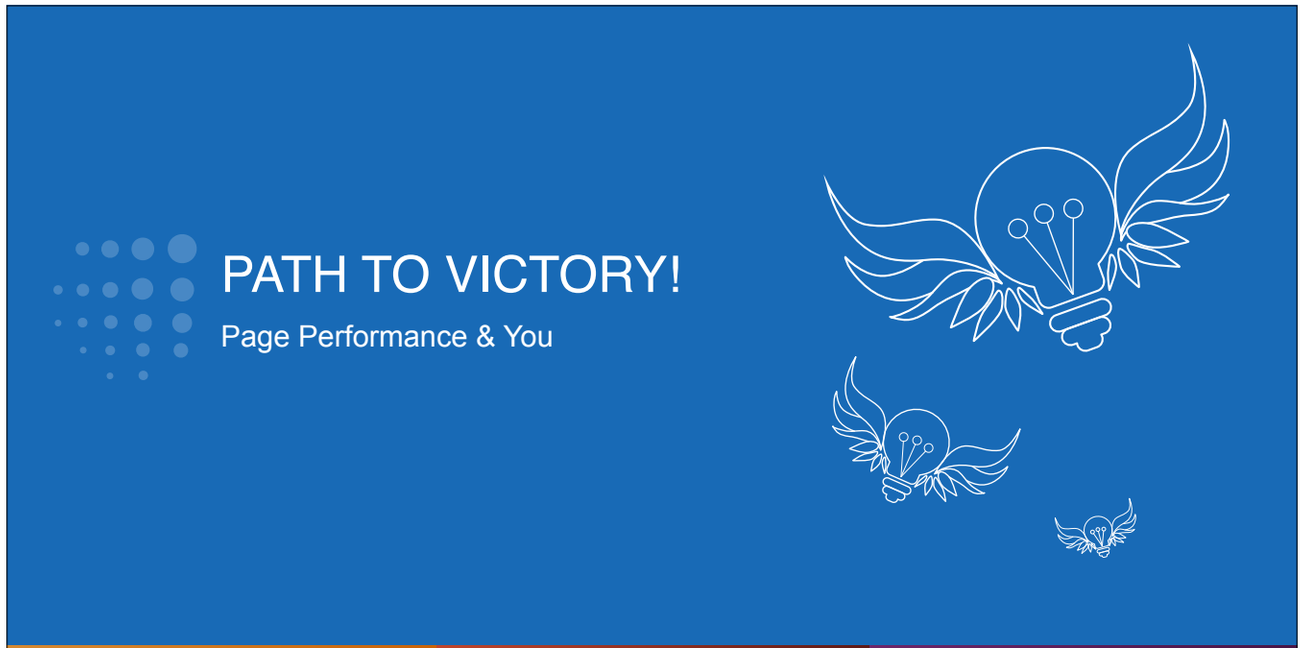
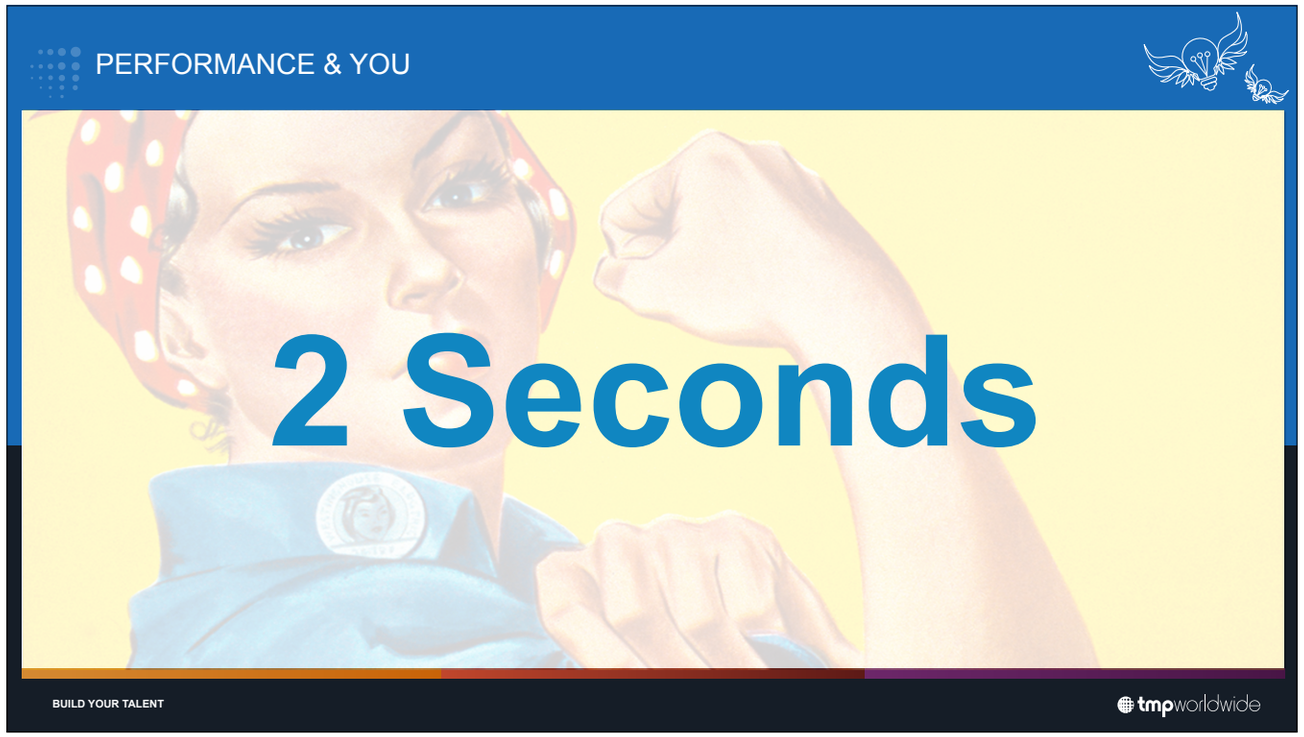
