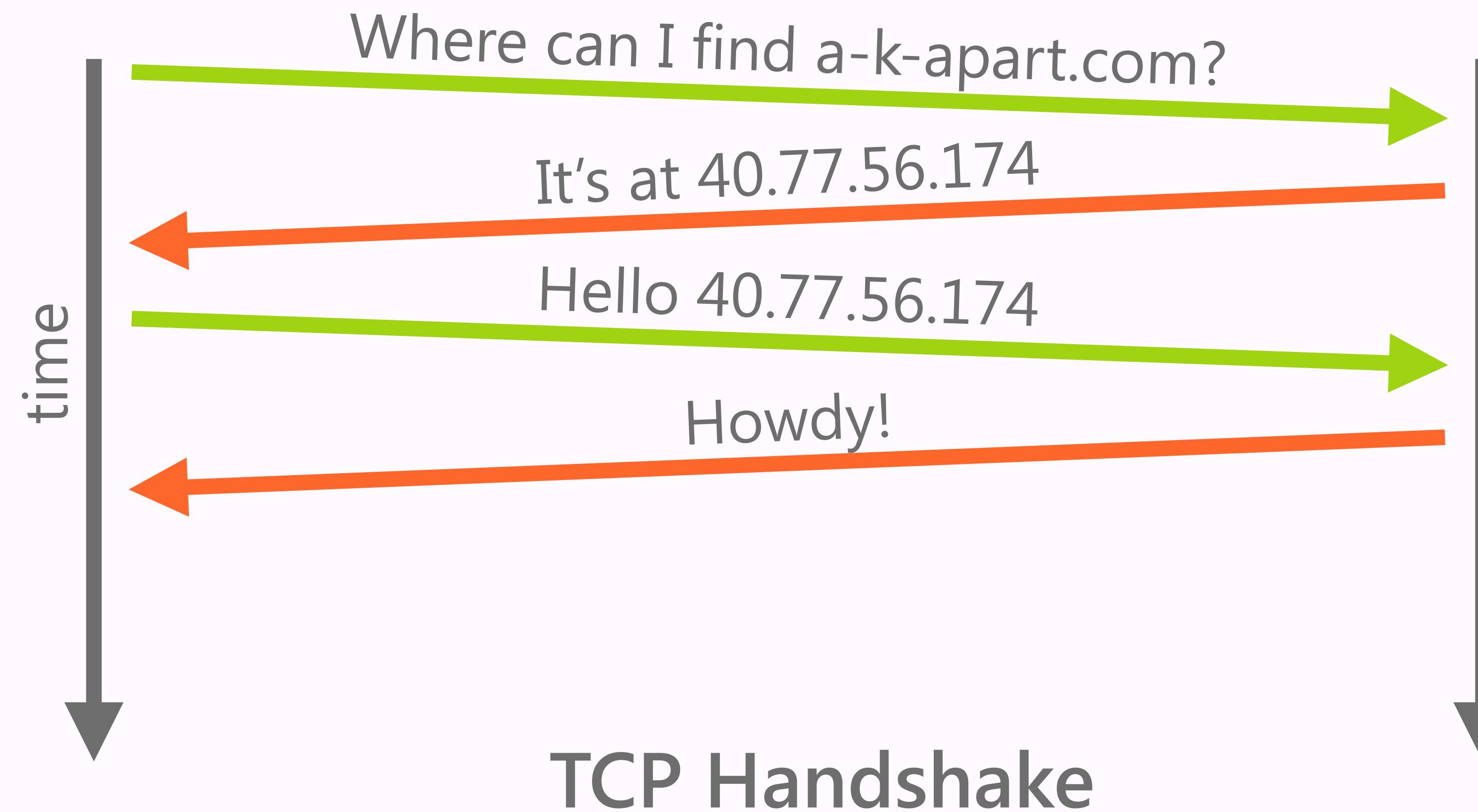
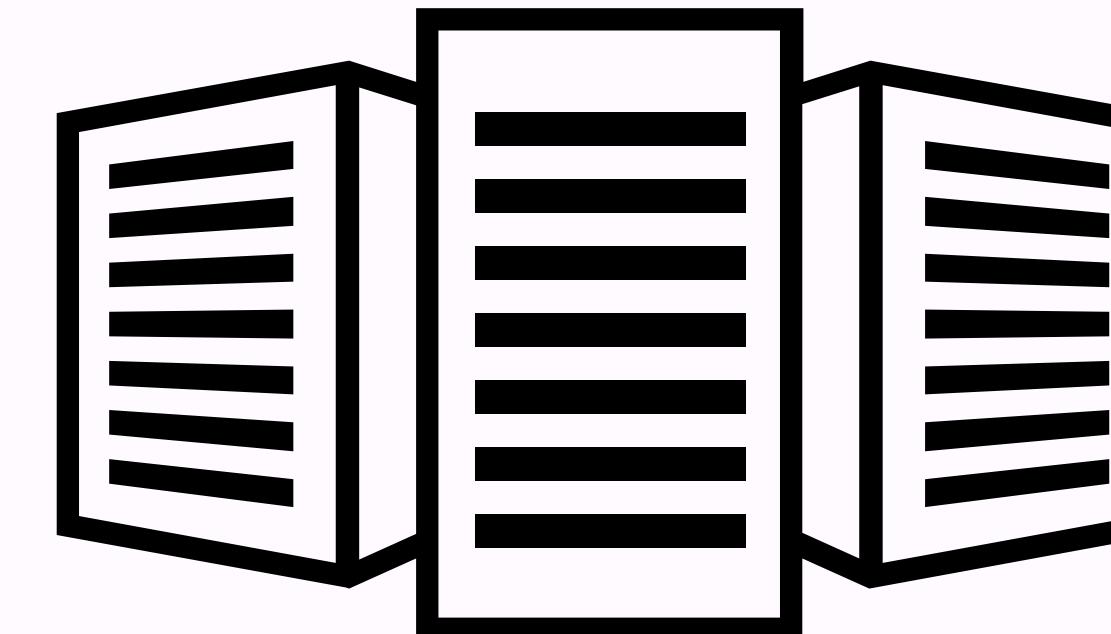


DNS Lookup

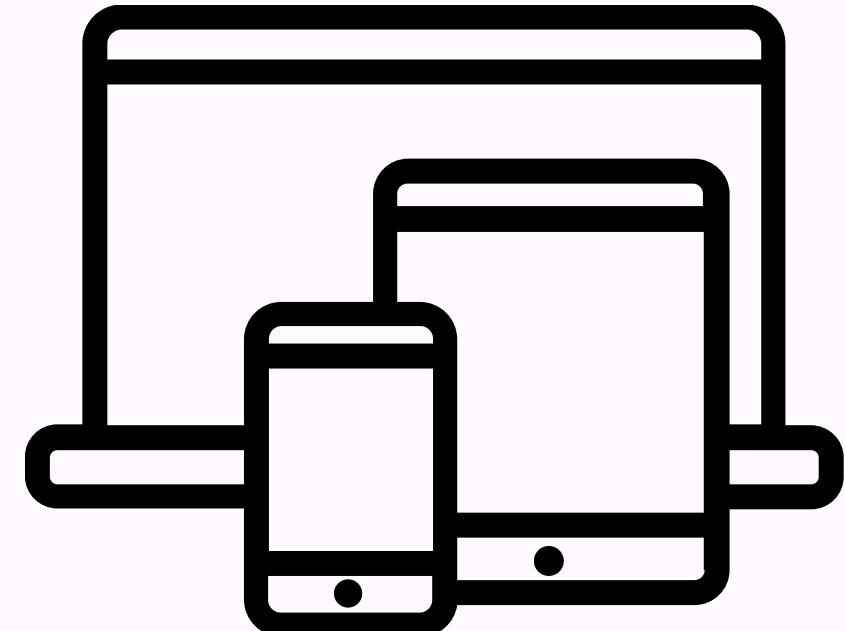
Your Device



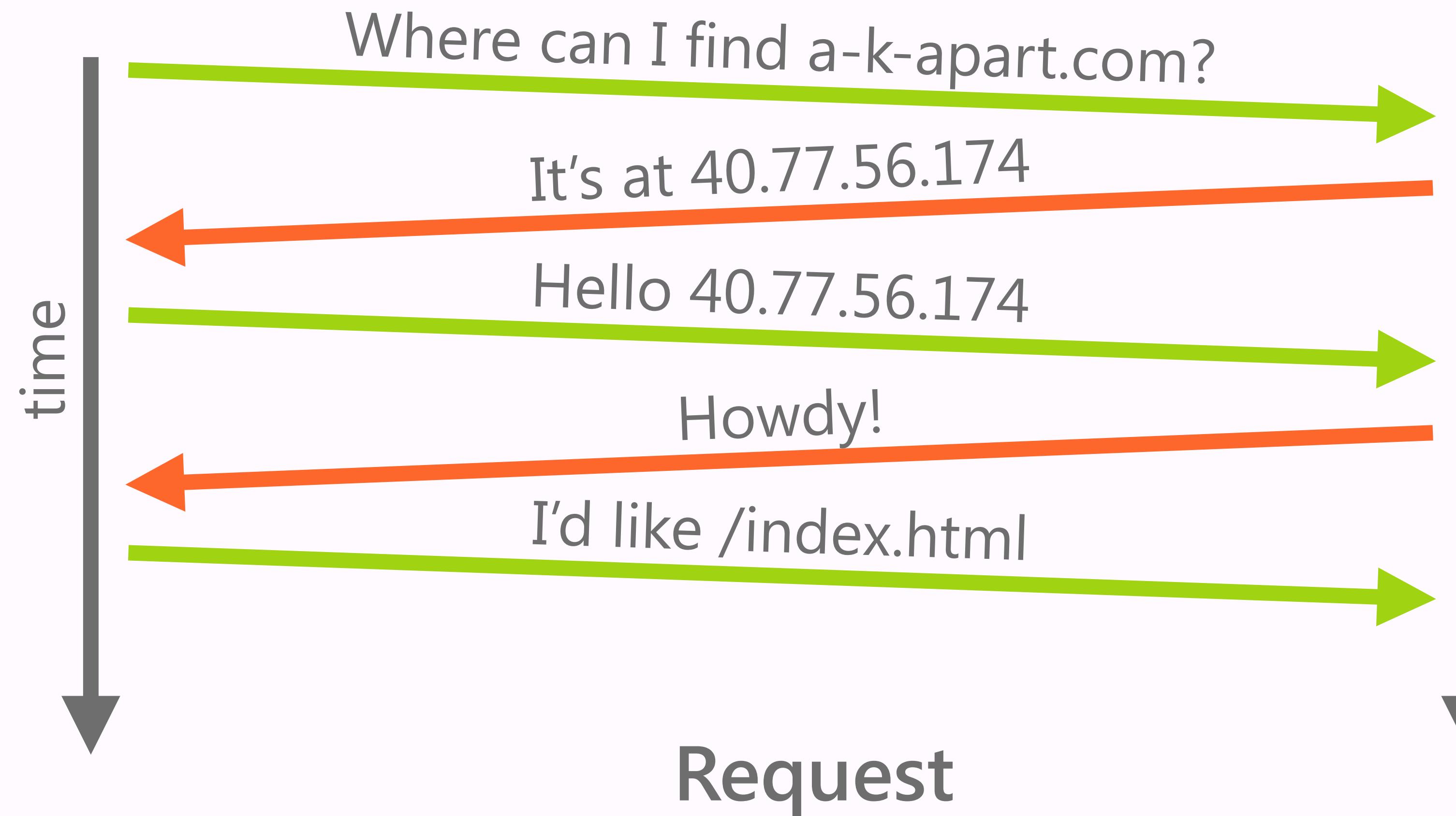
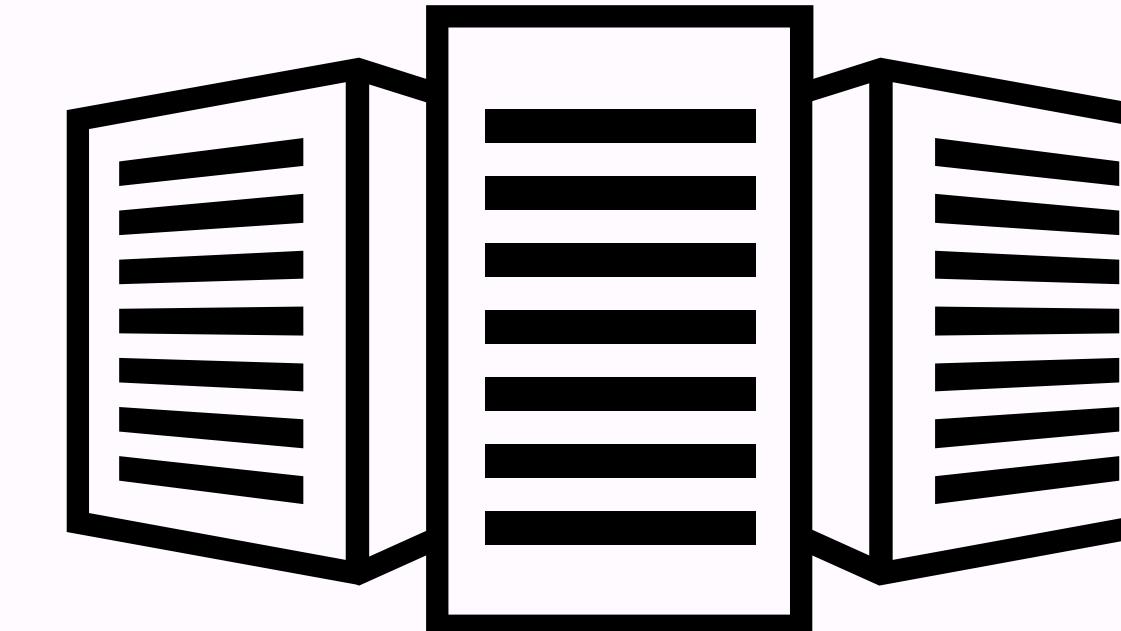
The Web



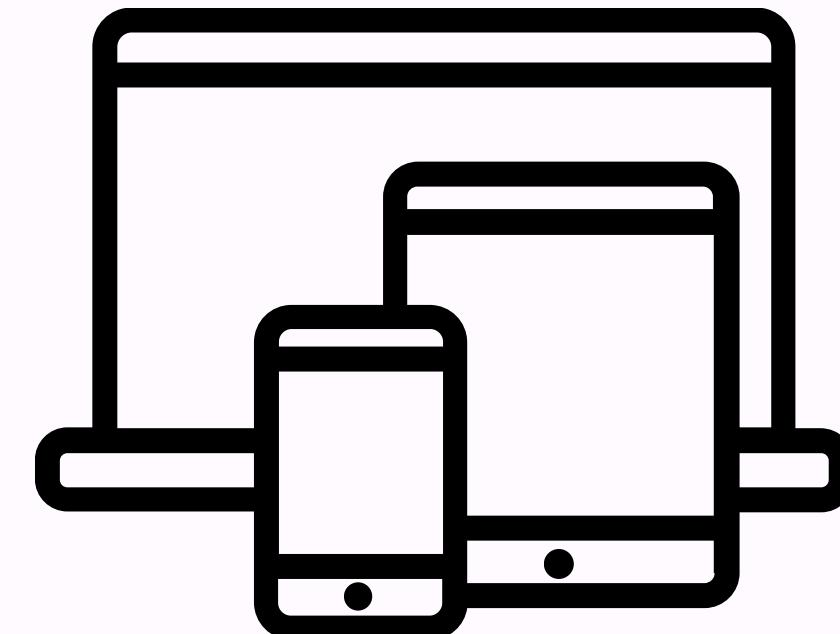
Your Device



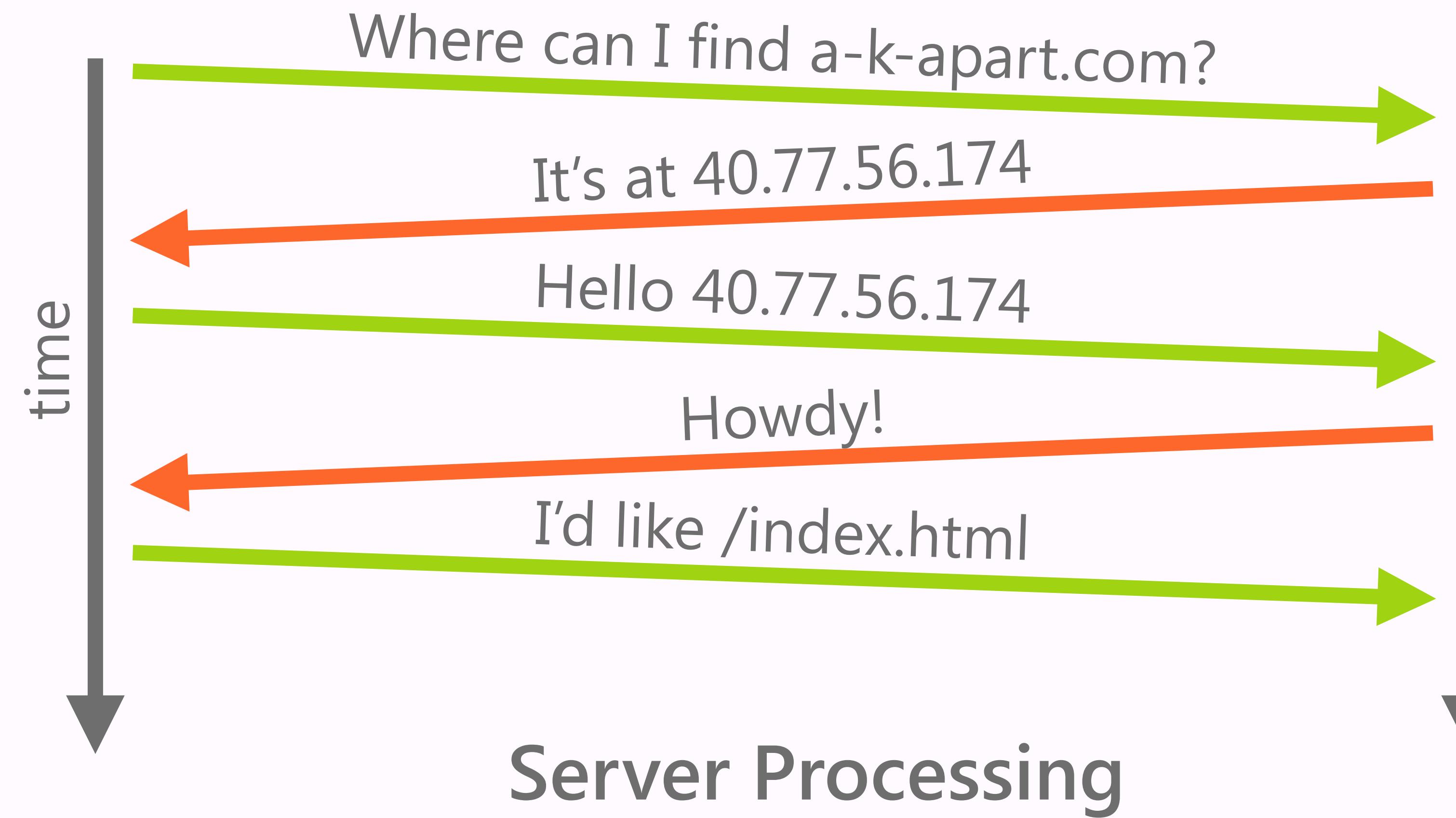
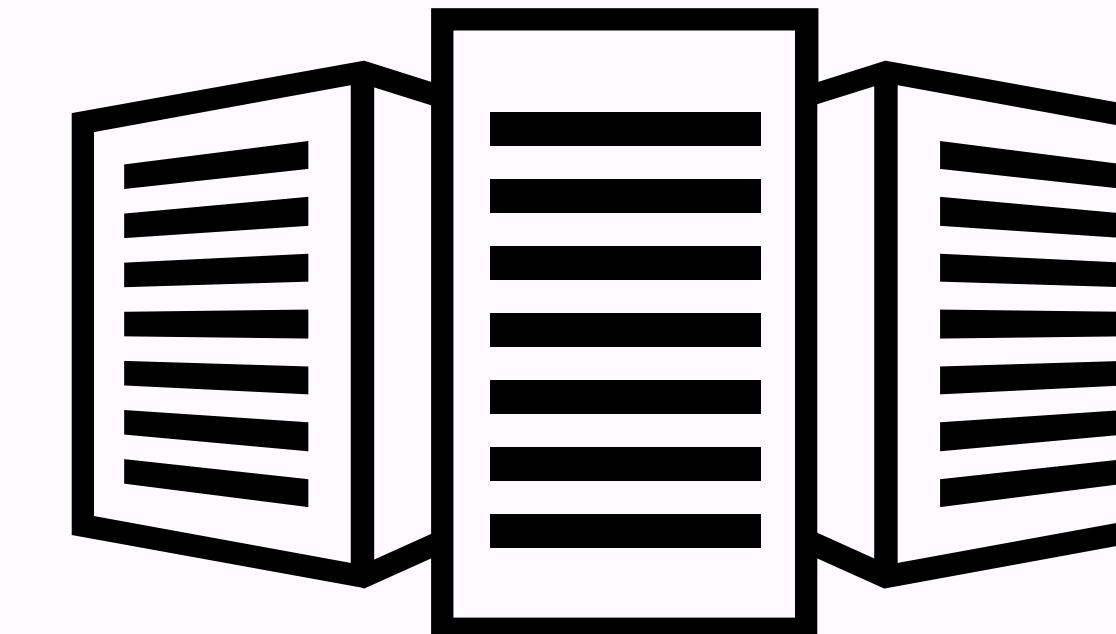
The Web



