perceived performance

or how to make your website feel faster

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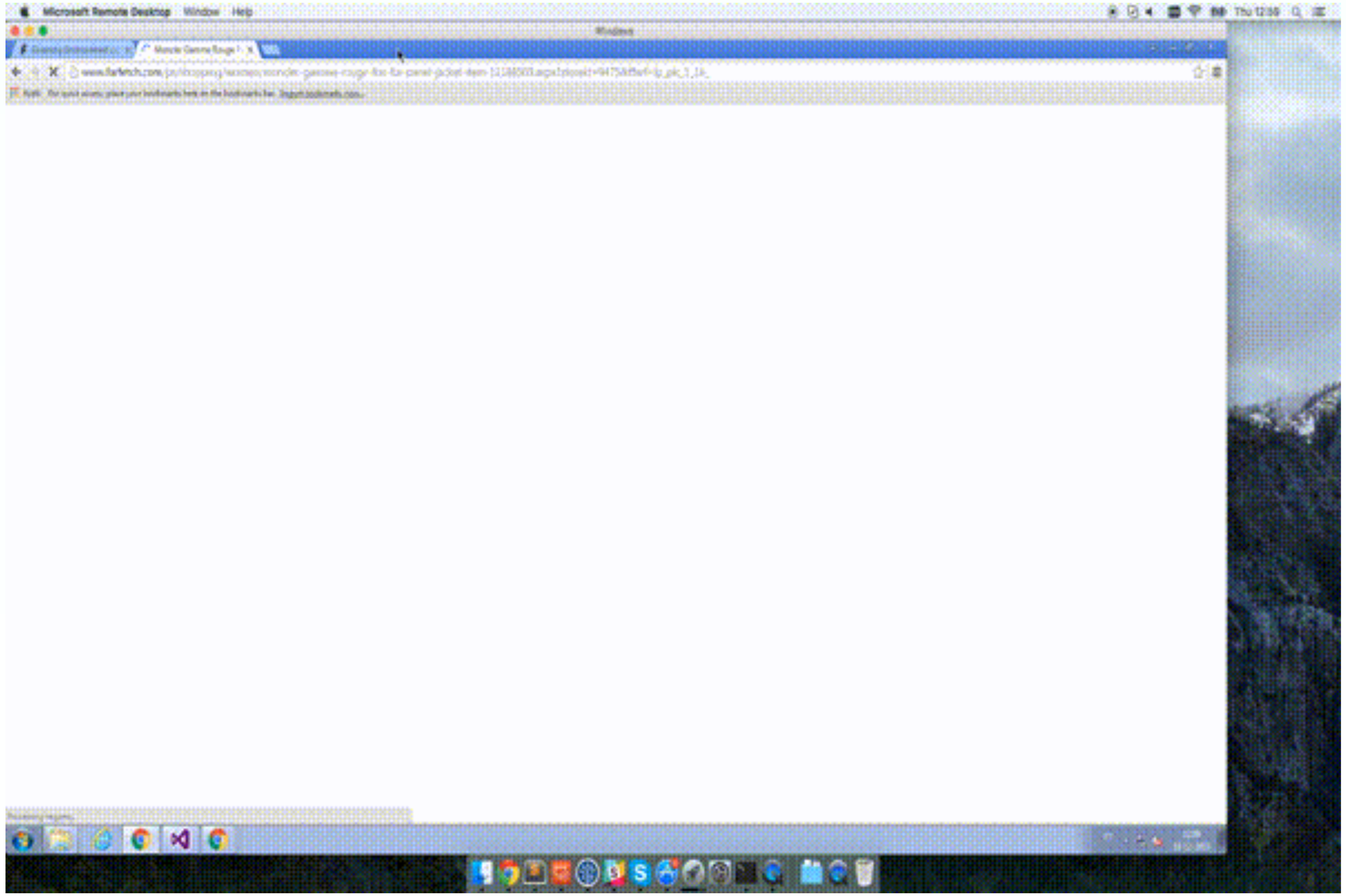
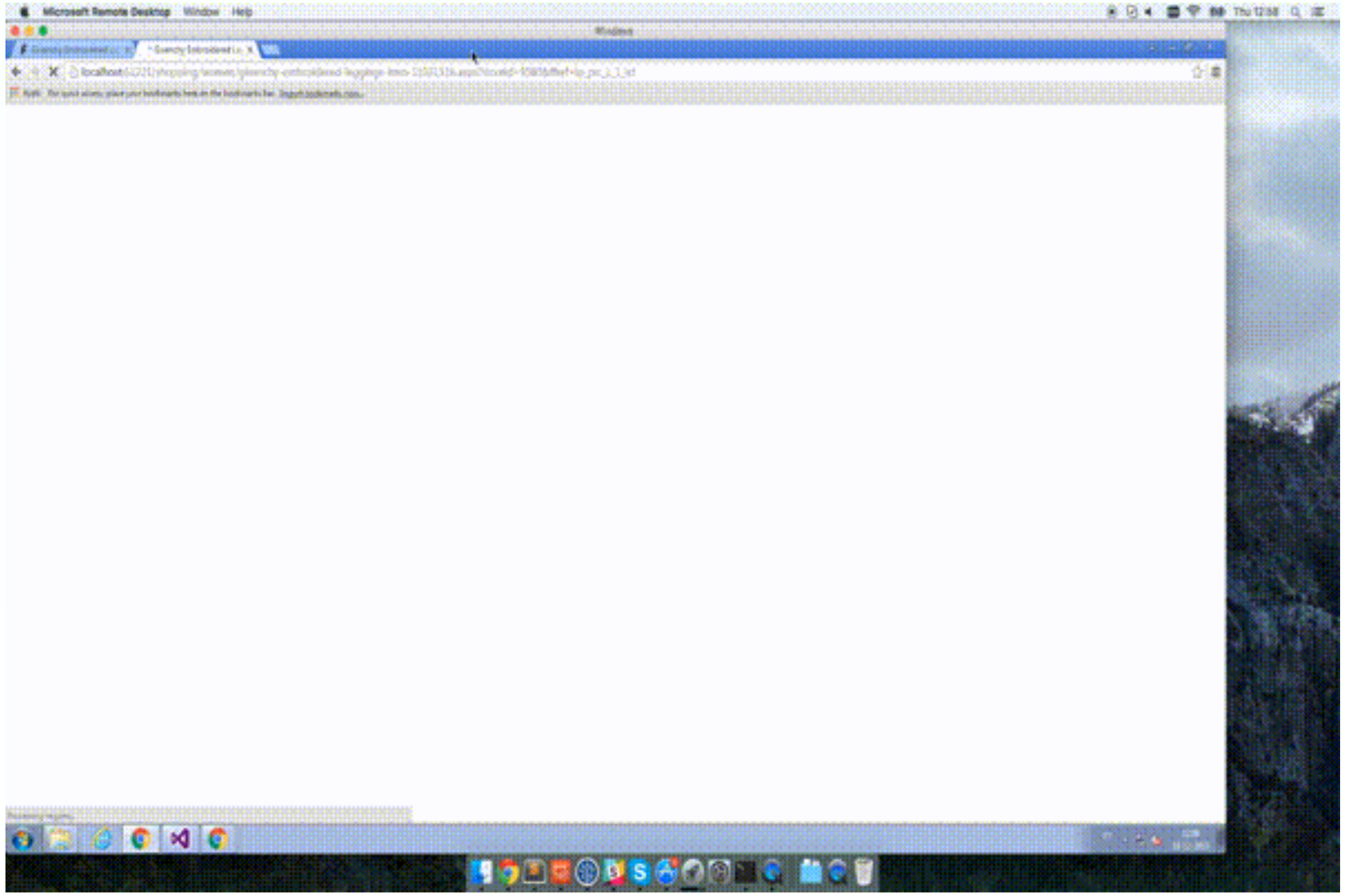