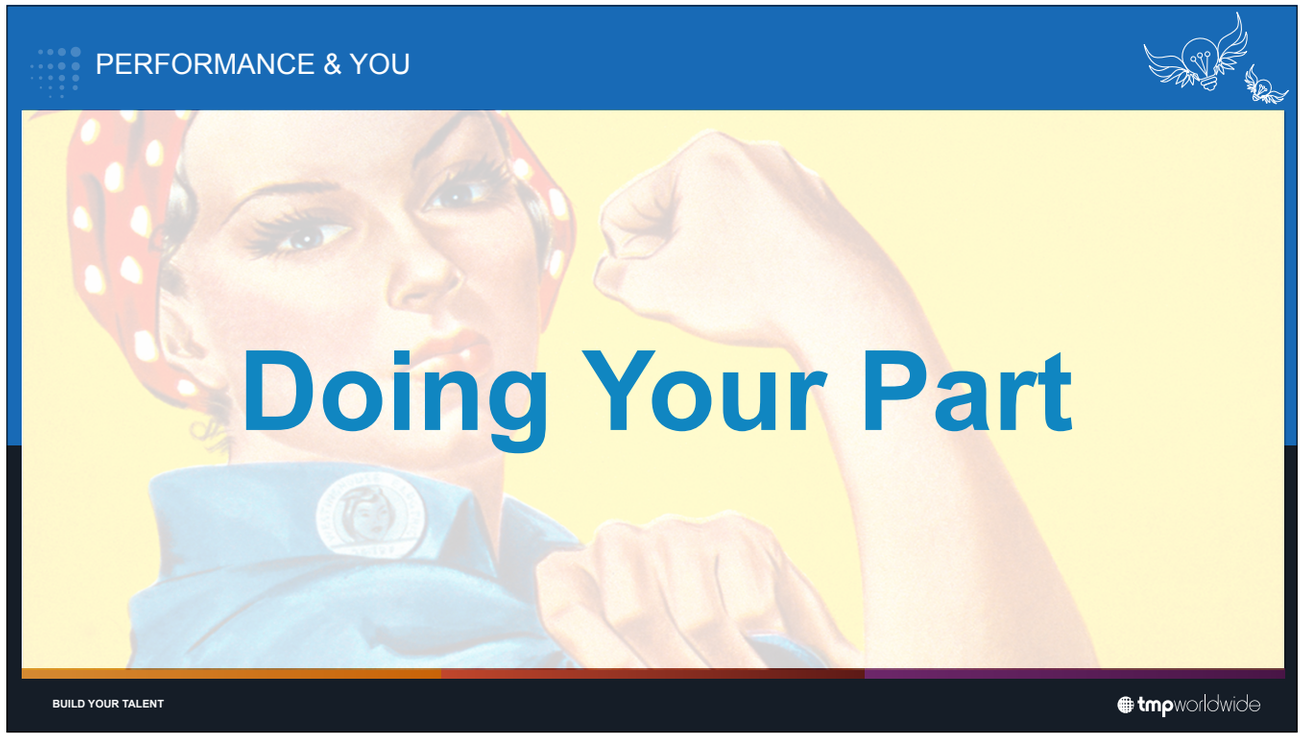