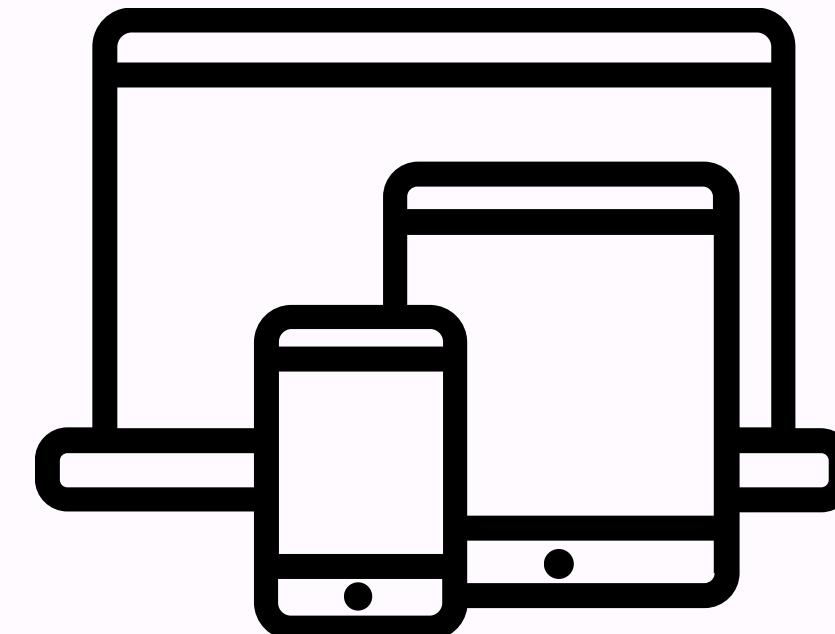
Your Device



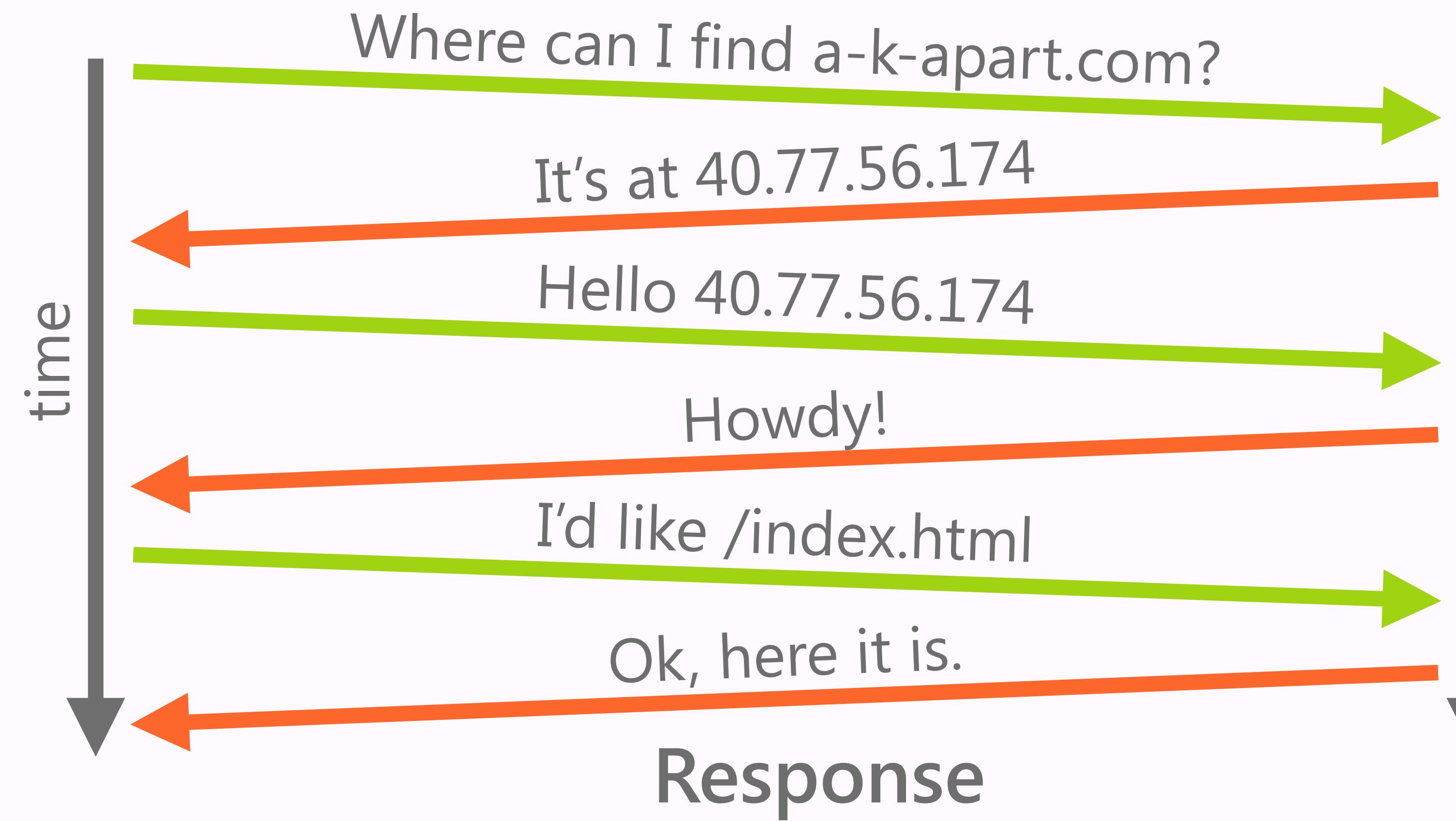
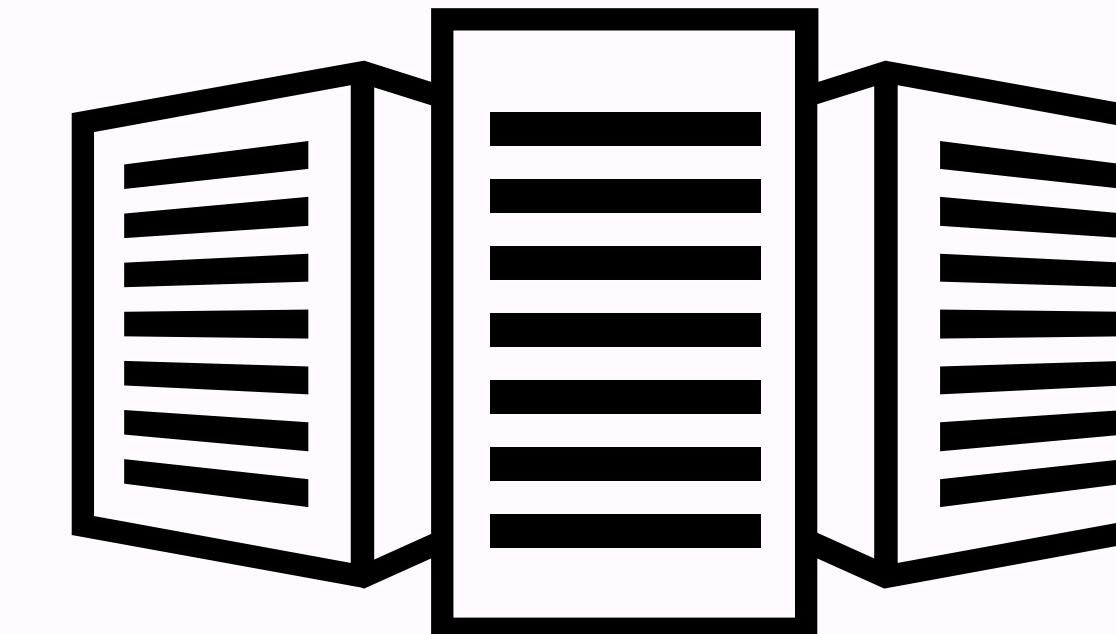
The Web

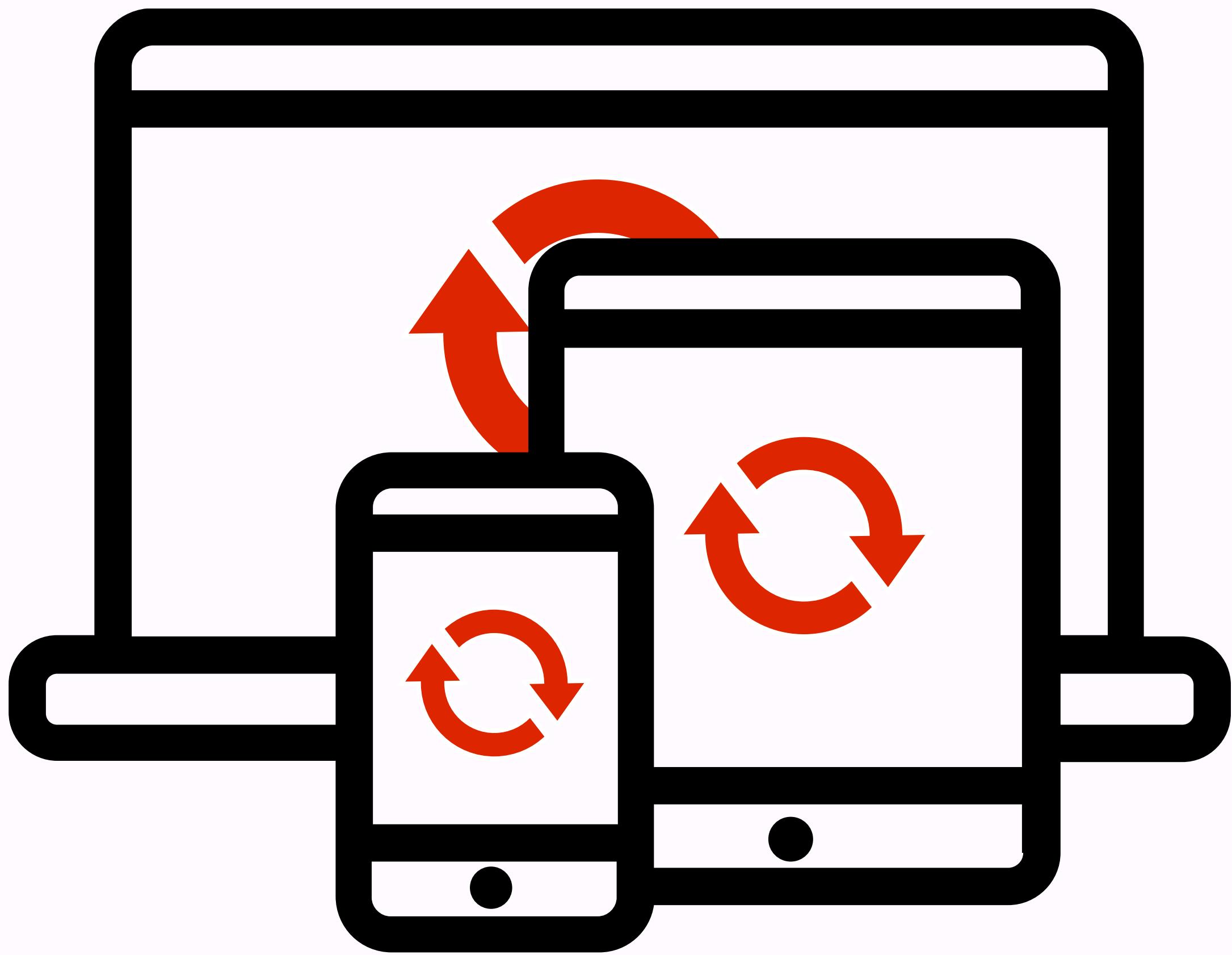


Your Device



The Web







Response

DOM

CSS

Render Tree

Layout

Paint

Load



CSS & JavaScript can
delay rendering or cause
these to be run again

Response

DOM

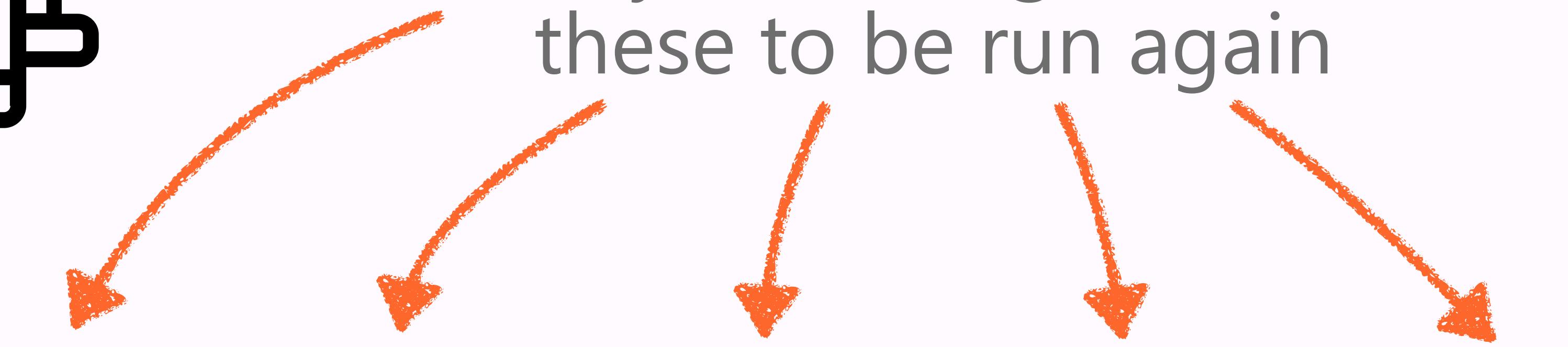
CSS

Render Tree

Layout

Paint

Load



DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
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DOM Parsing

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  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script> ←
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

Wait while the browser fetches & parses the script

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

wait while the browser fetches & parses the CSS

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
     ←
    <script src="body.js"></script>
  </body>
</html>
```

kicks off downloading
the image

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script> ←
  </body>
</html>
```

wait while the browser
fetches & parses the script

DOM Parsing

```
<html>
  <head>
    <title>Silly example</title>
    <script src="head.js"></script>
    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

DOM Parsing

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<html>
  <head>
    <title>Silly example</title>
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    <link rel="stylesheet" href="main.css">
    <style>h2 { font-weight: bold; }</style>
    <script>console.log('hi');</script>
  </head>
  <body>
    
    <script src="body.js"></script>
  </body>
</html>
```

Steps for better performance

1. Use native features whenever possible
2. Only include assets you actually need
3. Optimize everything
4. Think about when you load assets
5. Consider how you load assets
6. Only load assets when they add value

Step 1:
**Use native features
whenever possible**

(they're effectively free)

Por exemplo

```
<header>  
  Header content...  
</header>
```

not only shorter than
`<div id="header">`, but
semantic too

*depending on its location
in the document, could also
provide a landmark
for navigation*

Por exemplo

```
<input id="n" name="n"  
       required aria-required="true"  
       autocorrect="off" ←  
       autocapitalize="words"  
       placeholder="Sir Tim Berners Lee"  
       autocomplete="name"  
>
```

modern browsers require
users to enter content

if the browser already
knows the user's name,
by all means, let it fill it in

auto-disappearing suggestion
without JavaScript

browser can inform
assistive tech that
the field is required

don't let the browser
try to correct
someone's name

Por exemplo

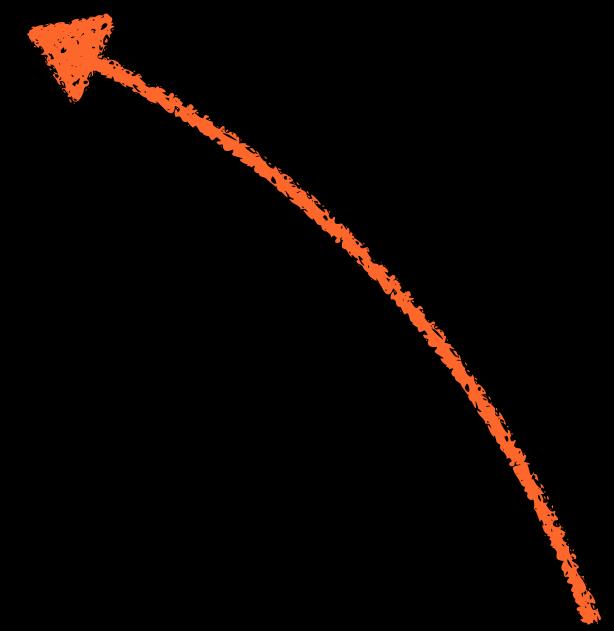
```
<input type="email" →  
  id="e" name="e"  
  required aria-required="true"  
  autocorrect="off"  
  autocapitalize="off"  
  autocomplete="email"  
  placeholder="you@yourdomain.tld"  
>
```

modern browsers validate
the email address
and may supply a
custom keyboard layout

let the browser suggest
an email address if it has one

Por exemplo

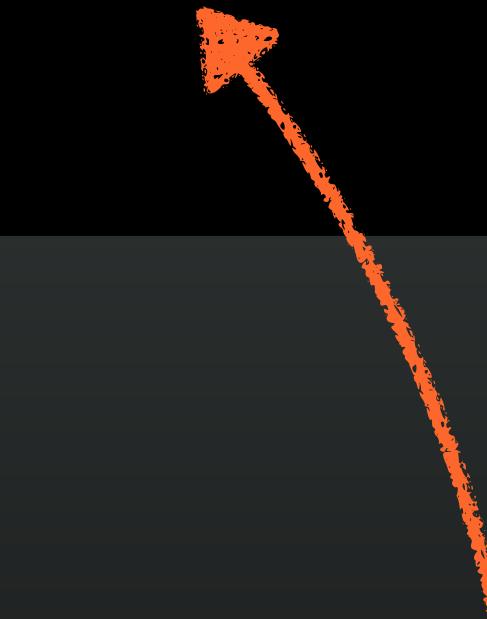
```
@media (min-width:600px) {  
  .gridded {  
    display: grid;  
    grid-template-columns: 1fr 300px;  
    grid-gap: 20px;  
  }  
}
```



So much better than floats

Por exemplo

```
var $radios = document.querySelectorAll(  
    'input[type=radio]'  
);
```



CSS selector-based
DOM traversal
without a JS library

Por exemplo

```
font-family: Georgia, Times,  
"Times New Roman", serif
```

Serif

```
font-family: "Segoe UI", Frutiger,  
"Frutiger Linotype",  
"Dejavu Sans", "Helvetica Neue",  
Arial, sans-serif;
```

Sans Serif

This is a Title

Georgia

This is a Title

Times

This is a Title

Times New Roman

This is a Title

System Serif

This is body text.