before



after

perceived performance

How **fast** a user **feels** a software task really is

what makes it feel slow?

Page load takes

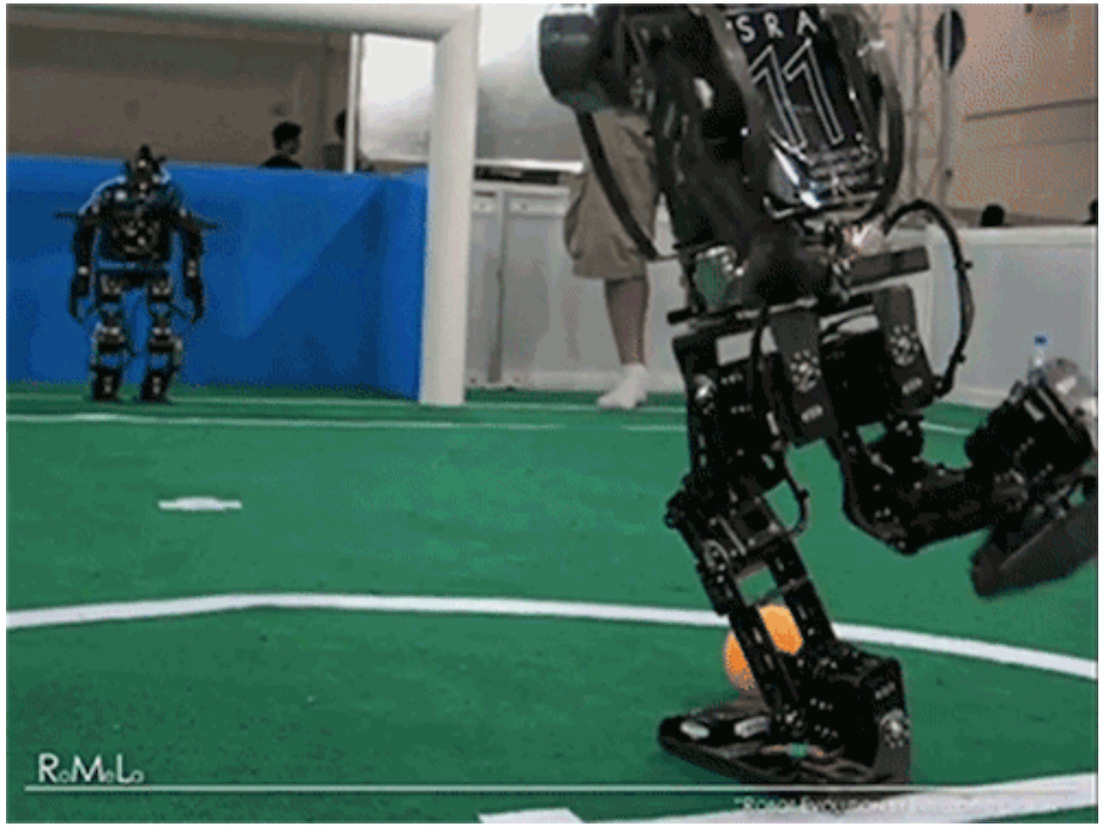
too long

The competition is faster

Page

”moves around”

too much



Lack of feedback

how is it affected?

High expectations, low reward

Passively

waiting

Short

attention span

Too fast?
Must be
broken!

what can I do about it?