Like accessibility, everybody on the team has a role to play in ensuring that the experiences we produce for the web are as performance friendly as possible.



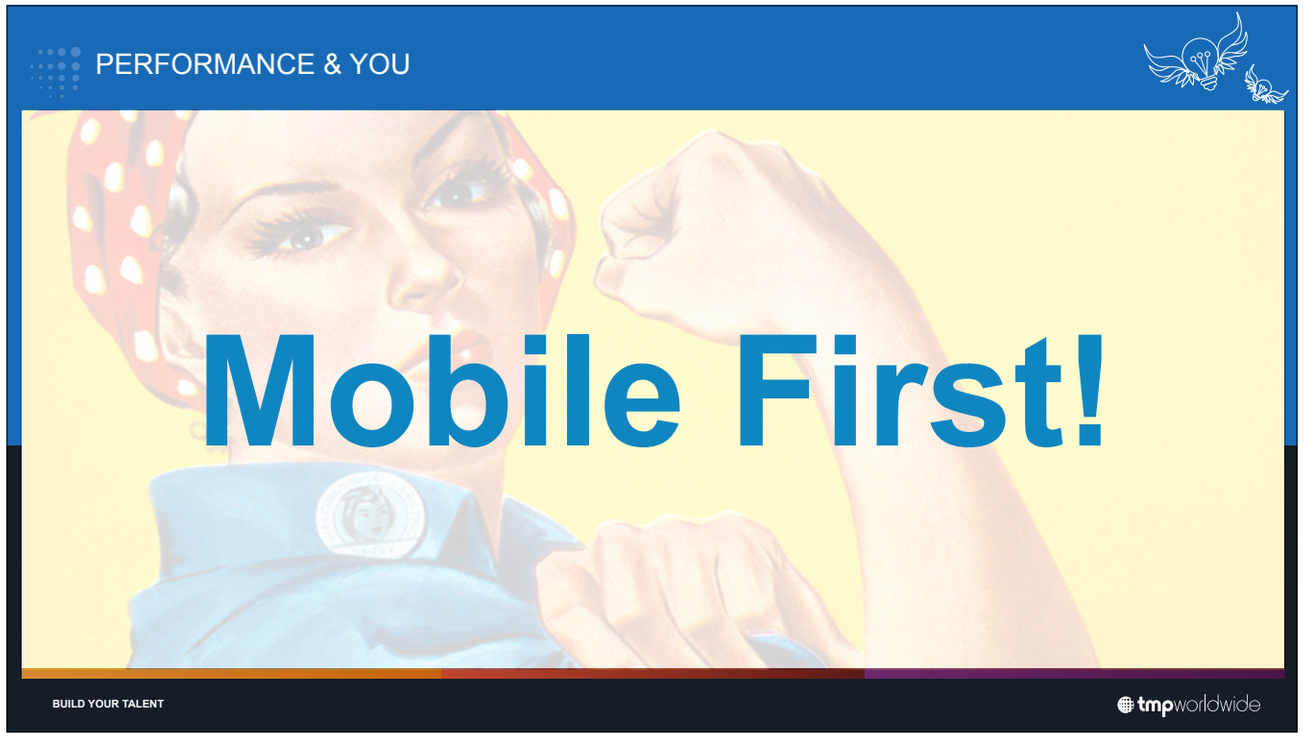
We have a short window of time to keep users on our sites. All of the hard work we put into design, development, and execution of these sites could, at times, be for naught, if a user cannot access the majority of a page within 2 seconds.