Segoe UI

This is body text.

Frutiger

This is body text.

Frutiger Linotype

This is body text.

DejaVu Sans

This is body text.

Helvetica Neue

This is body text.

Arial

This is body text.

System Serif

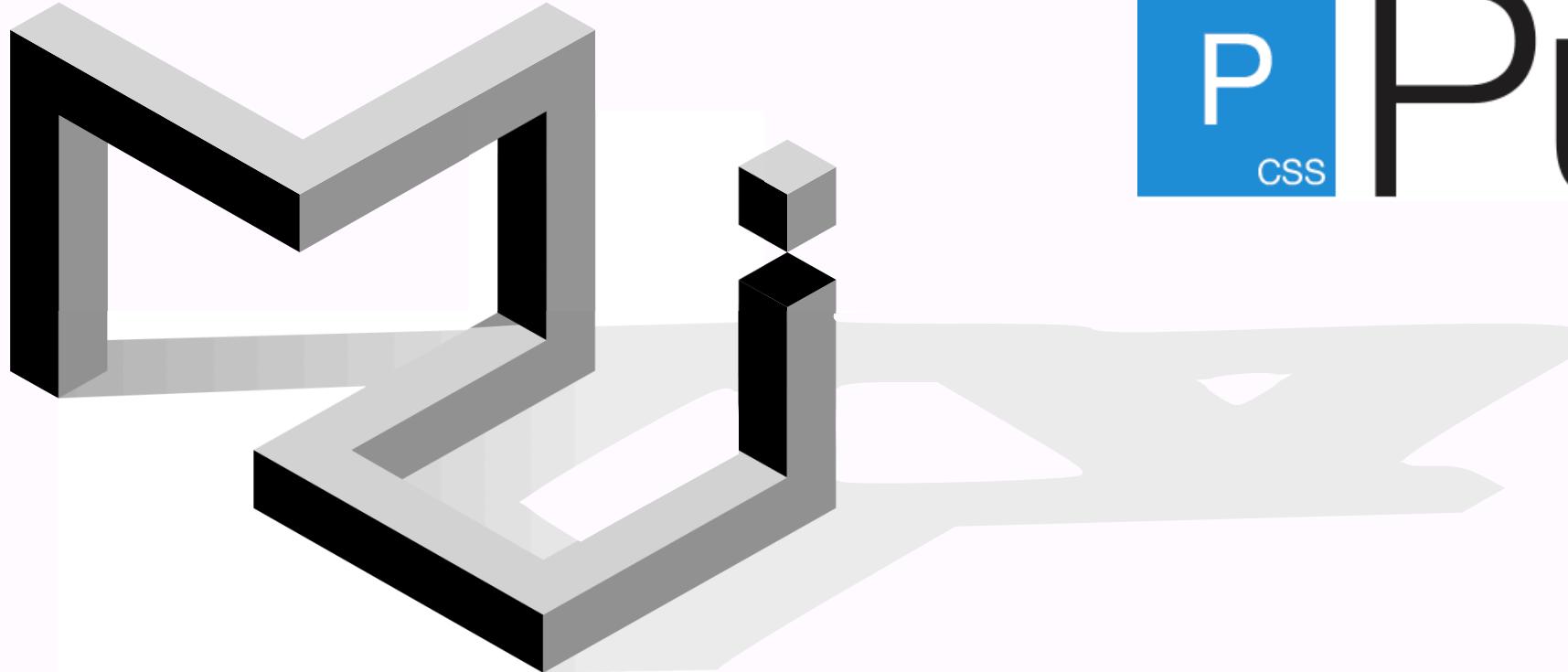
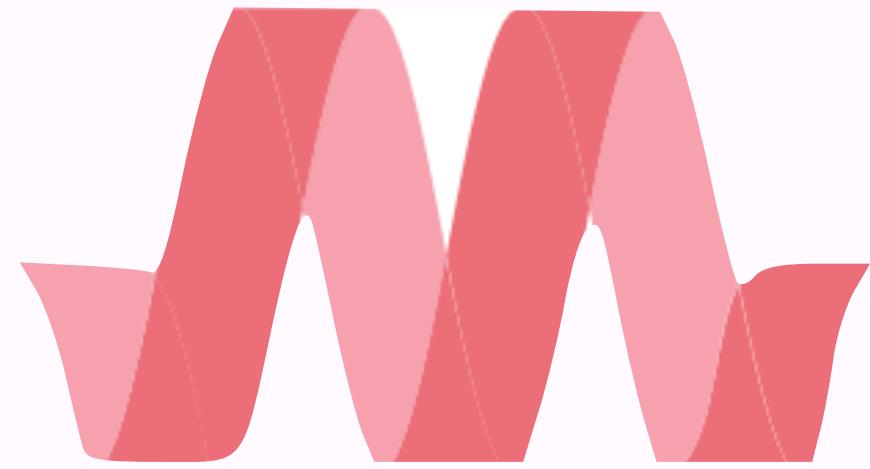
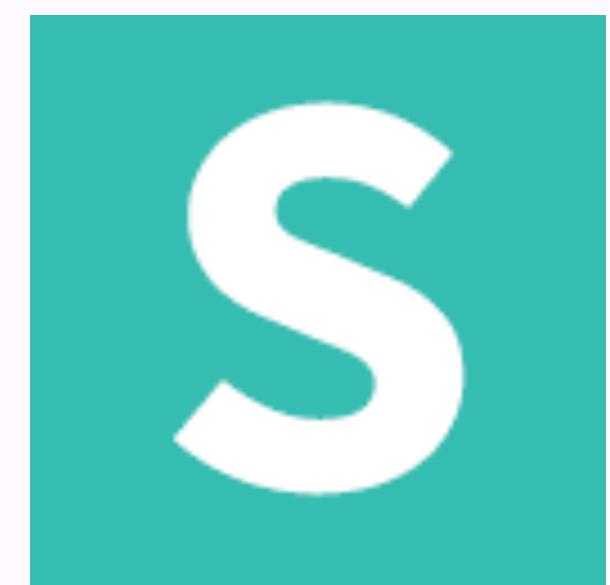
If you need
a custom font:
subset, subset, subset

Proceed with caution



Source: [Bran Stein](#)

Step 2:
Only include assets
you actually need



Great tools,
possibly overkill

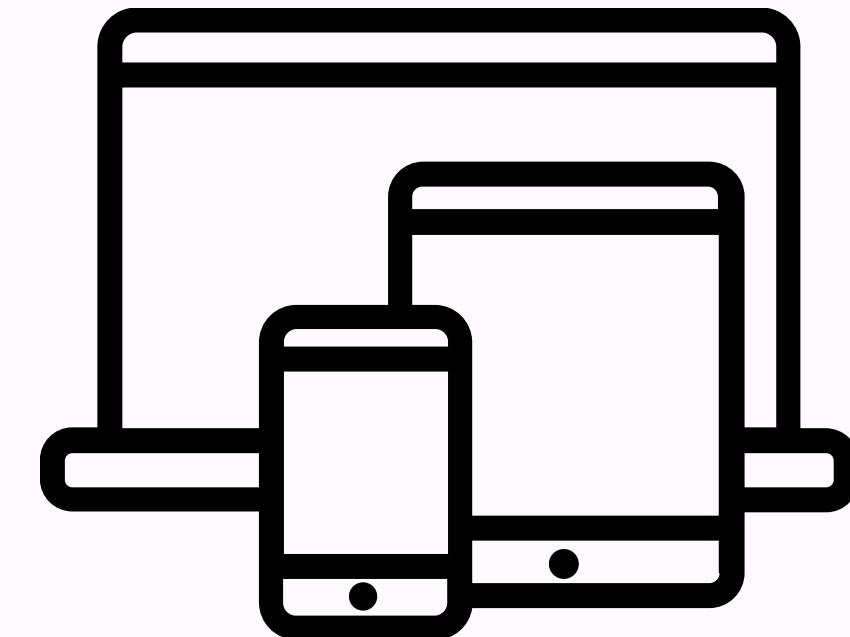


Every tool has a cost

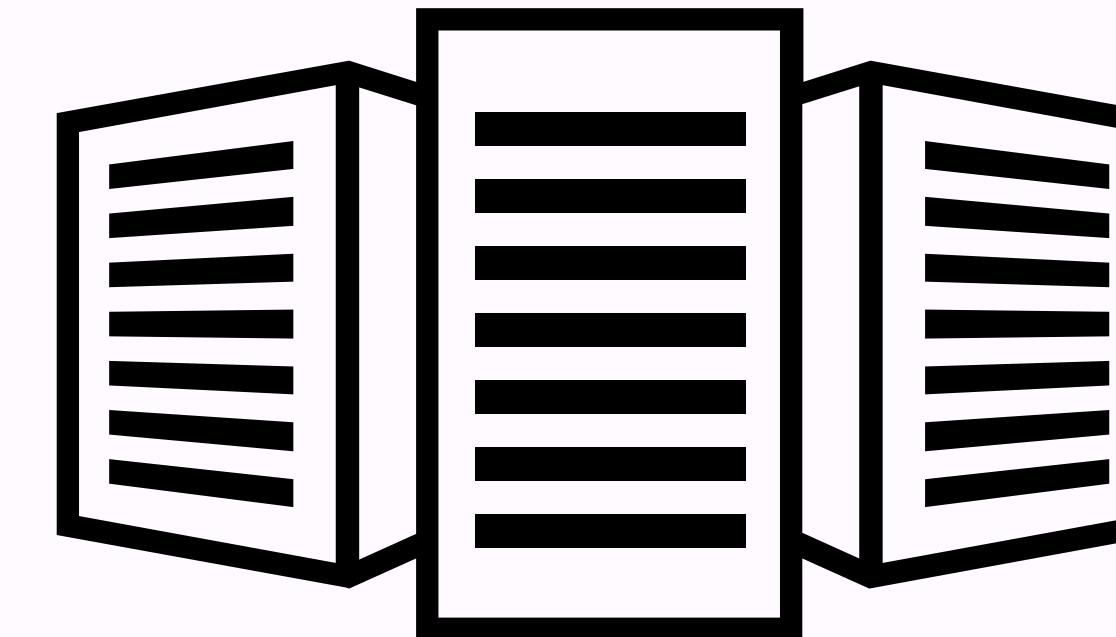
Framework	Size (Compressed)
Bootstrap 2	149 kB
Bootstrap 3	103 kB
Angular 1.4	51 kB
Ember 2.2.0	111 kB
Foundation 4	266 kB
jQuery	32 kB
UI Kit	86 kB
React 16 + React DOM	35 kB
Vue 2.4.2	20 kB

Chances are, your
library of choice
is on a CDN

Your Device

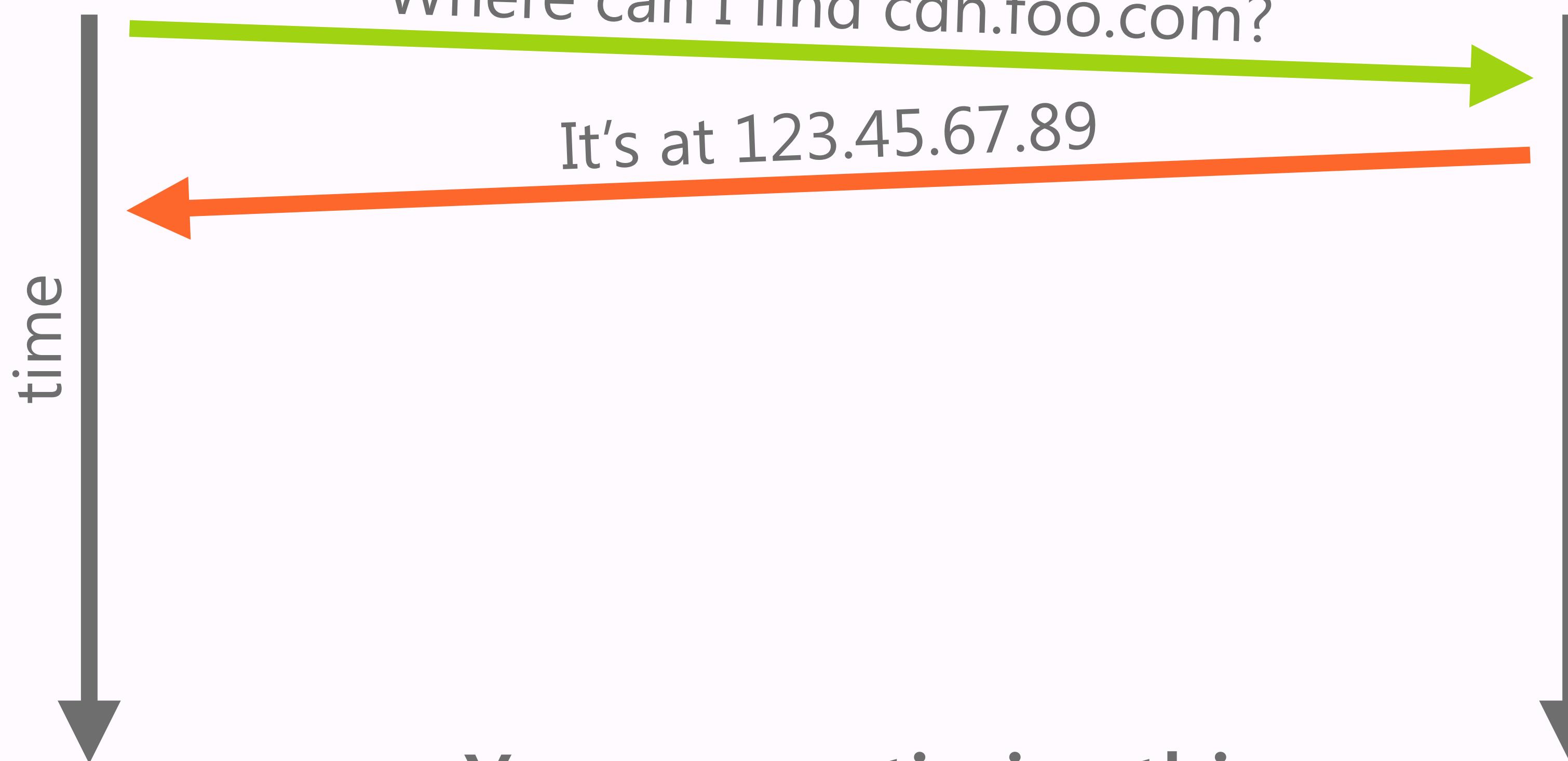


The Web



Where can I find cdn.foo.com?

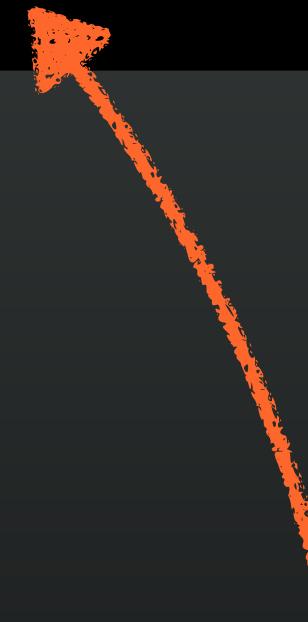
It's at 123.45.67.89



You can optimize this

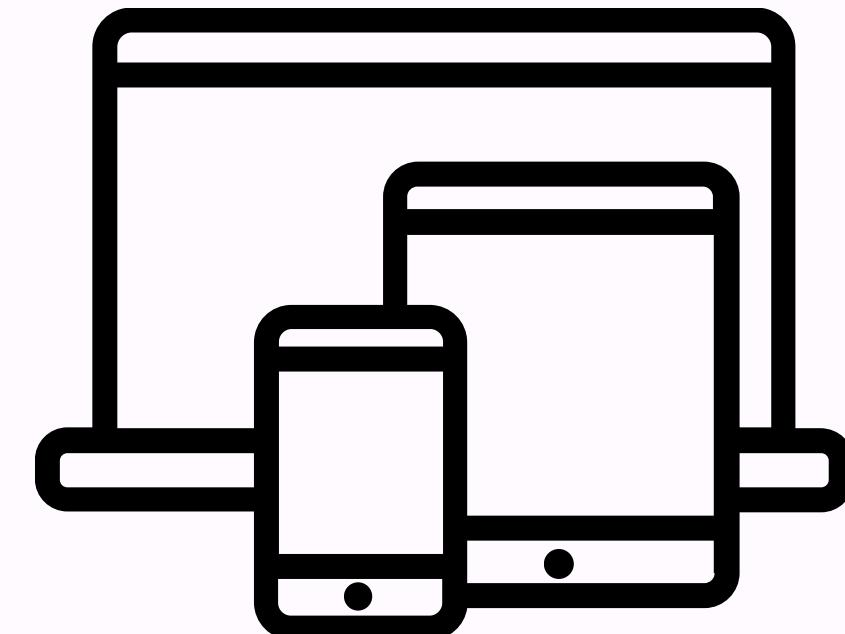
Find the server early

```
<link rel="dns-prefetch"  
      href="https://cdn.foo.com">
```

