PATRONS
on performance
michael schofield

the web is getting heavier
connections are getting slower

52%
IMAGES

1.25MB
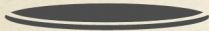
average weight
of a web page

65%

increase in bounce rate per second

74%

of users will abandon your website
if it takes longer than 4 seconds to load

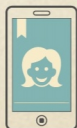desktop: 6.9s

700kbs

avg. time to load

phone: 10.2s

0 – 100ms	Instant
100 – 300ms	Feels Sluggish
300 – 1000ms	The Machine is working ...
1 second	Mental context switch
10 seconds	I'll come back later