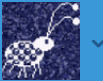




My Stories

Browse

New Story



Search Stories...



</> Embed

Video feeds

Social feeds

S

Video clip carousel

Parallax background



# AEA2016 - Designing Deliberately

Yesenia Perez Cruz's presentation on site performance, performance budgets, web fonts, and improving your site for An Event Apart Seattle 2016

by Anne Gibson a year ago 31 Views ▾



**Anne Gibson**  
@perpendicularme

Follow

Amazon loses \$1.6bil per year for every 1 second of slowness on a page

1:17 PM - 4 Apr 2016

16 27



**Anne Gibson**  
@perpendicularme

Follow

What do you dislike most about browsing? Google finds it's waiting for slow pages to load. #AEASEA

1:18 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Performance is a design feature, not just a technical concern #AEASEA

1:19 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“Fast sites are boring” is a myth. “Design is a decoration” is also a myth. The truth is between beauty and function #AEASEA

1:20 PM - 4 Apr 2016

2



**Zeldman**   
@zeldman

 Follow

Our work must be fast, accessible, and affordable. Deliver core content quickly to all users. Help users accomplish what they need. [#aeasea](#)

1:21 PM - 4 Apr 2016

  7  21



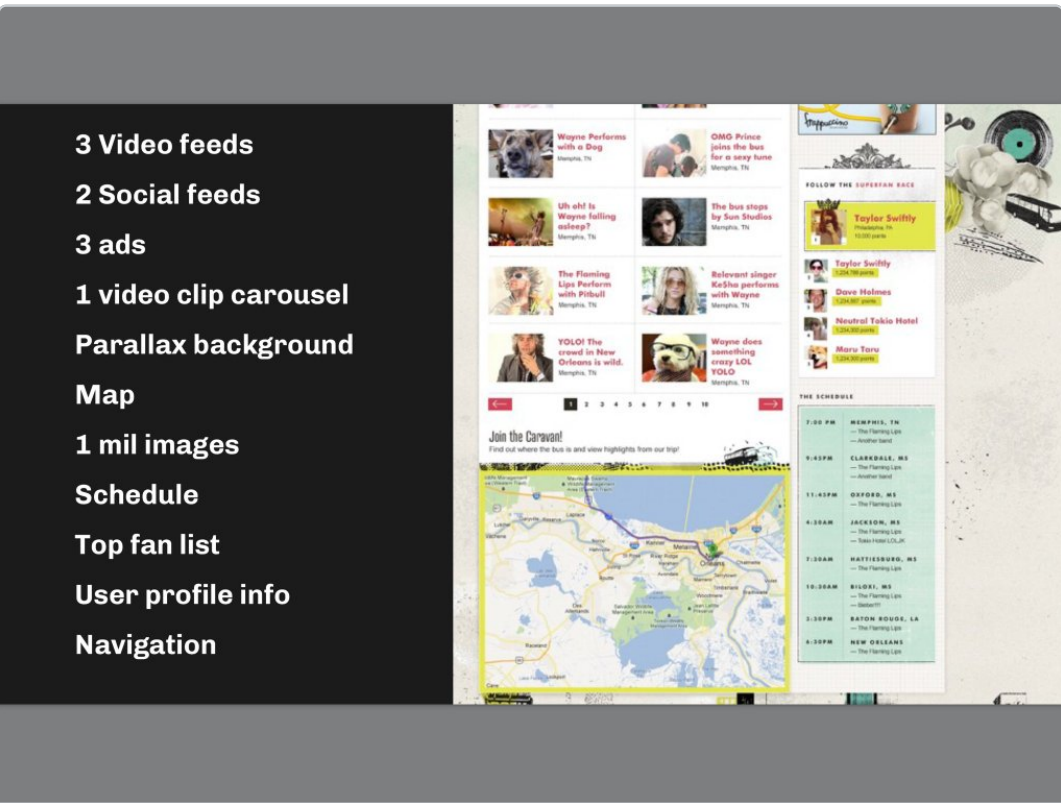
**Anne Gibson**  
@perpendicularme

 Follow

Be deliberate with what we load and how we load [#AEASEA](#)