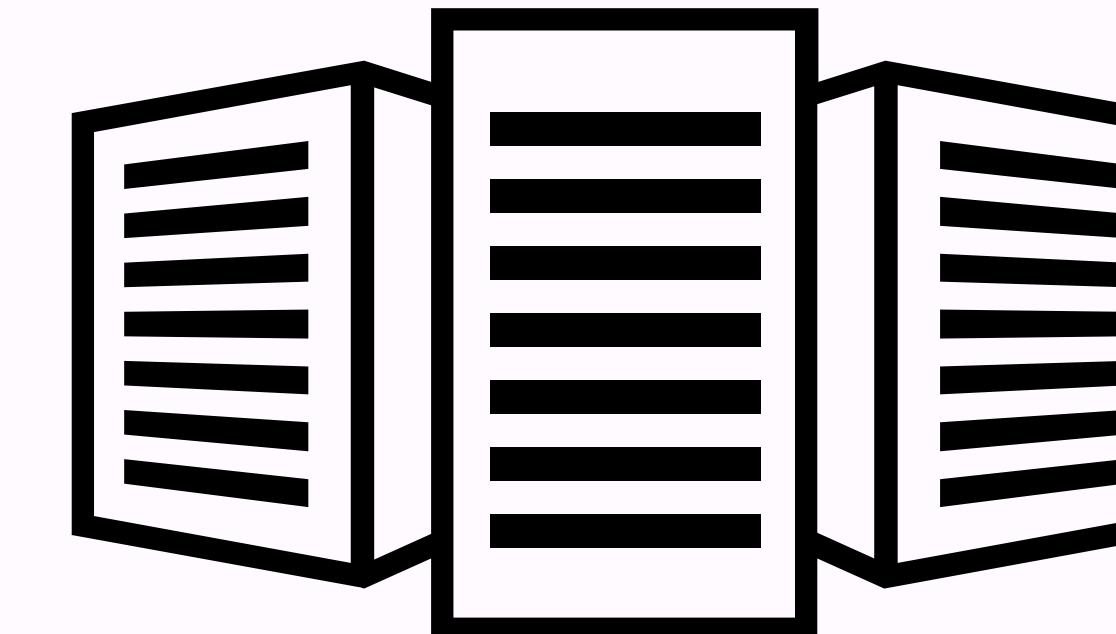


Drop this in the
head of your pages

Your Device



The Web

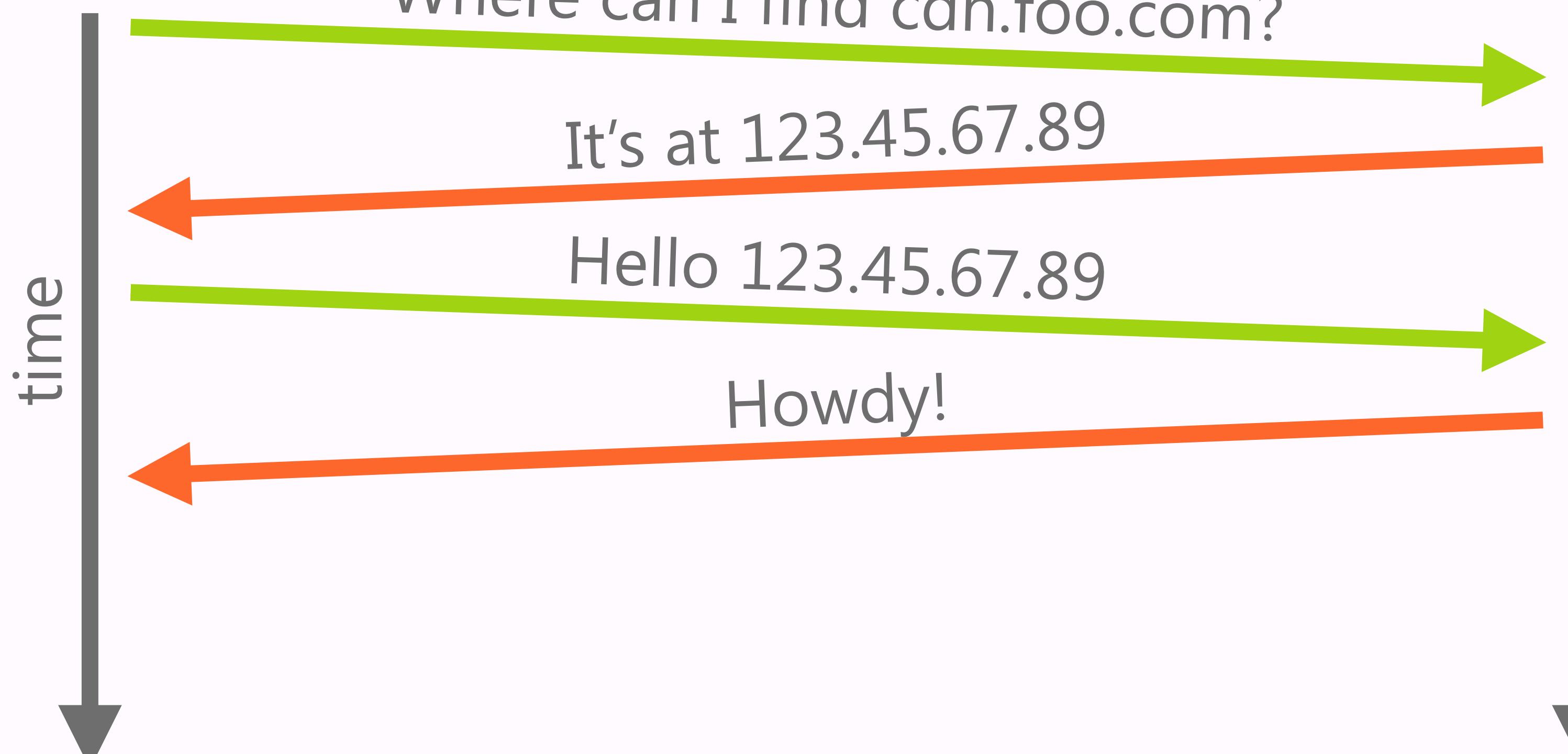


Where can I find cdn.foo.com?

It's at 123.45.67.89

Hello 123.45.67.89

Howdy!

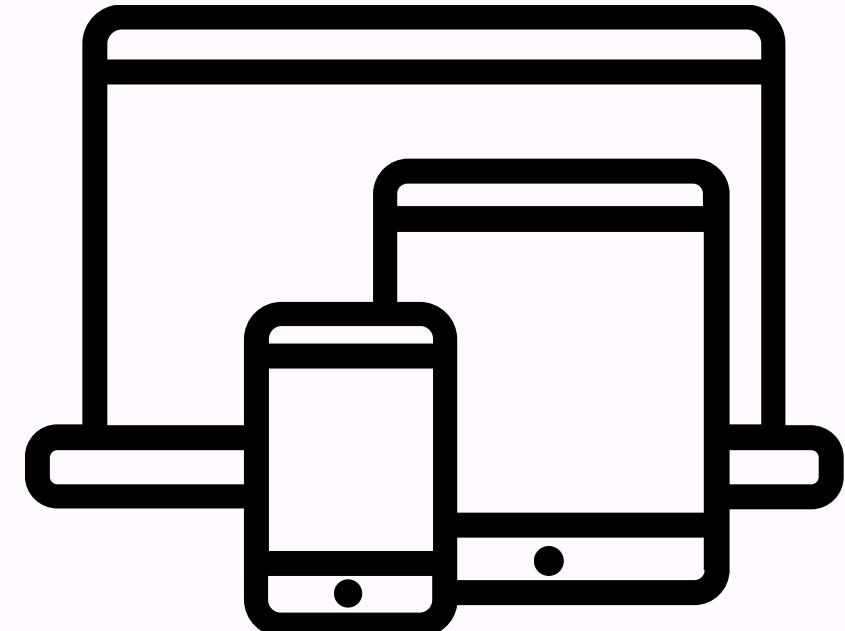


You can optimize this

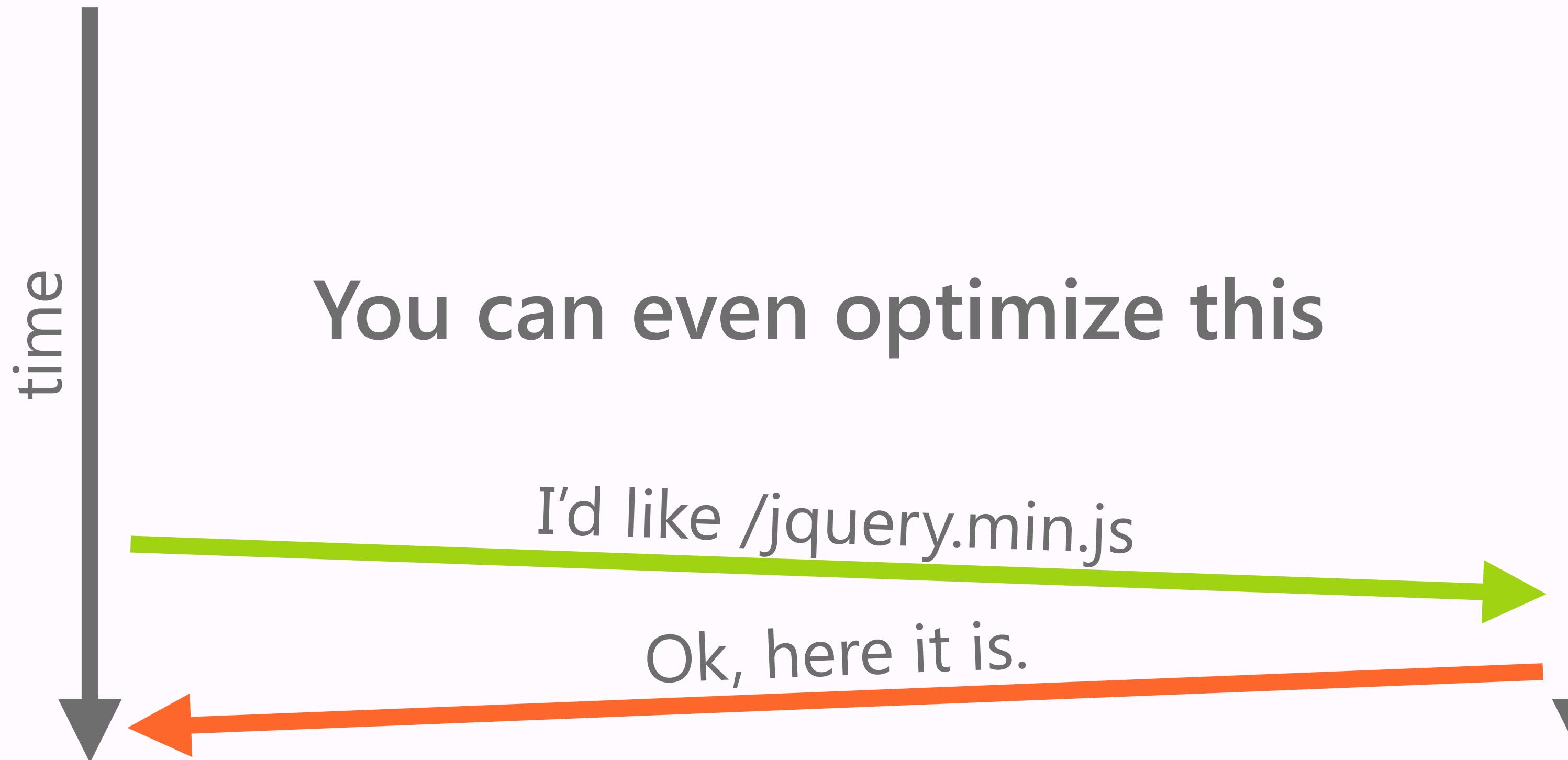
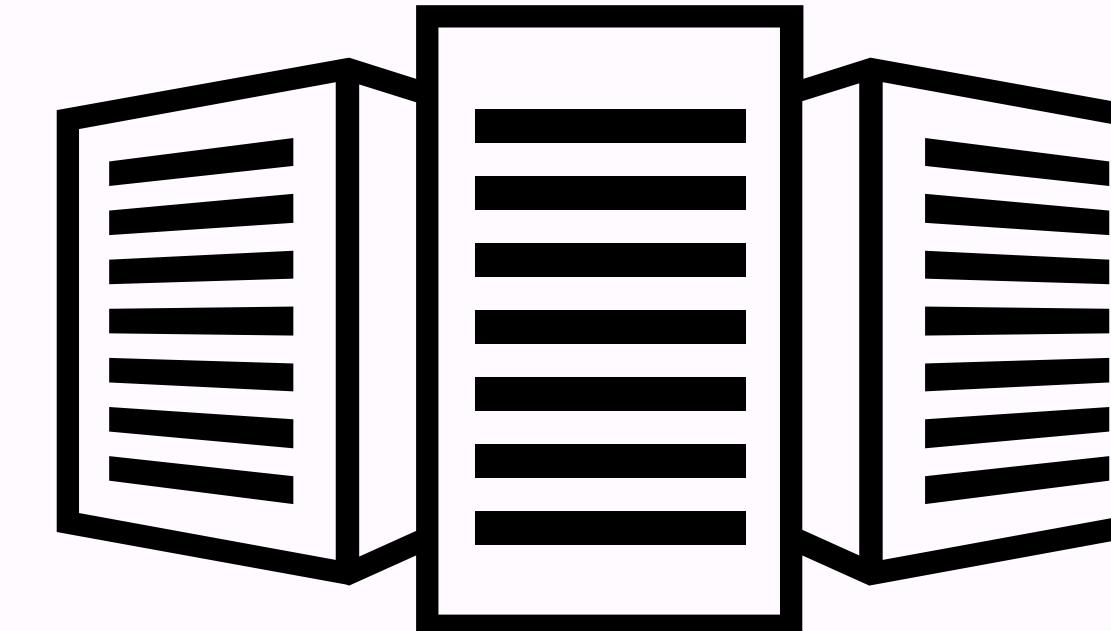
Go for the handshake

```
<link rel="preconnect"  
      href="https://cdn.foo.com">
```

Your Device

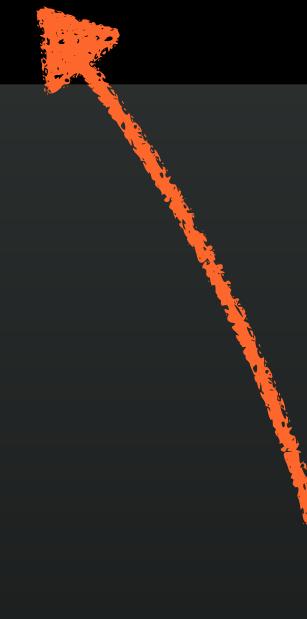


The Web



Grab that resource

```
<link rel="preload"  
      href="https://cdn.foo.com/jquery.min.js"  
      as="script">
```