We need to start thinking of performance as a feature. Perhaps the most important feature of all, as a slow loading site can leave a negative impact on the user and thereby the client's brand. The bottom line is also affected. In our case, this means bringing in less potential candidates for our clients. The opposite of what our clients are paying us to do. :-)

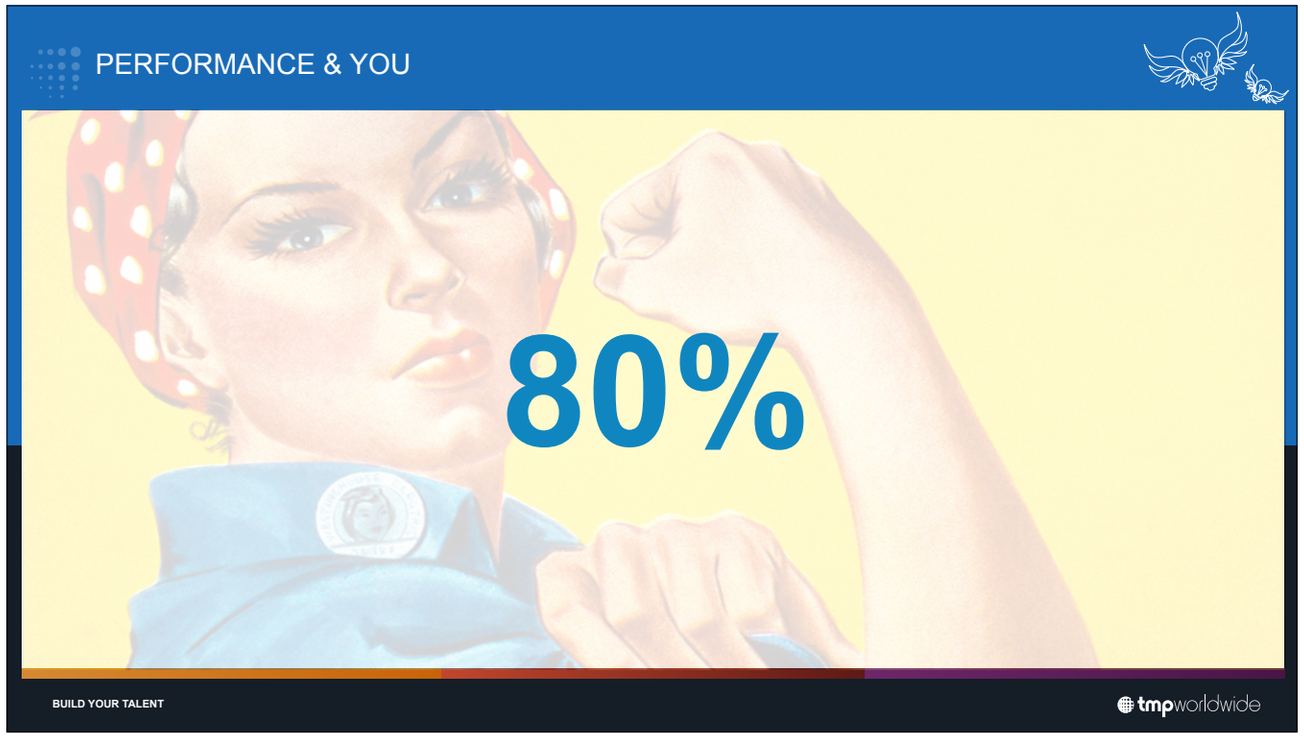


The web faces obsolescence if we are all not doing our part to ensure otherwise. The less optimized a site may be, the higher the risk we face of becoming out matched. Who wants to learn about a company or search for a job on a bloated website when a native app, social media, or perhaps even a competitor, might do it better?

So, what can we do?