1:21 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 **Follow**

If you have 3 goals, you don't need 15 things on the page.  
Unnecessary content makes things harder to do [#AEASEA](#)

1:24 PM - 4 Apr 2016

   2



**Anne Gibson**  
@perpendicularme

 **Follow**

If you decide to optimize for performance at the end, you're  
going to front-load too much into your site and run out of time  
[#AEASEA](#)

1:25 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

Follow

Guardian separated content into 3 groups: core, enhancements, leftovers. [#AEASEA](#)

1:26 PM - 4 Apr 2016

2



**Anne Gibson**

@perpendicularme

Follow

Layer on JS and geolocation, etc. as the 2nd set of information to load. Guardian takes longer overall but reading is fast [#AEASEA](#)

1:27 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

Follow

User perception of how fast a site loads is more important than how long it takes for the whole page to load. [#AEASEA](#)

1:27 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

Follow

How do you get people to care about performance? Show how it accomplishes all other goals [#AEASEA](#) Good for uses and business

1:28 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Quality is stability, performance, and reliability. #AEASEA

1:30 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Set a performance mission at the beginning of the project.  
“Create a beautiful, flexible, \*lightning-fast\* experience...”

#AEASEA

1:30 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Recommend a performance budget: a tangible way to talk about performance. “No more than 300kb”, “no more than 6s in sub-3G” #AEASEA

1:31 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“You want that banner? That’s 100k of your performance budget...?” Conversations are easier #AEASEA

1:32 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

“20% faster than your competitors”, or “20% smaller than today”  
is a way to set a target goal. #AEASEA

1:33 PM - 4 Apr 2016

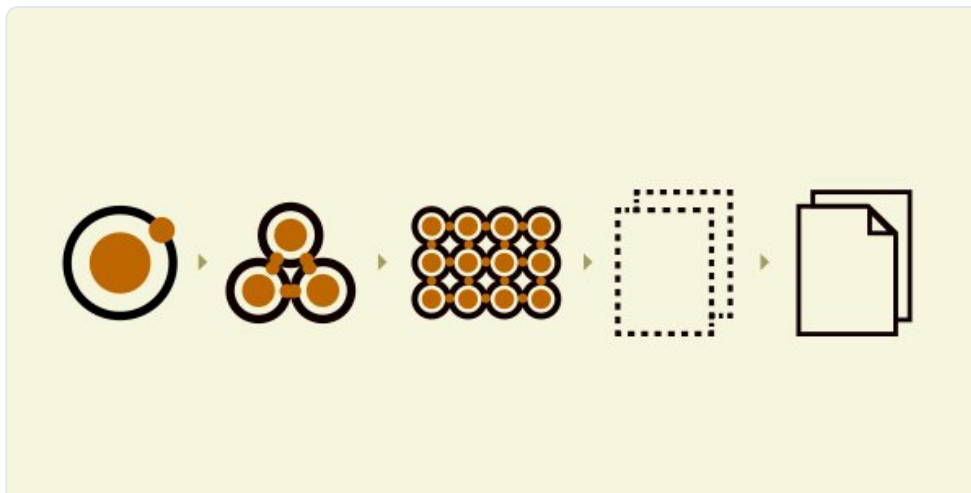


**Anne Gibson**  
@perpendicularme

Follow

Webpagetest.org provides visual comparisons of sites  
@brad\_frost has a performance budget builder on [bradfrost.com](http://bradfrost.com)  
#aeasea

1:34 PM - 4 Apr 2016



**Brad Frost Web**

Brad Frost is a web designer, speaker, consultant, musician and  
artist living in beautiful Pittsburgh, PA.

[bradfrost.com](http://bradfrost.com)





**Anne Gibson**  
@perpendicularme

Follow

Key question is “What value doe this provide?” Does the value outweigh the pain? #AEASEA

1:36 PM - 4 Apr 2016

5 2



**Anne Gibson**  
@perpendicularme

Follow

Vox.com found a module with images had a 90% conversion rate - good benefit from business for the performance budget #AEASEA

1:36 PM - 4 Apr 2016



#### Understand the News

Vox is a general interest news site for the 21st century. Its mission is simple: Explain the news. Politics, public policy, world affairs, pop culture, vox.com