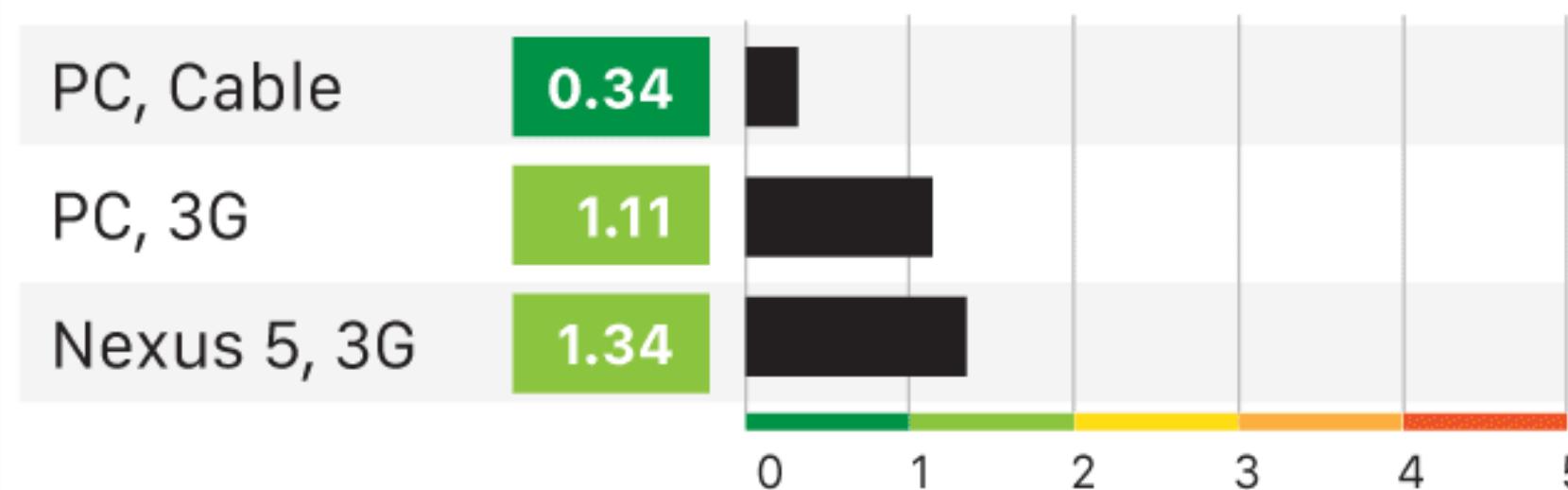


Helps optimize the process

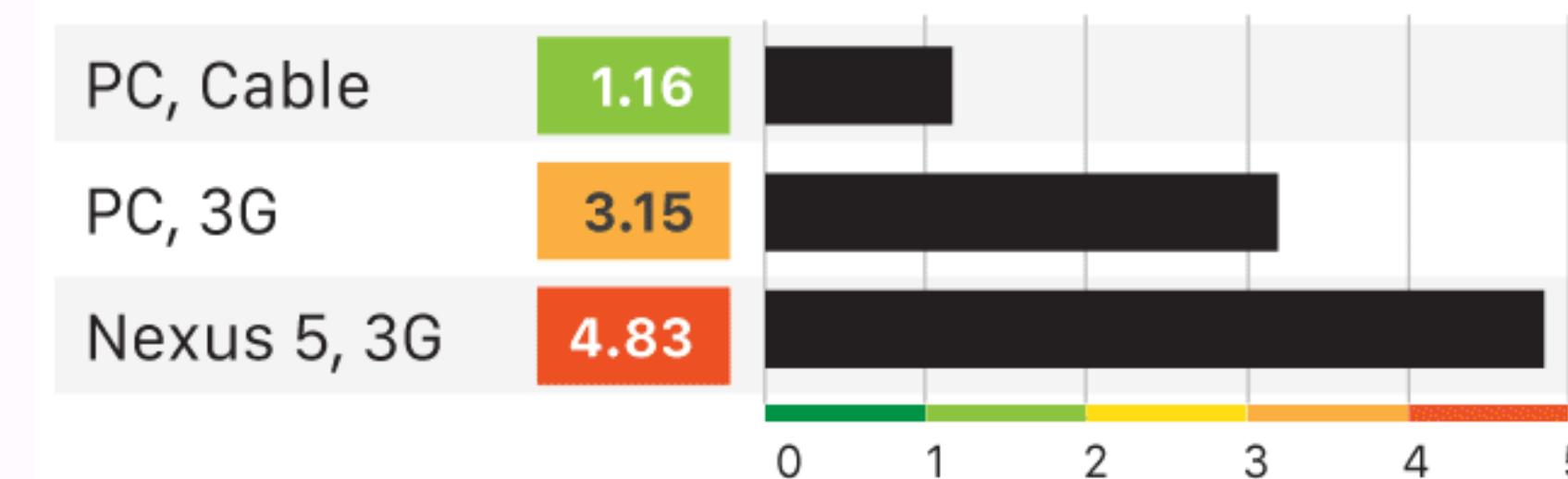
Download isn't everything

Ampersand

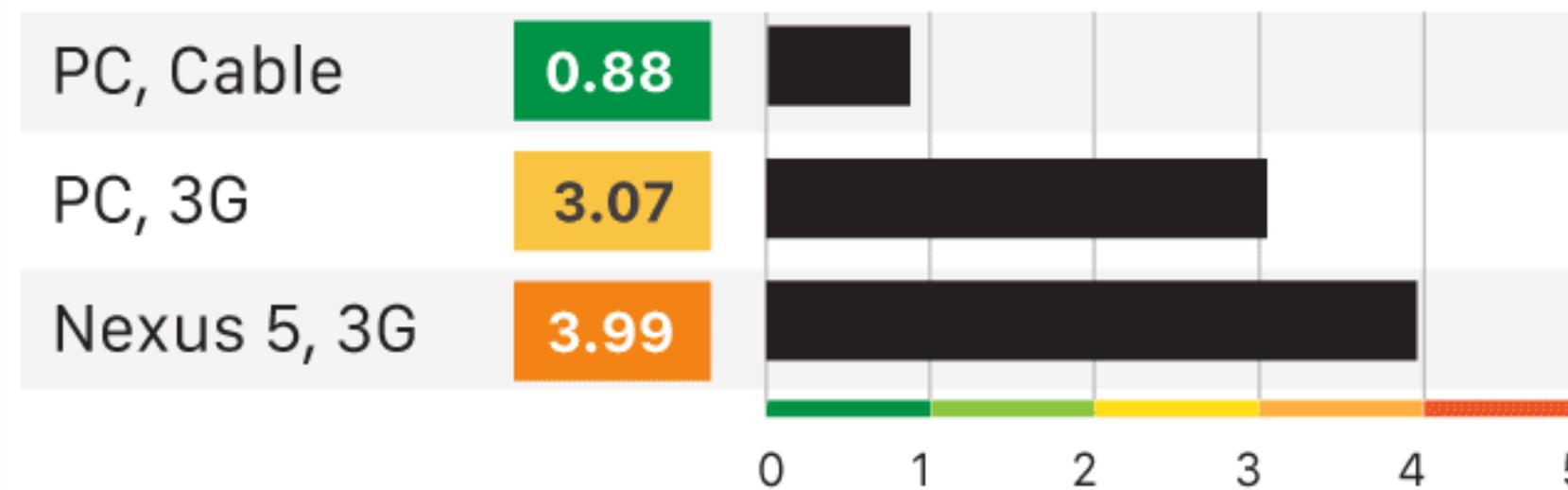
32k script size

**Ember 1.9.0**

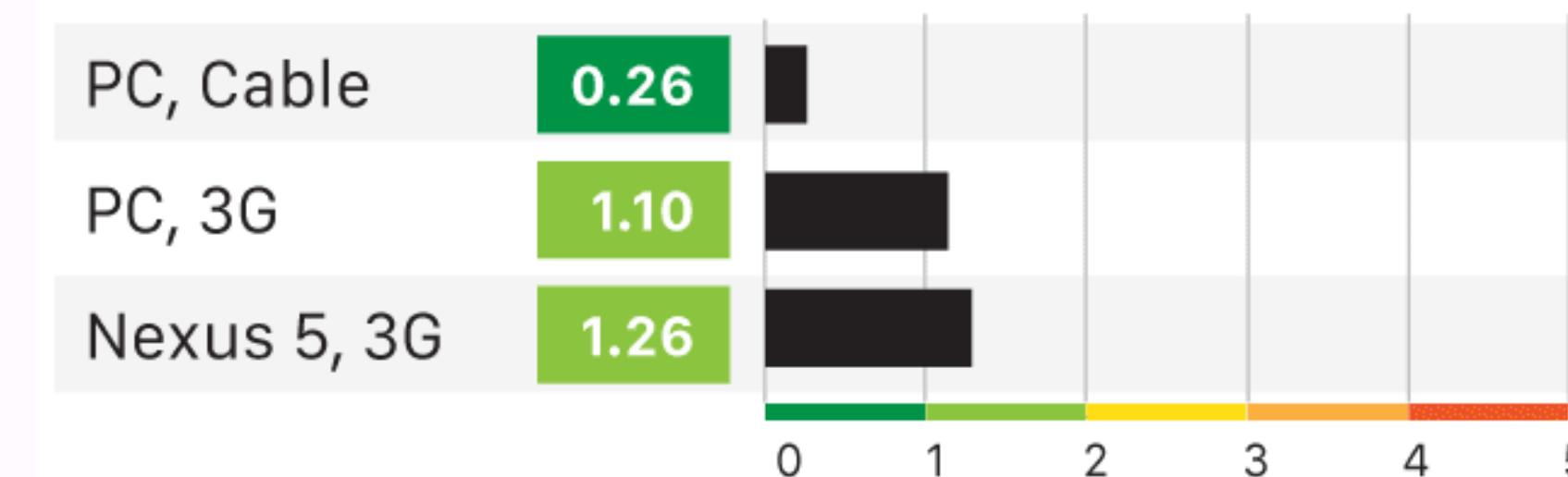
177k script size

**Angular 1.3.6**

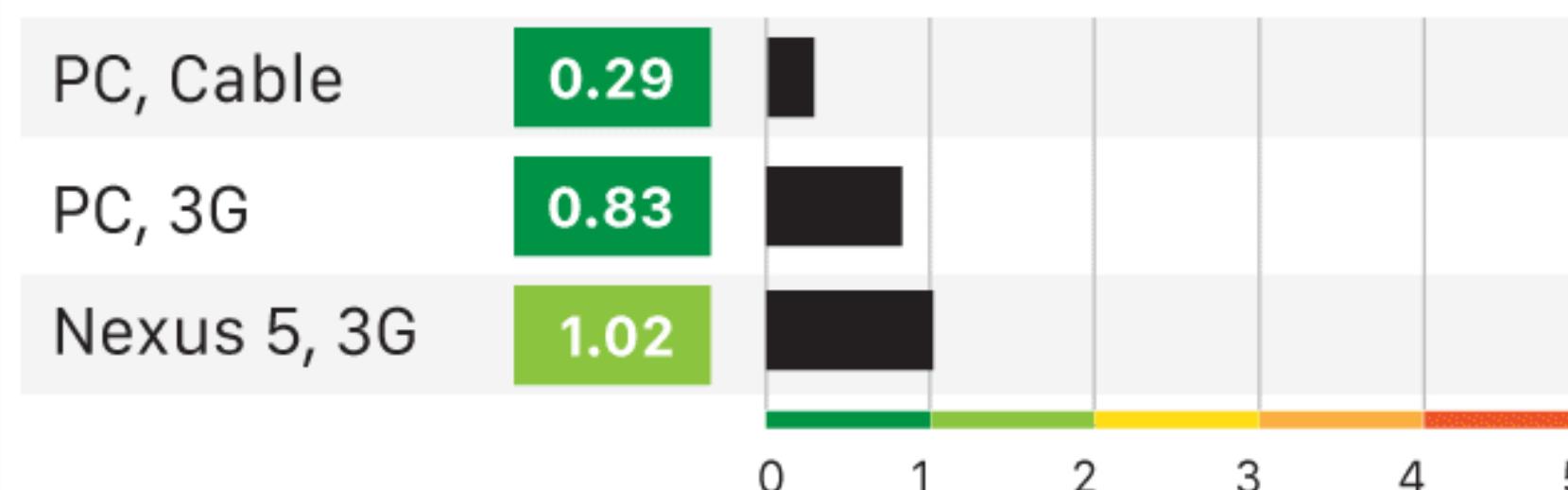
51k script size

**React 0.12.2**

53k script size

**Backbone 1.1.2**

43k script size



Download isn't everything

Framework	Method/function	operations/s
Vanilla JS	<code>document.getElementById()</code>	12,137,211
Dojo	<code>dojo.byId();</code>	5,443,343
Prototype	<code>\$()</code>	2,940,734
Ext JS	<code>Ext.get()</code>	997,562
jQuery	<code>\$()</code>	350,557
YUI	<code>YAHOO.util.Dom.get()</code>	326,534
MooTools	<code>document.id()</code>	78,802



10k APART

Inspiring the Web with Just 10k

Read the Rules

View the Gallery

Meet the Judges

Brought to you by Microsoft and An Event Apart

Inspiring the Web with Just 10k

With so much of an emphasis on front-end frameworks and JavaScript runtimes, it's time to get back to basics—back to the basics that you know like your own back.

100% library free



[View the Winners](#)

[Check Out the Gallery](#)

And the winners are...

Best Overall:

Best Design:

We used some hints though

```
<link rel="preload"
      href="https://10kapart.blob.core.windows.net">
<link rel="preload"
      href="https://cdnjs.cloudflare.com">
<link rel="preload"
      href="https://www.google-analytics.com">
```

Step 3:
Optimize
everything

Our approach to CSS (Gulp)

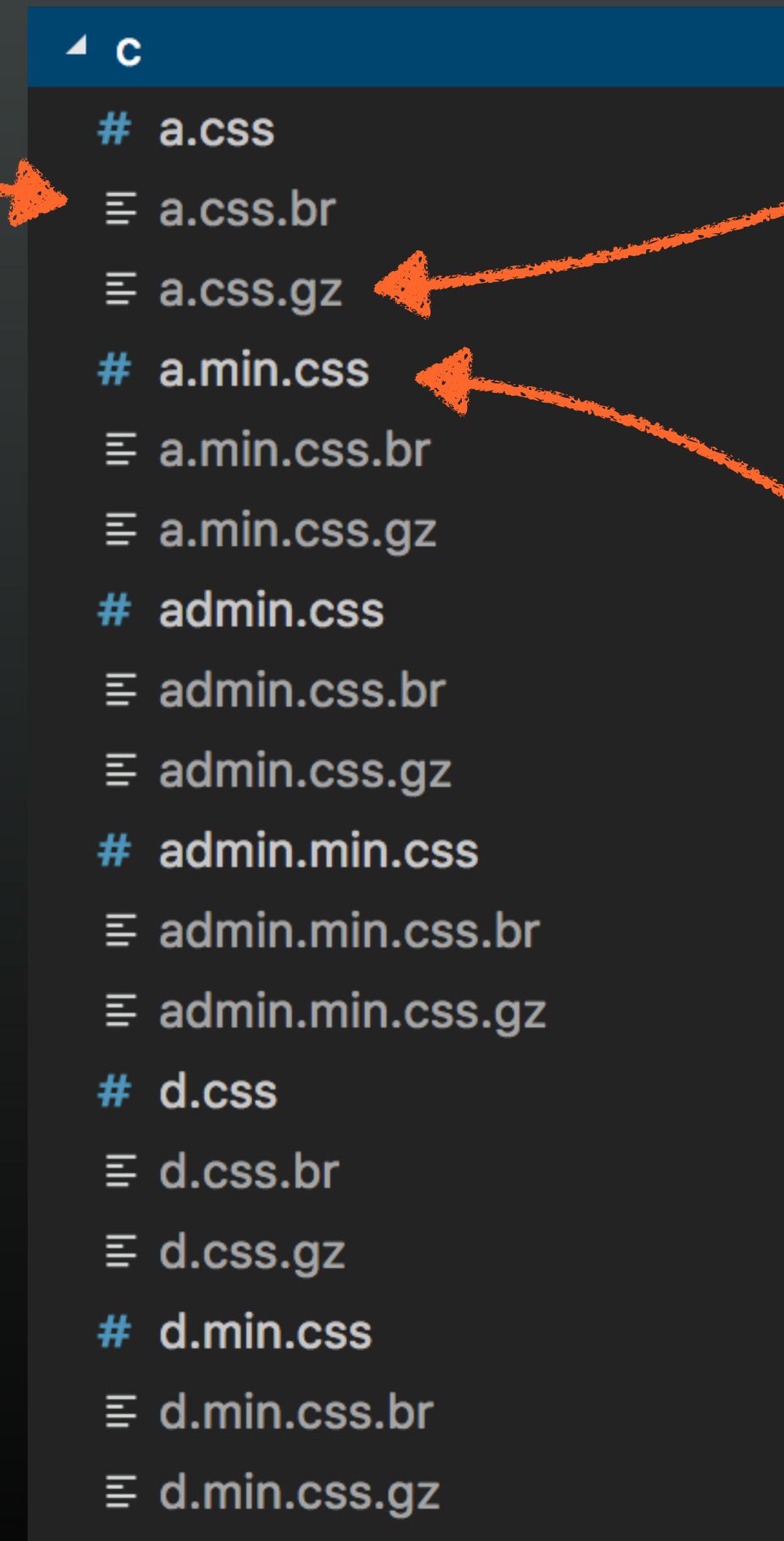
1. Write modular CSS in Sass (+ Breakup for MQ management)
2. Compile CSS with a precision of 4 decimal places (gulp-sass)
3. Fallbacks for the last 2 browser versions (gulp-autoprefixer)
4. CSS shorthand declarations if possible (gulp-shorthand)
5. Remove any unused declarations/rule sets (gulp-uncss)
6. Optimize the files (gulp-css)
7. Minify (gulp-clean-css)
8. Gzip (gulp-zopfli)
9. Brotli (gulp-brotli)

Before

```
▲ scss
  ▲ base
    ↗ _base.scss
    ↗ _blocks.scss
    ↗ _body.scss
    ↗ _forms.scss
    ↗ _headings.scss
    ↗ _links.scss
    ↗ _lists.scss
    ↗ _media.scss
    ↗ _text.scss
  ▲ helpers
    ↗ _helpers.scss
    ↗ _config.scss
    ↗ _functions.scss
    ↗ _mixins.scss
    ↗ _placeholders.scss
    ↗ _variables.scss
  ▲ components
    ↗ _components.scss
    ↗ _boxed.scss
    ↗ _cookie-banner.scss
    ↗ _count.scss
    ↗ _cta.scss
    ↗ _faq.scss
    ↗ _footer.scss
    ↗ _gallery.scss
    ↗ _header.scss
    ↗ _hero.scss
    ↗ _judges.scss
    ↗ _main.scss
    ↗ _mq-watcher.scss
    ↗ _nav.scss
    ↗ _pagination.scss
    ↗ _project.scss
    ↗ _target.scss
    ↗ _vote.scss
    ↗ _winners.scss
  ▲ pages
    ↗ _pages.scss
    ↗ _home.scss
  ▲ vendors
    ▶ breakup
      ↗ _vendors.scss
    ↗ a.scss
    ↗ admin.scss
    ↗ d.scss
```

After

browsers that support
brotli compression
2 kB



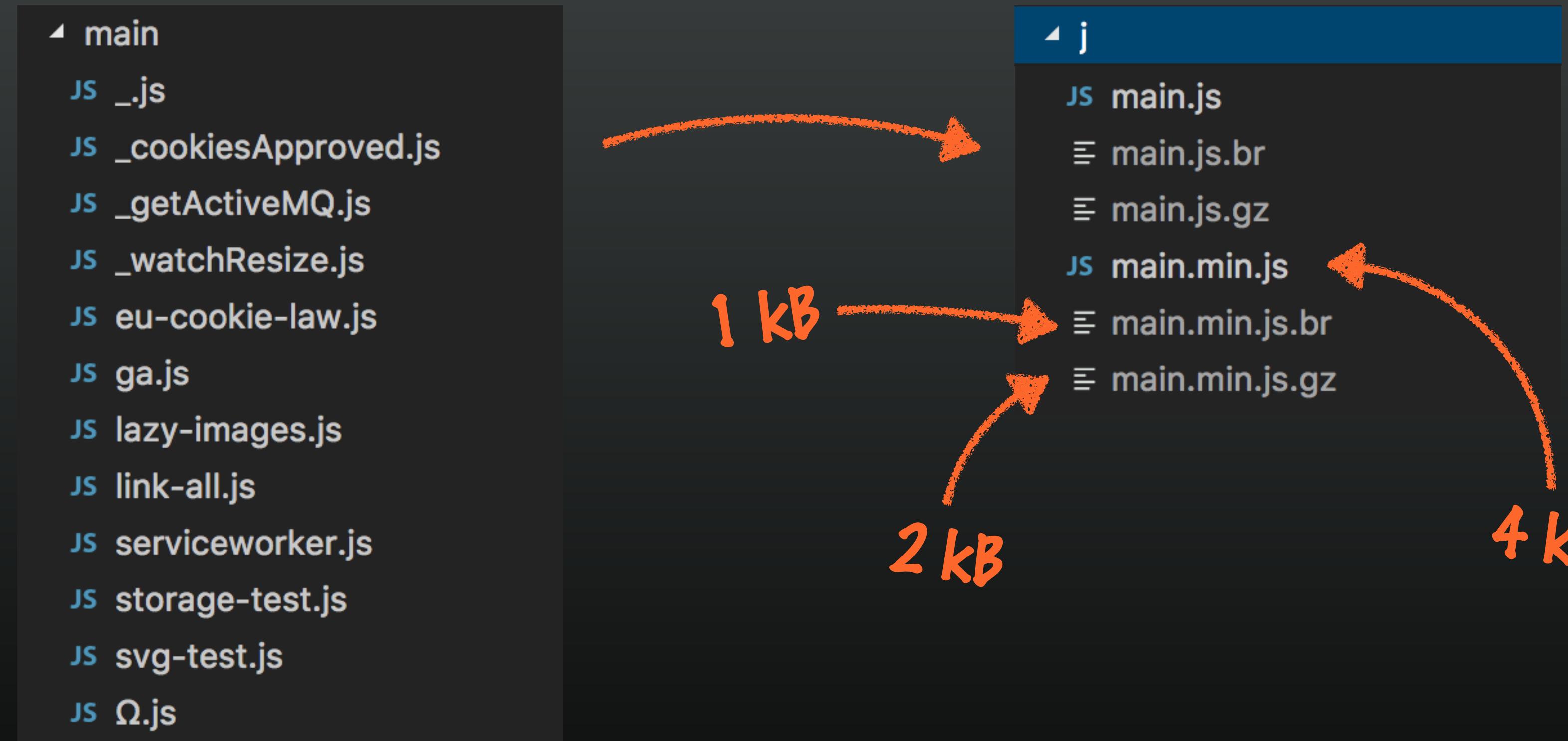
browsers that support
gzip compression
3 kB

everyone else
8 kB

Our approach to JS (Gulp)

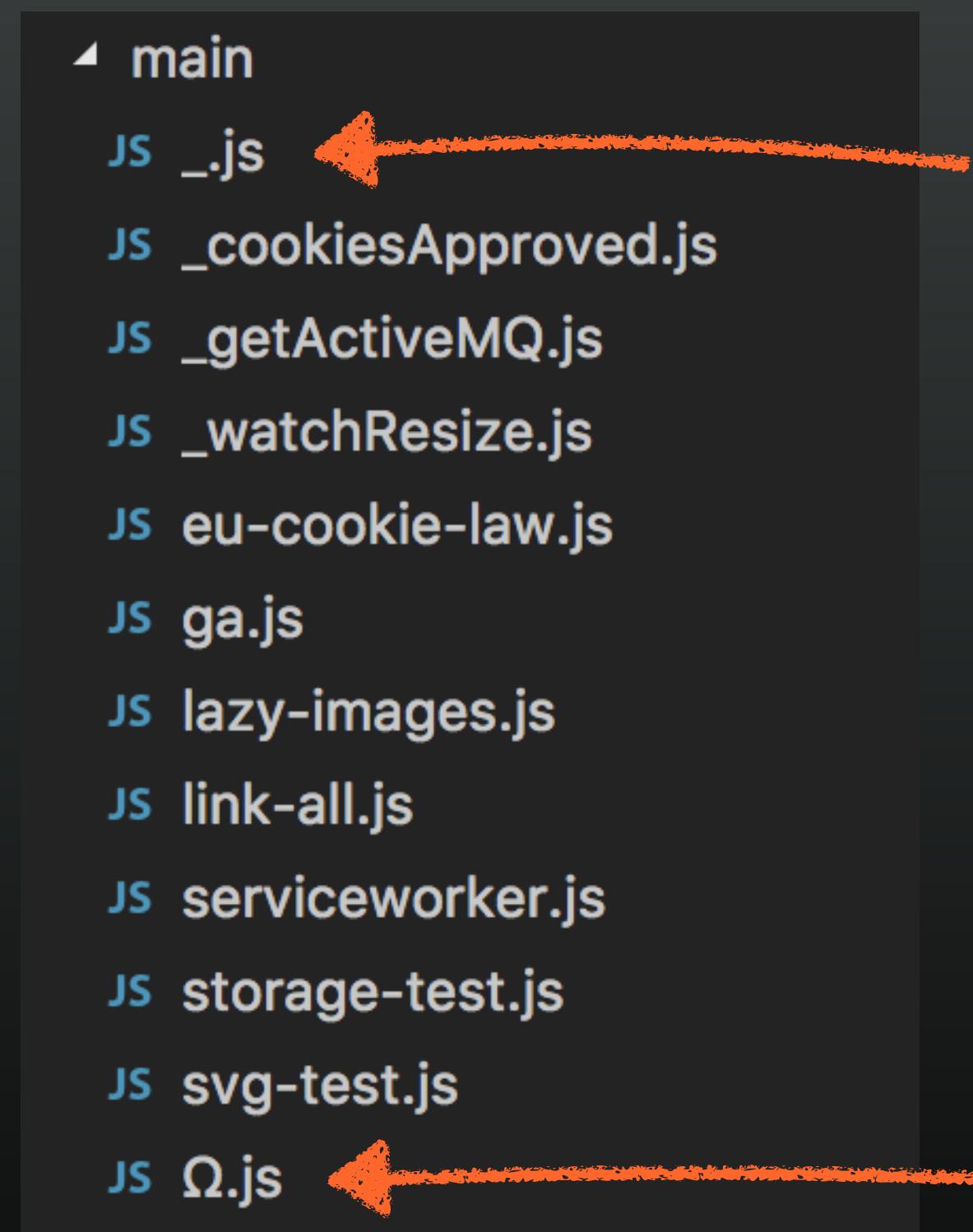
1. Write modular JavaScript, grouped as appropriate
2. Combine files based on folder structure (gulp-folders, gulp-concat)
3. Create an wrapping closure to isolate from other JS (gulp-insert)
4. Minify (gulp-uglify)
5. Gzip (gulp-zopfli)
6. Brotli (gulp-brotli)