About 40% of users are now hitting our TalentBrew sites from a mobile device (this includes phones, tablets, and even tethering). This is only going to increase. Spot check your sites on your device of choice. Bonus points if you do it over a data connection, instead of your local Wi-Fi. If the site is slow to load, you may have a problem you want to have a developer look into. While QA and Development do all that they can to ensure a site is as optimized as it can be before launch, there are problems that can arise after launch. The strategy behind focusing on mobile, first, is that if we are creating an optimal experience in an environment where there are limits, then environments that are less constrictive will perform even better. Not all limits are bad.

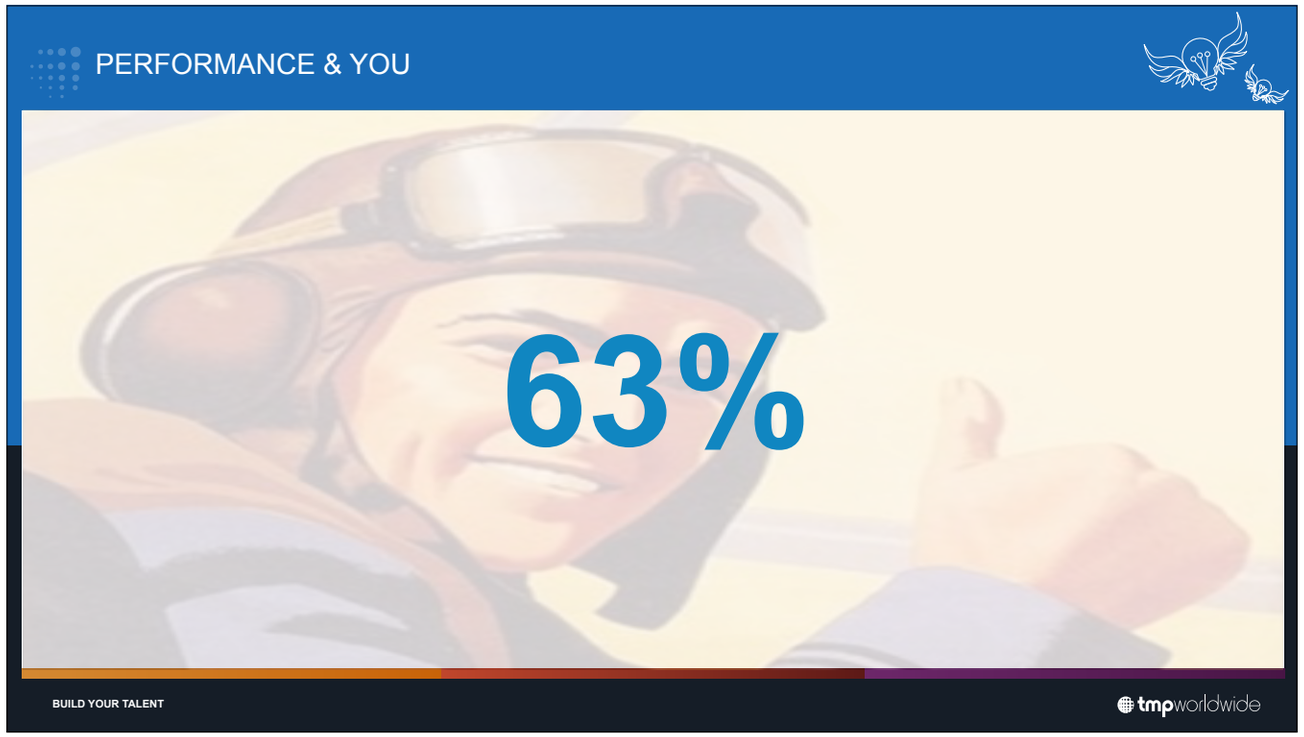


About 80% of performance issues are front-end related (20% are backend related). The total weight of your page can act as an indicator to potential performance issues.