the tech

Progressive Web Apps

Preconnect / Preload / Prefetch / Prerender

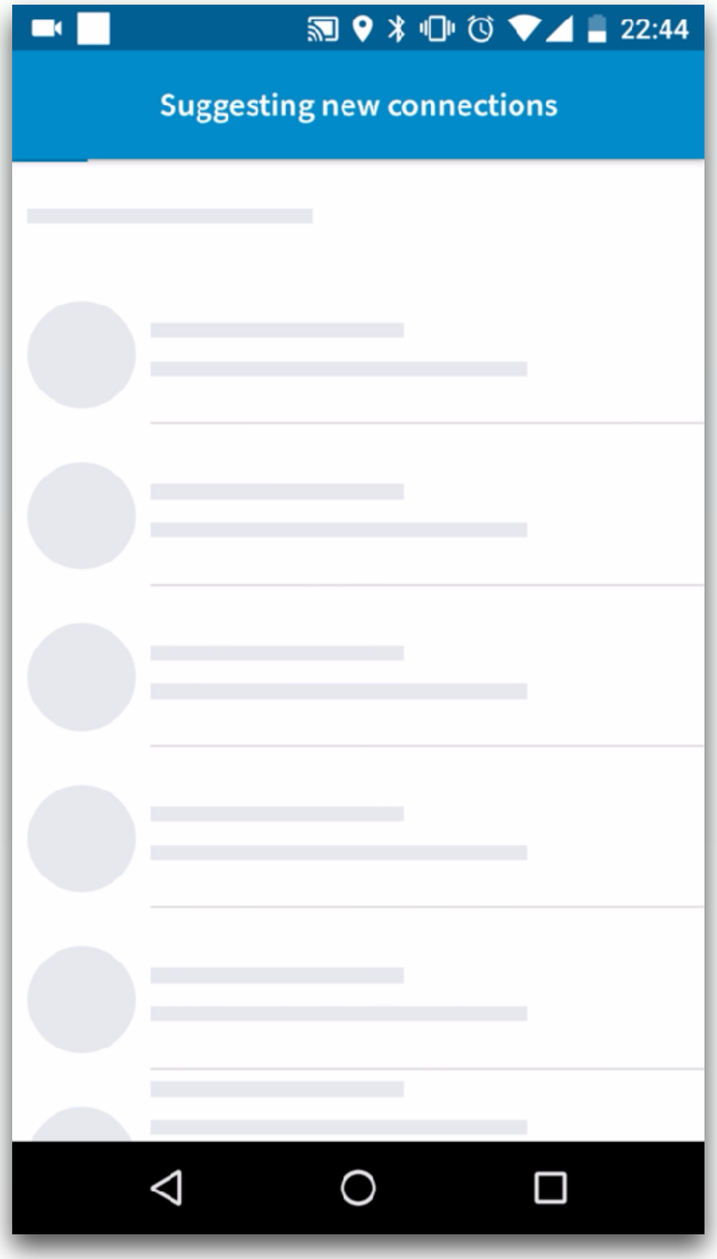
Critical Path

Code Splitting

the tricks

make an

app shell



style the button states

normal hover pressed

body { touch-action: manipulation }

use the right transition

position

transform

get your timings right

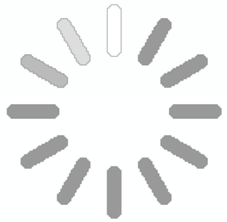
Smooth and fast transitions

Weber-Fechner’s 20% rule

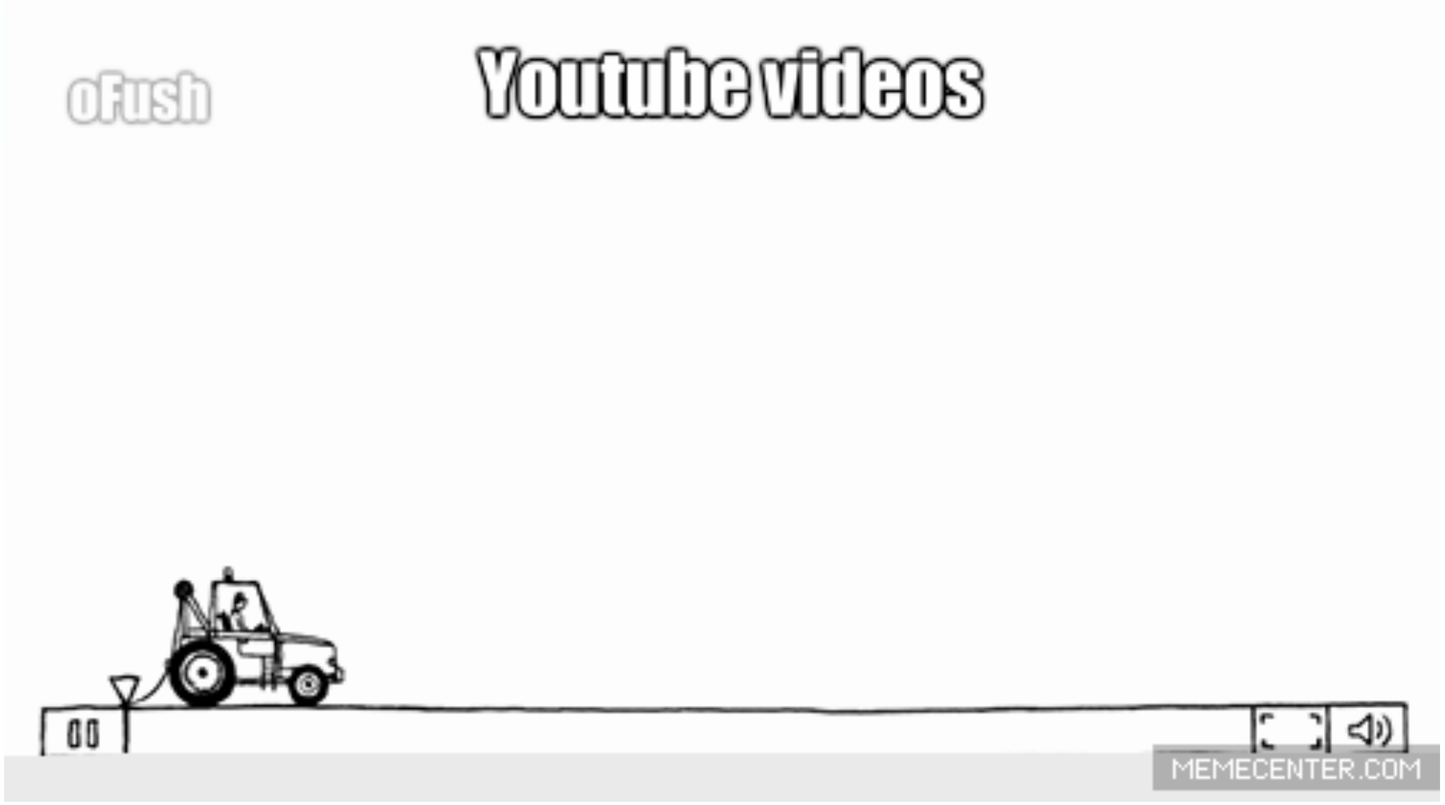
Use animation principles

use the right loader