Results



about 8 kB all-up

Interesting side note



indexes first

indexes last

We also minified
& pre-compressed
our HTML

Step 4:
Think about when
you load assets

We had 10 JS files

- **Global**
 - ▶ main.js - the site's library
 - ▶ serviceworker.js - The site's service worker
- **Browser-specific**
 - ▶ html5shiv.js - local copy of the HTML5 Shiv for < IE9

We had 10 JS files

- **Page-specific**
 - ▶ enter.js - Entry form-related code
 - ▶ form-saver.js - Used to save form entries locally until submitted
 - ▶ hero.js - Runs the SVG animation on the homepage
 - ▶ home.js - Handles homepage-specific tasks
 - ▶ project.js - Used on project pages during voting
 - ▶ update.js - Handles the winner update form

Per the common wisdom

```
<script src="/j/main.min.js"></script>
</body>
</html>
```

No need to run immediately

```
<script src="/j/main.min.js"></script>
<script src="/j/home.min.js"
    defer
    ></script>
</body>
</html>
```

run after the DOM is loaded

Run whenever you can

```
<script src="/j/main.min.js"></script>
<script src="/j/home.min.js"
      async
    ></script>
  </body>
</html>
```

run whenever it becomes
available, but don't
delay page load

Consider dependencies

```
<script src="/j/main.min.js" async></script>
<script src="/j/home.min.js" async></script>
```



what if this calls a function
in main.min.js?

“race condition”

Avoid race conditions

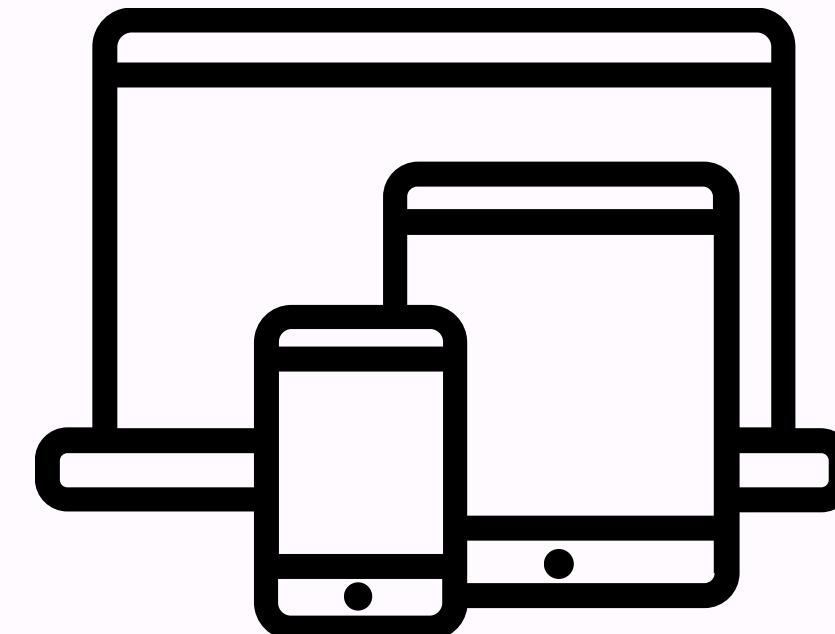
```
<script src="/j/main.min.js"></script>
<script src="/j/home.min.js" async></script>
```

Why so many
separate files?

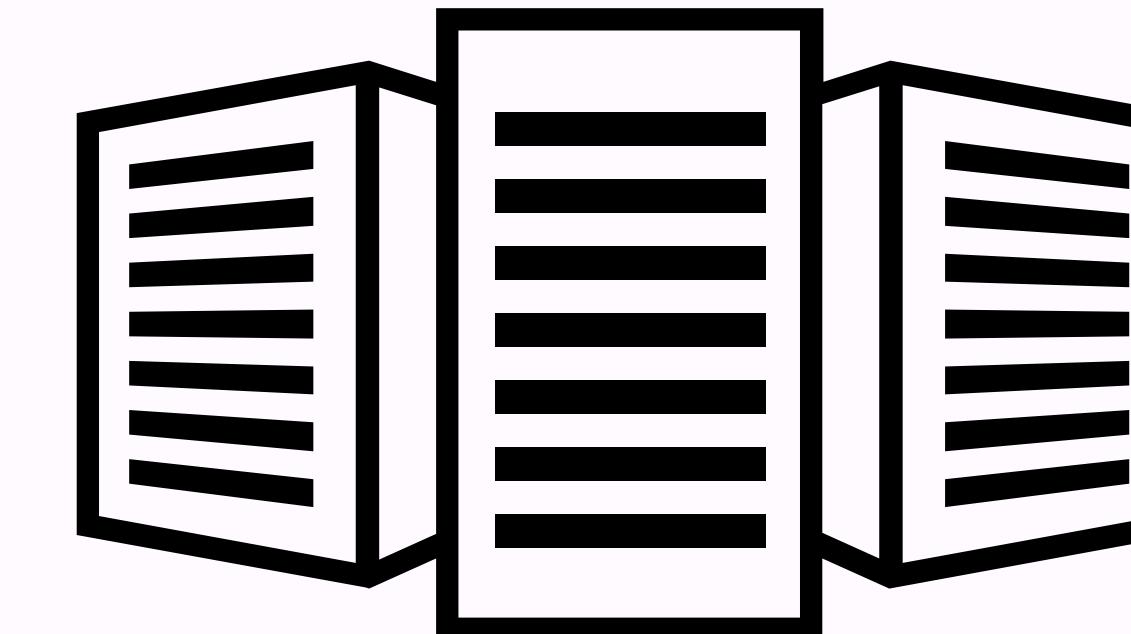
Connections in HTTP/1.1

Browser	Per host	Overall
IE 9	6	35
IE 10	8	17
IE 11	13	17
Firefox 4+	6	17
Opera 11+	6	user defined
Chrome 4+	6	10
Safari 7+	6	17