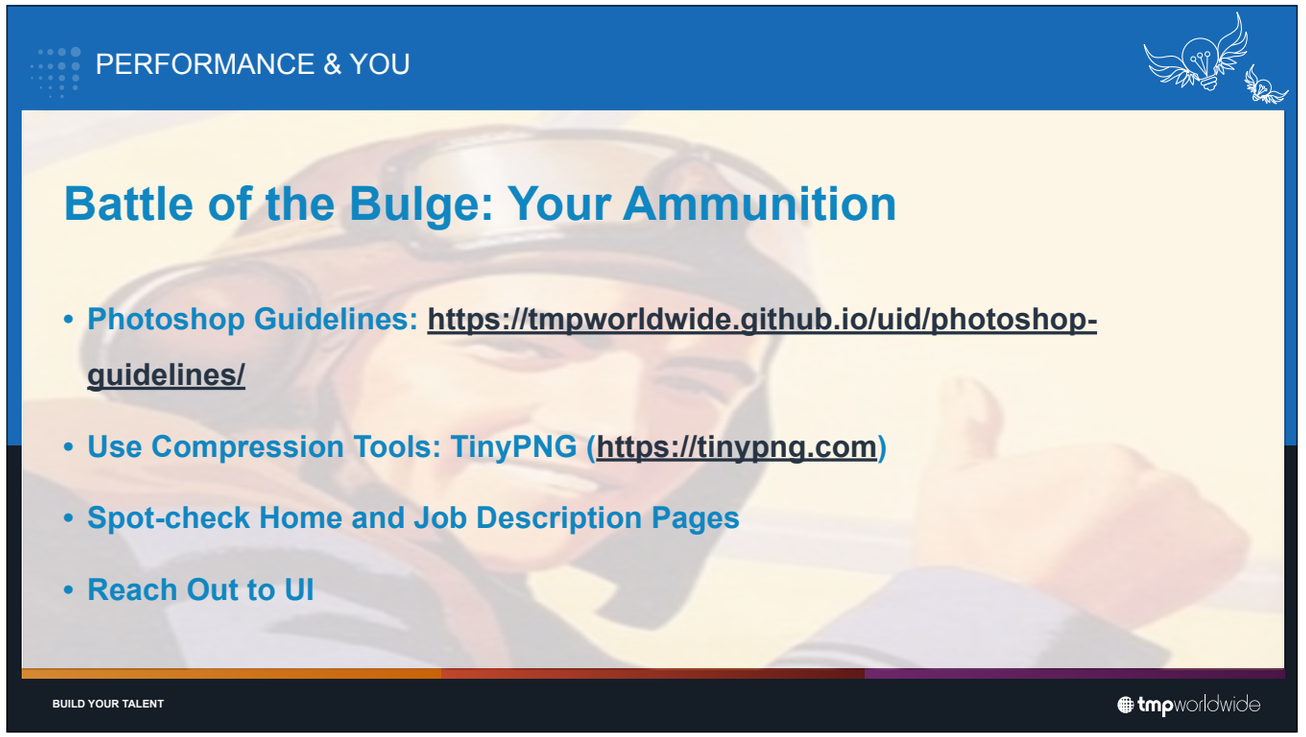
Spot checking page sizes can help. Especially on the home and job description pages, as those tend to be the two most common points of entry to our sites. The TMP UI team recommends hitting the following numbers:

We call this a performance budget. The HTTP requests indicate the number of assets that a page must call to make up the entirety of what you are viewing, while the page weight is the cumulative size of all assets combined.

These numbers are guidelines and not hard and fast rules, they should be something we are striving for on each page of a site. Each design is going to have different needs, though, so if a page comes in a little over this range, it is usually not cause for concern, but we should still see if there is something we can do to improve upon it, as it usually does not require a lot of effort to do. Having a UID spend half a day, or less, optimizing assets can make a big difference here. Speaking of assets...



Images can contribute to around a whopping ~63% of a pages overall weight. While there is no general rule for how big an image should or should not be, one needs to use discretion. If, for instance, a designer sends you a batch of images that are to be placed into a carousel or on multiple locations within one page, and the cumulative size of the files are, say, around 1MB, then that is probably a good sign that you might have some issues once those are added to production. :-)



Creative is not exempt from optimizing what they send, so Deb Foerst has provided some instruction for them in how page assets should be delivered to us. While the images should be optimized in Photoshop by a designer or developer, there are tools we can use to knock off some additional file size without harming the quality of the image if this can't be done by creative or UI. TinyPNG is one our favorites. Spot-check your home and job description pages.

If there is still cause for concern when you receive assets, then reach out to your friendly neighborhood UI development team for further assistance.

Thank you