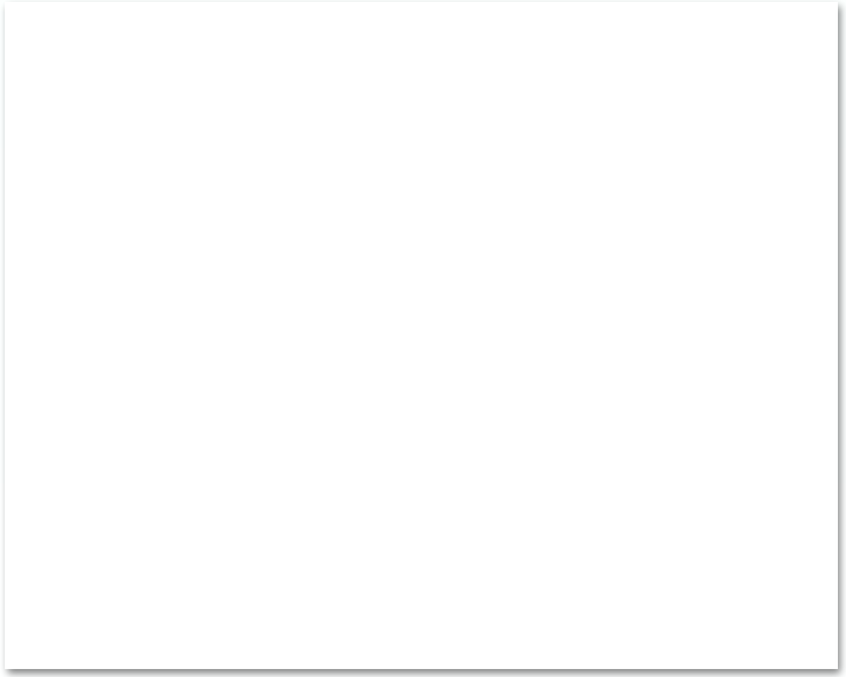
THEY SEE ME ROLLIN



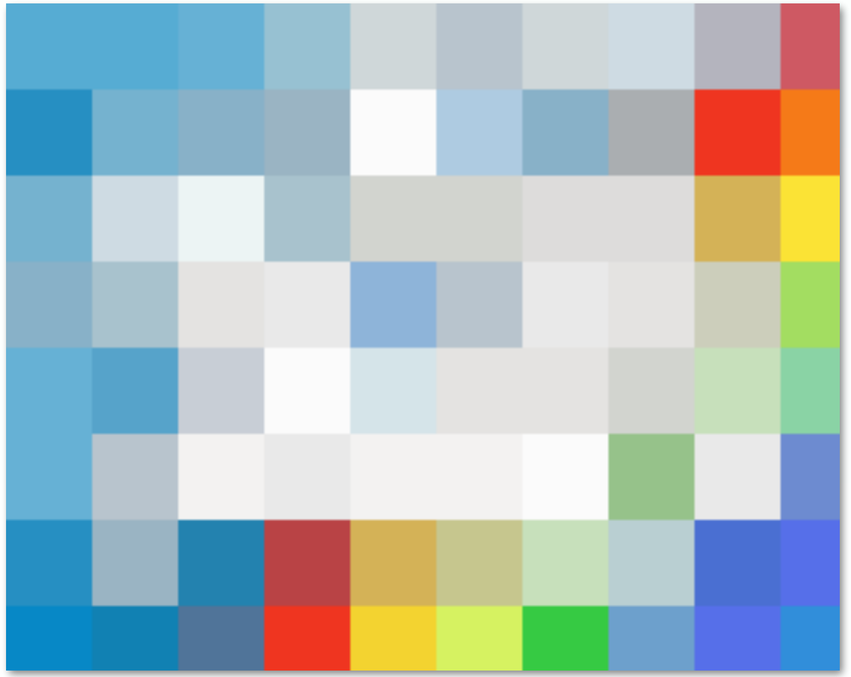
THEY WAITIN



use progressive images



interlaced



progressive

keep the user engaged

Predict decisions

Help with Data entry

Give proper feedback

Acknowledge when things go wrong

To see a World in a Grain of Sand
And a Heaven in a Wild Flower,
Hold Infinity in the palm of your hand
And Eternity in an hour.

William Blake

Thank You

Resources: goo.gl/BYSNtp

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