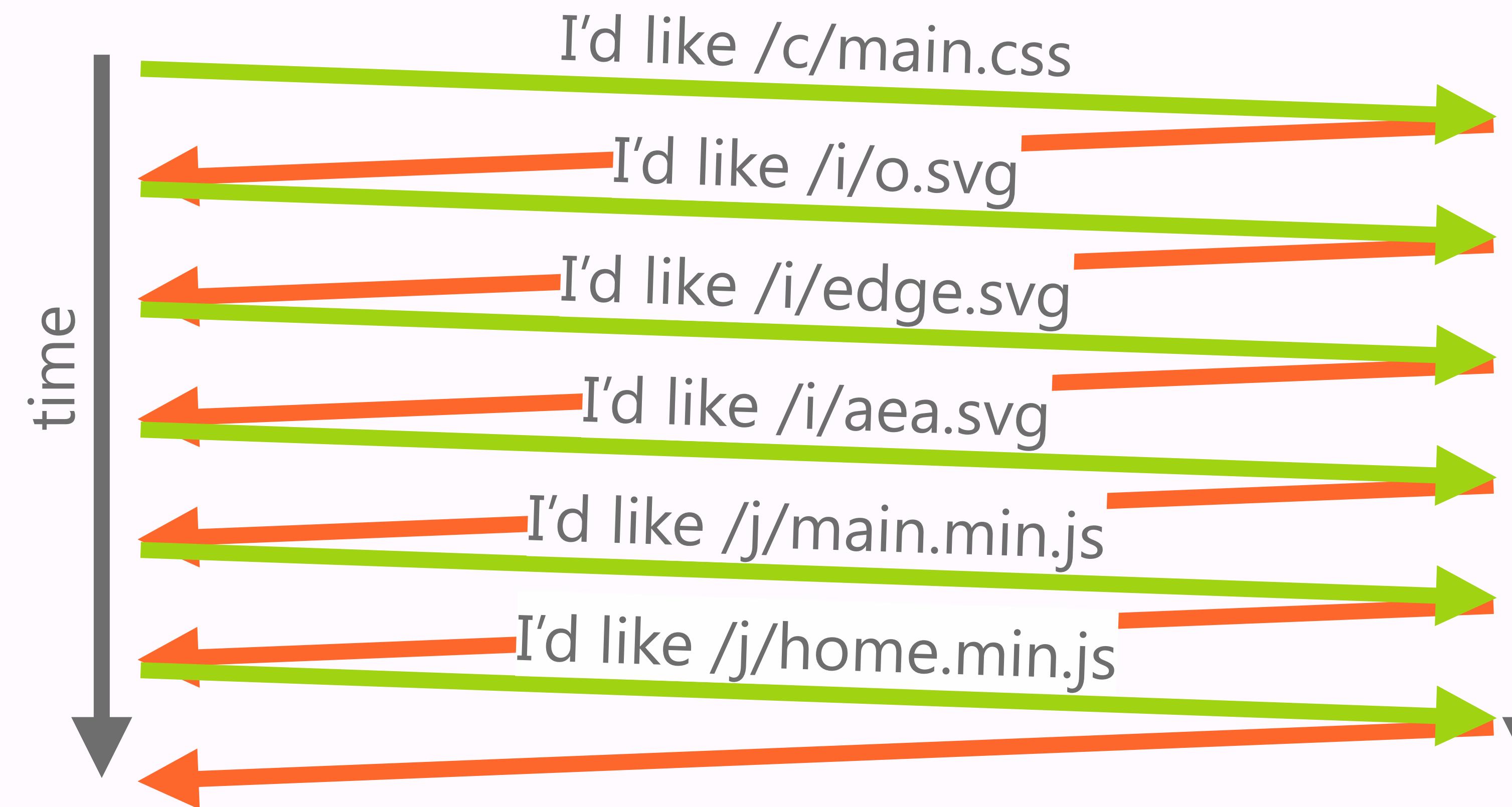
Your Device



The Web

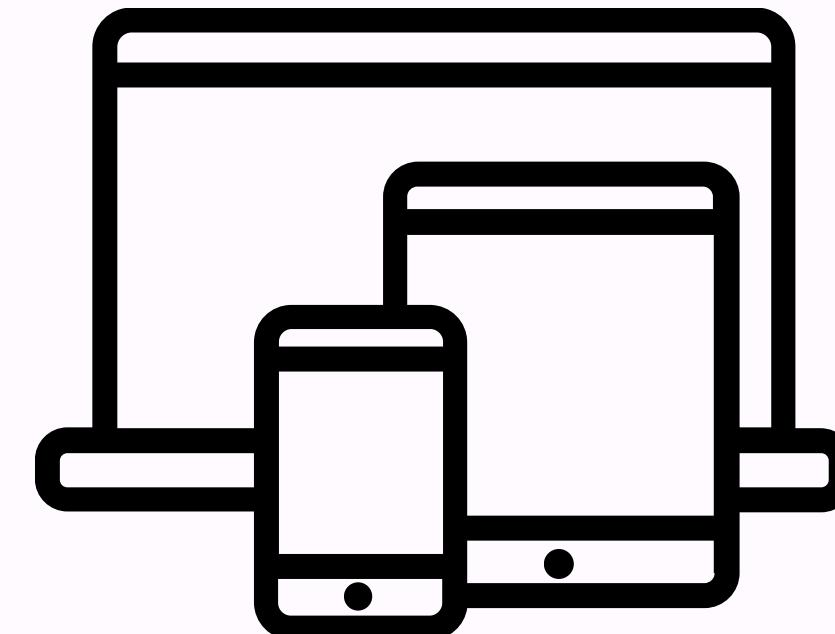


HTTP/1.1

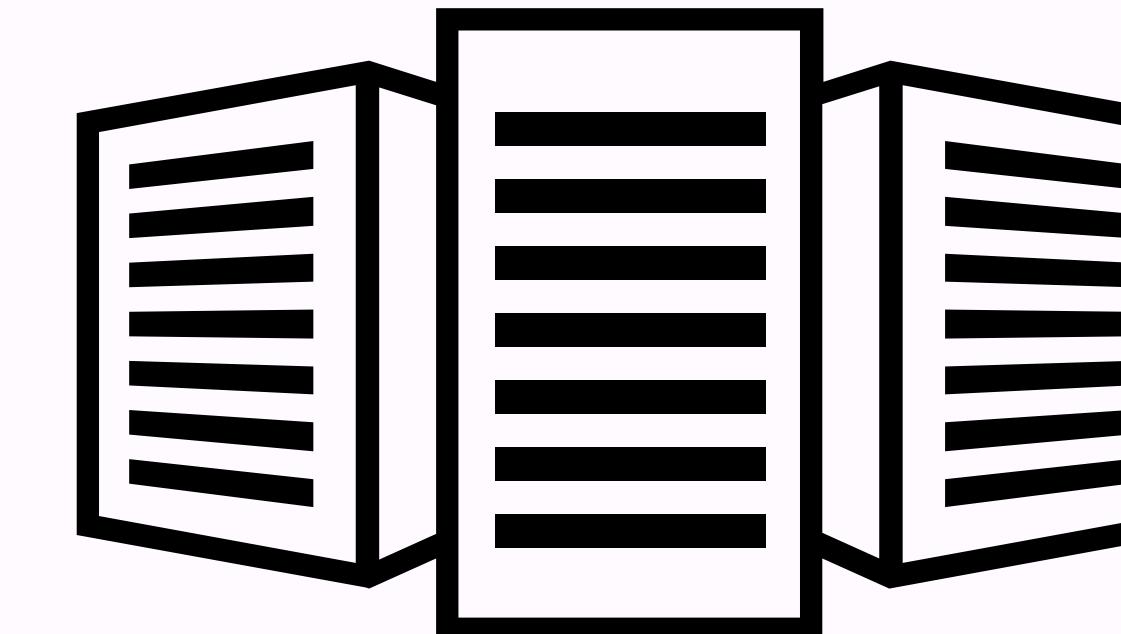


**HTTP/2 creates
a single connection and
contents stream in**

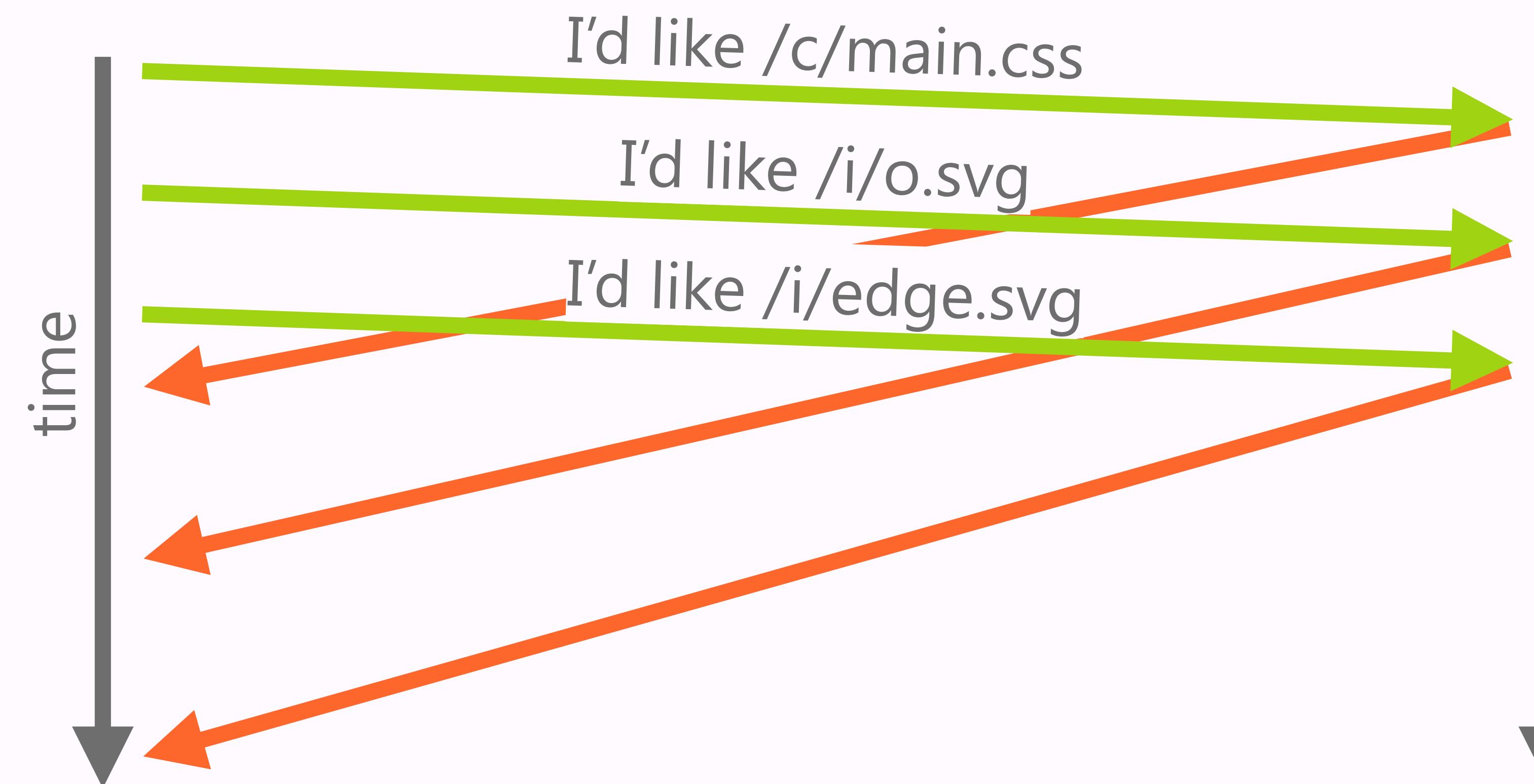
Your Device

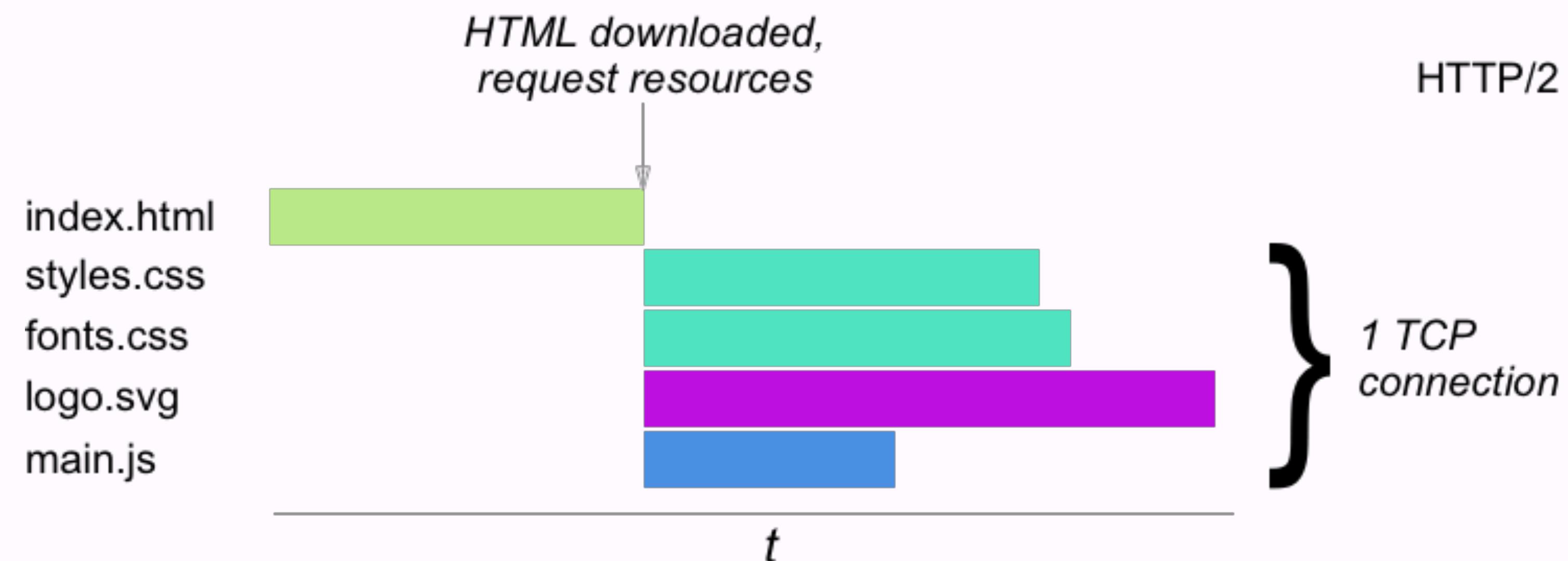
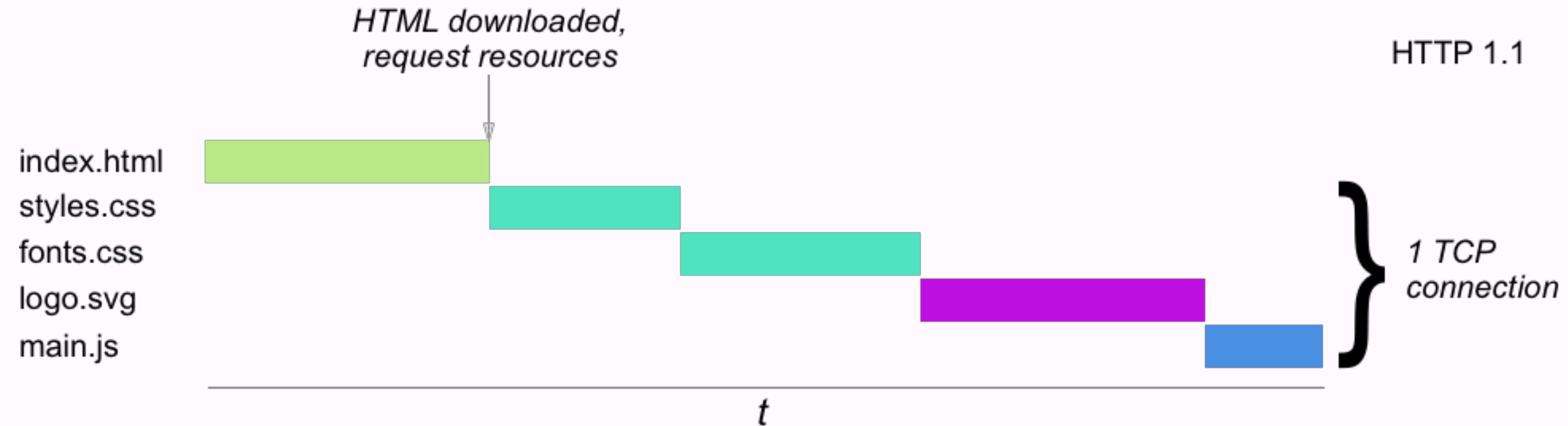


The Web



HTTP/2





Source: [A List Apart](#)



A LIST APART



Illustration by [Dougal MacPherson](#)

The Best Request Is No Request, Revisited

by [Stefan Baumgartner](#) · November 28, 2017

Published in [Browsers](#), [The Server Side](#)

Over the last decade, web performance optimization has been controlled by one
individual: Alfonso.

Source: [A List Apart](#)

**Step 5:
Consider how
you load assets**

Start simple

```
<link rel="stylesheet" href="/c/d.min.css">  
<link rel="stylesheet" href="/c/a.min.css"  
      media="only screen">
```

*default styles
(all browsers)*

*advanced styles
(modern browsers)*

Fault tolerance FTW!

```
<link rel="stylesheet" href="/c/d.min.css">
<link rel="stylesheet" href="/c/a.min.css"
      media="only screen">
```



browsers that don't grok
media queries ignore this file

Conditional scripting

```
<!--[if lt IE 9]>
<script src="/j/html5shiv.min.js"></script>
<![endif]-->
```

delivers this script
to <= IE 8

Conditional scripting

```
<!--[if gt IE 8]><!-->
<script src="/j/main.min.js"></script>
<script src="/j/home.min.js" async
       ></script>
<!--<![endif]-->
</body>
</html>
```

*hides scripts from <= IE8
(no need to test!)*

Conditional imagery

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©2007–16 Microsoft | [Legalese](#) | [Privacy Statement & Cookies](#) | [Contact Us](#)
[Find out how this site was made](#)

Conditional images

```
@media (min-width: 36.375em) {  
  .presented-by [href*=microsoft]::before {  
    background-image: url(/i/c/edge.png);  
    background-image: url(/i/c/edge.svg),  
    none;  
  
    ...  
  }  
}  
}
```

Conditional images

```
@media (min-width: 36.375em) {  
  .presented-by [href*=microsoft]::before {  
    background-image: url(/i/c/edge.png);  
    background-image: url(/i/c/edge.svg),  
    none;  
  
    ...  
  }  
}
```

Conditional images

```
@media (min-width: 36.375em) {  
  .presented-by [href*=microsoft]::before {  
    background-image: url(/i/c/edge.png);  
    background-image: url(/i/c/edge.svg),  
    none;  
  }  
  ...  
}
```

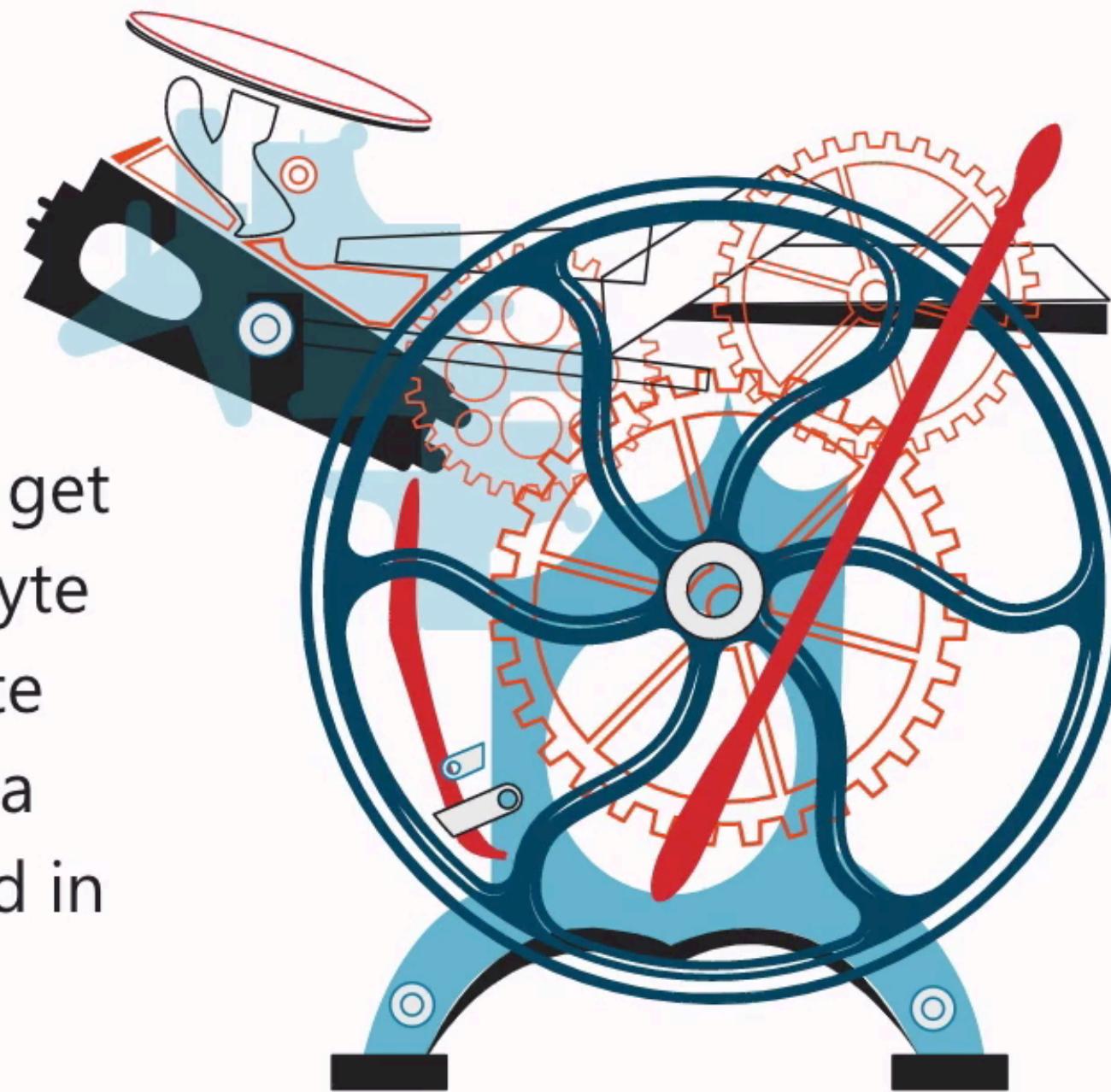


*browsers that support
multiple backgrounds
also support SVG*

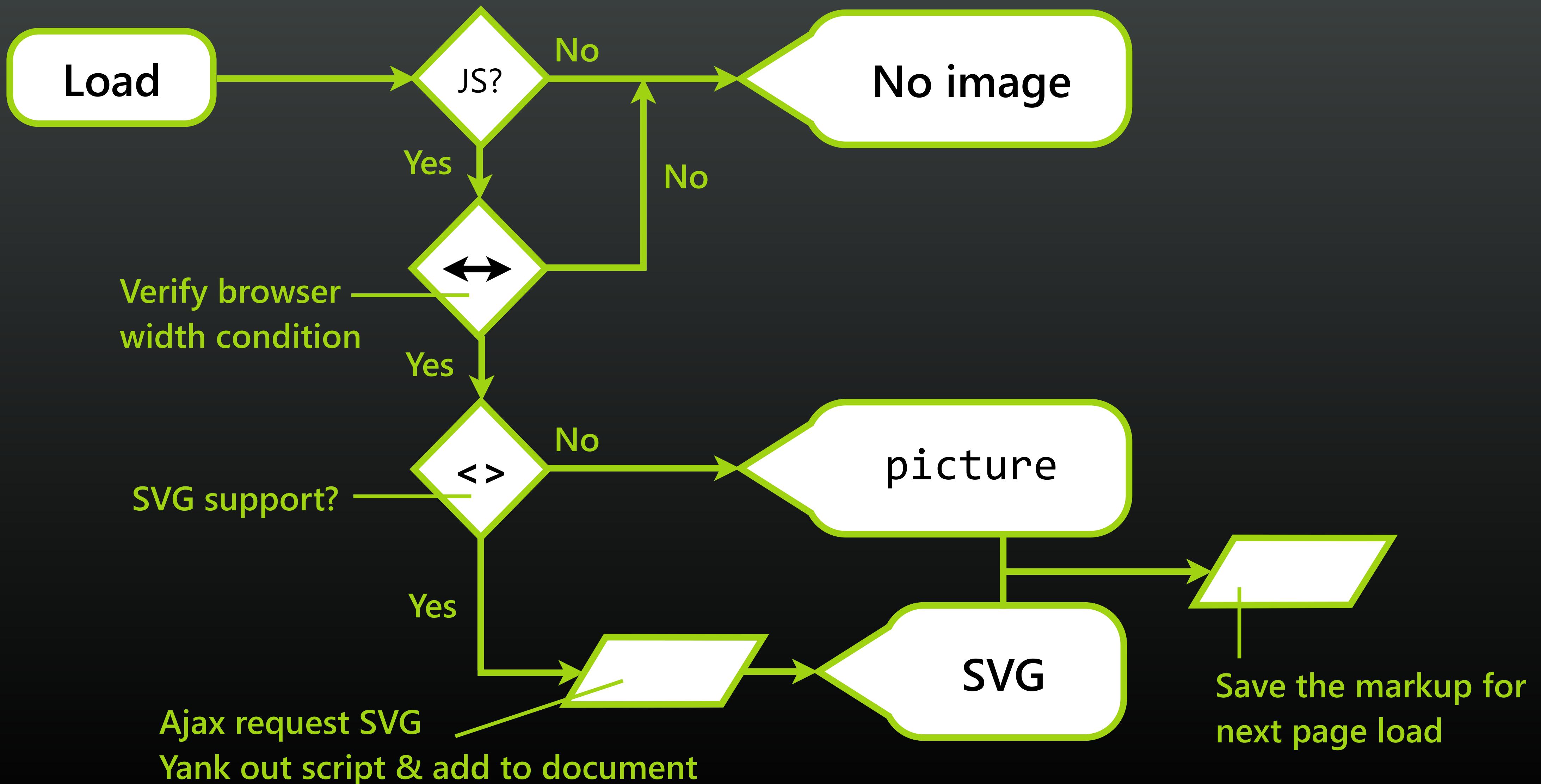
Conditional animation

Inspiring the Web with Just 10k

With so much of an emphasis on front-end frameworks and JavaScript runtimes, it's time to get back to basics—back to optimizing every little byte like your life depends on it and ensuring your site can work, no matter what. The Challenge? Build a compelling web experience that can be delivered in 10kB and works without JavaScript.



How do we get there?



Step 6:
Only load assets
when they add value

The New York Times

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

G.O.P. TAX PLAN

Adverse Report Threatened Tax Bill, So G.O.P. Went on Attack

- A Republican requirement that Congress consider the full cost of major legislation threatened to derail the party's \$1.5 trillion tax rewrite last week.
- Lawmakers went on the offensive to discredit the agency performing the analysis.

21m ago

At this quarry, how to spend G.O.P. tax cut isn't set in stone.

The failure to repeal Obamacare provided Senate Republicans with a road map of what not to do when pursuing their tax agenda.

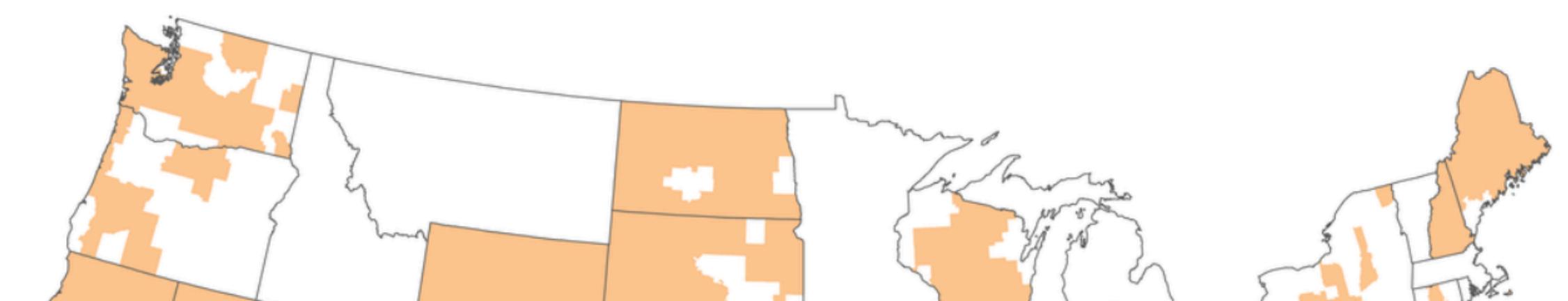


Tom Brenner/The New York Times

Republicans Try to Avert Federal Shutdown, Due Within Days

- With government funding set to expire Friday, Republicans are pushing for a stopgap spending measure that would extend

Where a bronze plan costs \$50 more than last year



You're seeing a test of a new version of the New York Times home page.

What do you think?
Send us your feedback.

Miss the old experience?
Opt out.

Opinion



Rob Kim/Getty Images

Billy Bush Yes, Donald Trump, You Said That

The president is currently engaging in some revisionist history.

Dec. 3

Robert P. George and Sherif

G.O.P. TAX PLAN



Tom Brenner/The New York Times

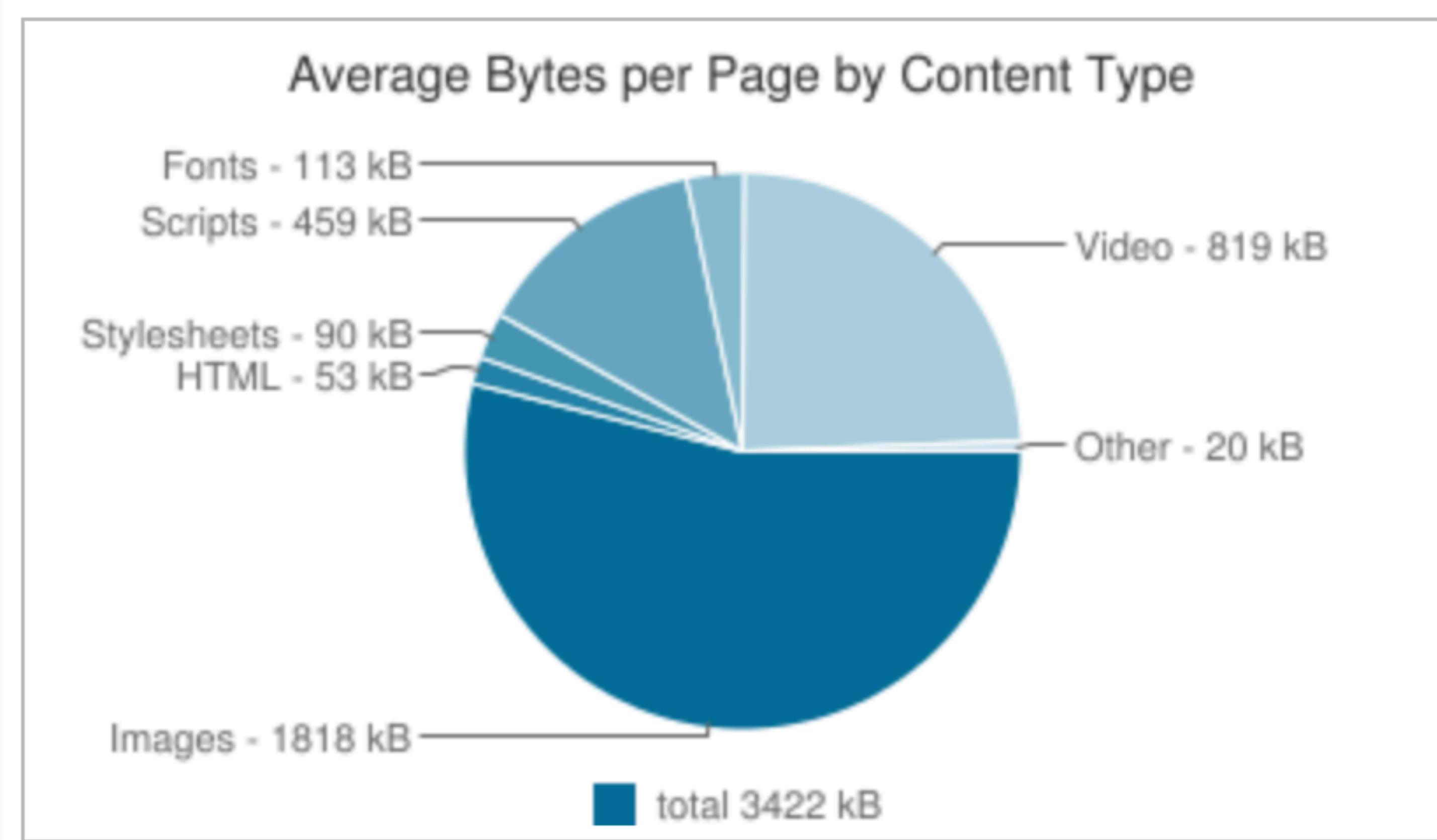
Adverse Report Threatened Tax Bill, So G.O.P. Went on Attack

- A Republican requirement that Congress consider the full cost of major legislation threatened to derail the party's \$1.5 trillion tax rewrite last week.
- Lawmakers went on the offensive to discredit the agency performing the analysis.

Evaluate images case-by-case

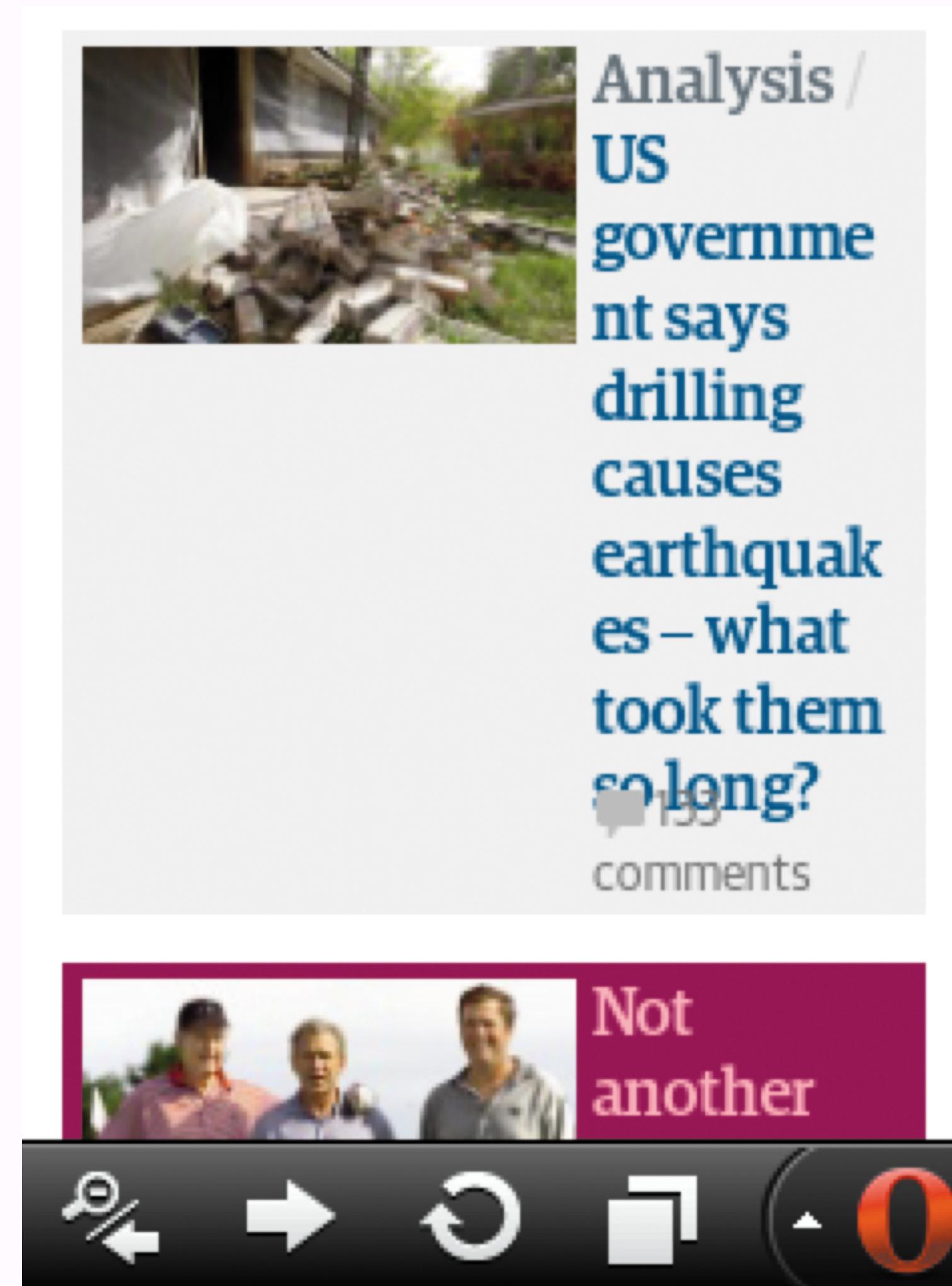
- Does the image reiterate information found in the surrounding text?
- Is the image necessary to understand the surrounding content?
- Does the image contain text?
- Is the image a graph, chart, or table?
- Could the content of the image be presented in a different format that would not require an image?
- Is the image purely presentational?

53% of the average web page



Source: [Internet Archive](#)

And they don't always fit





MEDIA

NOT EVERY ARTICLE NEEDS A PICTURE

It is dumb to keep forcing images into every story online.



Source: [The Outline](#)

If you can avoid
using an image, do it

If you need an image,
choose the best format

Quick format recap

- **GIF**
 - ▶ for images with large swaths of solid colors
 - ▶ Binary transparency
- **JPG**
 - ▶ For photographs and images with gradations of color
 - ▶ Can be compressed (introduces artifacts)

Quick format recap

- **PNG (8-Bit)**
 - ▶ Alternative to GIF
 - ▶ Can support alpha transparency (with the right creation software)
- **PNG (24-bit)**
 - ▶ Alternative to JPG
 - ▶ Usually larger than JPGs
 - ▶ Supports alpha transparency

Quick format recap

- **WebP**
 - ▶ Newer format, not universally supported
 - ▶ Smaller than JPGs and 24-bit PNGs
 - ▶ Support alpha transparency
 - ▶ and so much more...

Sometimes images
are “nice to have”

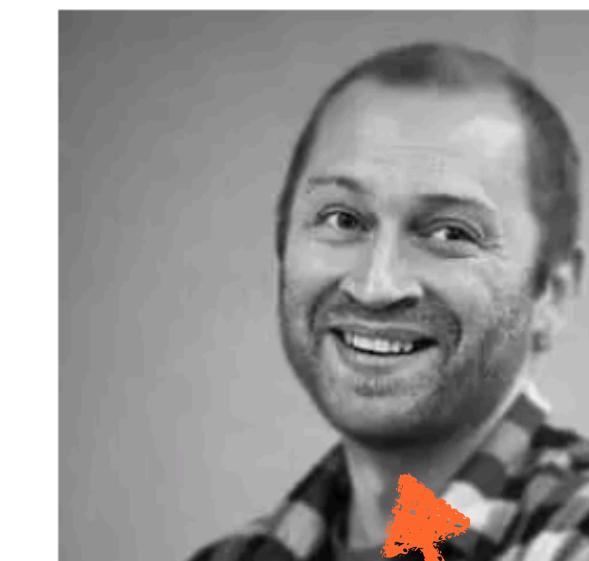
Who judged this thing?



Rachel
Andrew



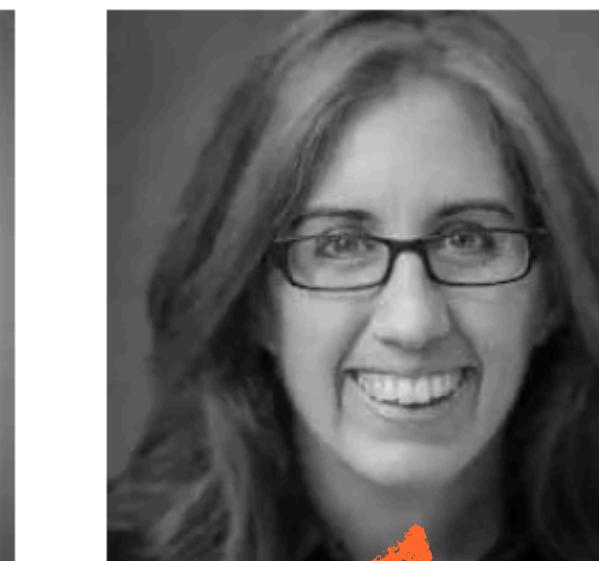
Lara Hogan



Mat Marquis



Heydon
Pickering



Jen
Simmons



Una Kravets

that's 29 kB of images

Who judged this thing?

Rachel
Andrew

Lara Hogan

Mat Marquis

Heydon
Pickering

Jen
Simmons

Una Kravets

How it works

```
<li class="gallery__item h-card"  
    data-img="/i/j/r.jpg|y"  
    >  
    <a href="https://twitter.com/rachelandrew">  
        <b>Rachel Andrew</b>  
    </a>  
</li>
```

image path

no alt necessary

*prepend to
this list item*

Getting CSS & JS in sync

```
var $watcher = document.createElement('div'),  
    re = /["]/g;  
  
$watcher.setAttribute( 'id', 'getActiveMQ-watcher' );  
$watcher.style.display = 'none';  
document.body.appendChild( $watcher );  
  
window.getActiveMQ = function() {  
    return window.getComputedStyle( $watcher, null )  
        .getPropertyValue( 'font-family' )  
        .replace( re, '' );  
};
```

Getting CSS & JS in sync

```
#getActiveMQ-watcher { font-family: global; }
@media (min-width: 15em) {
  #getActiveMQ-watcher { font-family: tiny; }
}
@media (min-width: 20em) {
  #getActiveMQ-watcher { font-family: small; }
}
@media (min-width: 30em) {
  #getActiveMQ-watcher { font-family: medium; }
}
@media (min-width: 40em) {
  #getActiveMQ-watcher { font-family: large; }
}
@media (min-width: 48.75em) {
  #getActiveMQ-watcher { font-family: larger; }
}
@media (min-width: 60em) {
  #getActiveMQ-watcher { font-family: full; }
}
```

Getting CSS & JS in sync

```
var $watcher = document.createElement('div'),  
    re = /['"]/g;  
  
$watcher.setAttribute( 'id', 'getActiveMQ-watcher' );  
$watcher.style.display = 'none';  
document.body.appendChild( $watcher );  
  
window.getActiveMQ = function() {  
    return window.getComputedStyle( $watcher, null )  
        .getPropertyValue( 'font-family' )  
        .replace( re, '' );  
};
```

Getting CSS & JS in sync

```
var MQ = getActiveMQ();

if ( MQ == 'larger' || MQ == 'full' ) {
  lazyLoadImages();
}
```

How it works

```
<li class="gallery__item h-card"
    data-img="/i/j/r.jpg|ly"
  >
  <a href="https://twitter.com/rachelandrew">
    <b>Rachel Andrew</b>
  </a>
</li>
```

Result!

```
<li class="gallery__item h-card"
    data-img="/i/j/r.jpg|ly"
    data-imaged="true"
    >

<a href="https://twitter.com/rachelandrew">
    <b>Rachel Andrew</b>
</a>
</li>
```

Oh wait...
optimize **everything**

Who judged this thing?



Rachel
Andrew



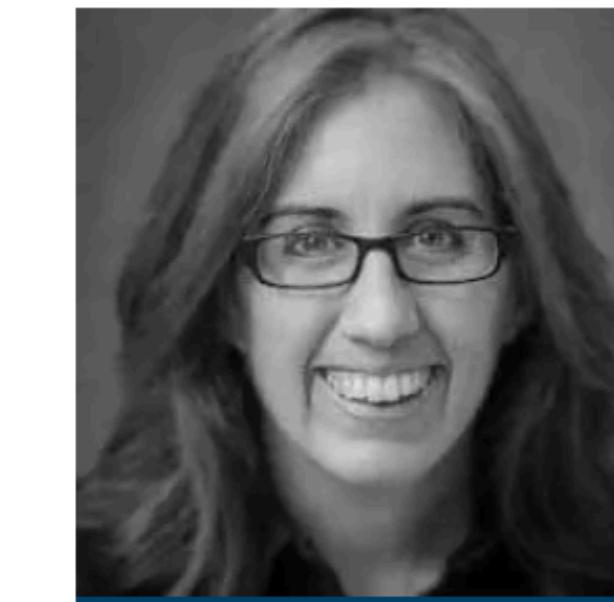
Lara Hogan



Mat Marquis



Heydon
Pickering



Jen
Simmons



Una Kravets



Rachel
Andrew



Source: 38 kB JPG



B&W: 35 kB JPG (-7%)



Crop & Resize: 12 kB JPG (-68%)



Blur & optimize: 9 kB JPG (-76%)

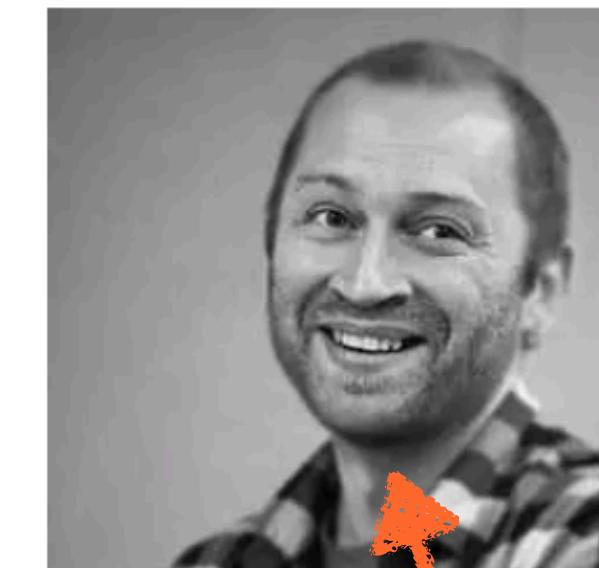
Who judged this thing?



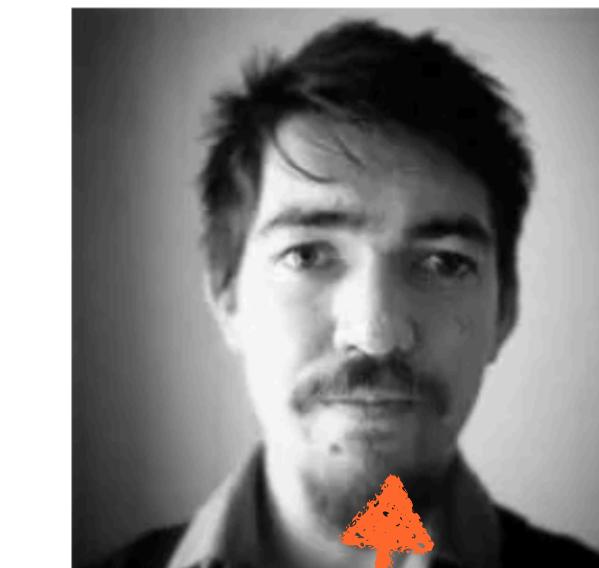
Rachel
Andrew



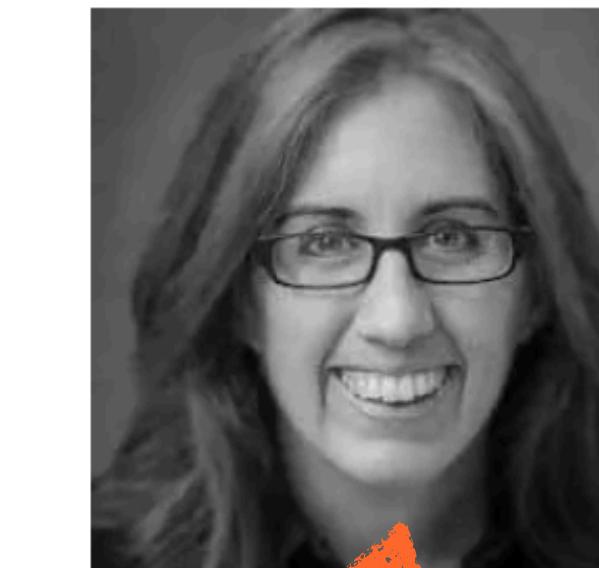
Lara Hogan



Mat Marquis



Heydon
Pickering



Jen
Simmons



Una Kravets

blurred everything
but their faces



JPG: 9 kB (-76%)



WebP: 4 kB (-89%)



Not every browser
supports WebP

Indicating alternate formats

```
<picture>
  <source type="image/webp" srcset="my.webp">
    
  </picture>
```

*first choice if
WebP is supported*

*fallback image
if it isn't*

Indicating alternate formats

```
<picture>
  <source type="image/svg+xml"
          srcset="my.svg">
  <source type="image/webp" srcset="my.webp">
  
</picture>
```

Indicating alternate formats

```
<li class="gallery__item h-card"
    data-img="/i/j/r.jpg|ly"
    data-imaged="true"
    >

<a href="https://twitter.com/rachelandrew">
    <b>Rachel Andrew</b>
</a>
</li>
```

Indicating alternate formats

```
<li class="gallery__item h-card"
    data-img="/i/j/r.jpg|ly"
    data-imaged="true"
    >
  <picture>
    <source type="image/webp"
            srcset="/i/j/r.webp">
      
    </picture>
    <a href="https://twitter.com/rachelandrew">
      <b>Rachel Andrew</b>
    </a>
  </li>
```

Steps for better performance

1. Use native features whenever possible
2. Only include assets you actually need
3. Optimize everything
4. Think about when you load assets
5. Consider how you load assets
6. Only load assets when they add value

**Every choice we
make affects our
users' experiences**

Let's spend our time to
save it for our users

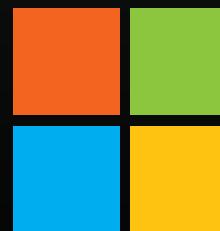
Speedy performance is
a great user experience

Thank you!

@AaronGustafson

aaron-gustafson.com

slideshare.net/AaronGustafson



Microsoft