2 5



**Anne Gibson**  
@perpendicularme

Follow

“We need a carousel!” Way over performance budget. Options: Optimize existing, remove something, don’t add the new feature #AEASEA

1:37 PM - 4 Apr 2016

2





**Anne Gibson**  
@perpendicularme

Follow

Performance budgets help to guide design decisions. “You have 100kb to spend on web fonts, here are two options” #AEASEA

1:39 PM - 4 Apr 2016

2



**Anne Gibson**  
@perpendicularme

Follow

Web fonts are everywhere and so many to choose from. And way way overused. Requests have tripled over the years #AEASEA

1:40 PM - 4 Apr 2016

1



**Anne Gibson**  
@perpendicularme

Follow

Web fonts block rendering until the page has loaded. You don't need 15 of them. #AEASEA

1:41 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Medium uses system fonts because the content is more important. Use web fonts in a purposeful way, but carefully #AEASEA

1:42 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Four fonts is the idea number of fonts for optimal page load, per [@18F](#) guidelines [#AEASEA](#)

1:44 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Emotion, content, and file size: 3 criteria for judging web fonts. [#AEASEA](#)

1:45 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Form-heavy sites might be different from visual sites, charts, or long-form body copy. Factor in the content [#AEASEA](#)

1:45 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Can you simplify your type system? Make sure you use fonts more than once - don't pull in fonts you only use in a few places [#AEASEA](#)

1:48 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

 Follow

Can you use a lighter font that looks similar?  
[cognition.happycog.com/article/7-alte...](http://cognition.happycog.com/article/7-alte...) #AEASEA

1:49 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

Consistent doesn't mean identical. Typography is not the whole of your brand. Webfonts don't need to look the same in every browser #AEASEA

1:50 PM - 4 Apr 2016



""-(๖:๖)-""  
@whozzawuzza

 Follow

Guardian UK treats web fonts as an enhancement. #aeasea  
[@aneventapart](#) [@yeseniaa](#)

1:50 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

IBM: The goal is more than consistency of look and feel. It's about recognizability. #AEASEA

1:51 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

Our work is at the broadest context of screen sizes, form factors, interactions, inputs, bandwidth, etc. [#AEASEA](#)

1:52 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Brand guidelines can be too rigid. “That *looks* off-brand” — can we think about brand in more flexible ways? [#AEASEA](#)

1:52 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“Design consistency isn’t pixels. Design consistency is purpose”  
- Patty Toland

1:53 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

(Yesina-Perez Cruz is tearing down some of the big ole walls I’ve built around defending brand at work. Hmm. Thank you [@yeseniaa!](#))

1:54 PM - 4 Apr 2016





**Anne Gibson**

@perpendicularme

 Follow

One strategy: Clear, fast, mobile-first experience, then layer on Brand details. Have just enough design to differentiate w/o cruft  
[#AEASEA](#)

1:55 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

It's OK if one browser picks up a bunch of your brand details and another doesn't. The goal is clear reading, enhance up  
[#AEASEA](#)

1:56 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Design modularly: be deliberate, move to code sooner, precursor to a style guide [#AEASEA](#)

1:57 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Identify reusable patterns. Use only what you need. (Modular design helps with that!) One pattern, minimal changes to differentiate [#AEASEA](#)

1:59 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

Getting designs into code earlier allows you to know the true performance impact #AEASEA

2:00 PM - 4 Apr 2016

1



**Anne Gibson**  
@perpendicularme

Follow

More weight doesn't mean more wait  
[filamentgroup.com/lab/weight-wai...](http://filamentgroup.com/lab/weight-wai...) @scottjehl #AEASEA

2:01 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

"we made this change for this reason" to the client before design sign off is possible if you're in code early #AEASEA

2:02 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

[Csstats.com](http://Csstats.com) provides how many fonts and colors you're using. Do you know if you have 40 colors of Webfonts? #AEASEA

2:03 PM - 4 Apr 2016

3 2



**Anne Gibson**  
@perpendicularme

Follow

(As an aside, fewer colors mean more accessibility and legibility!)

2:04 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Document your decisions in a style guide that captures how you implement code and request assets. Also helps new folks [#AEASEA](#)

2:05 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“Why are we using this? Why is it built this way?” Just as important as what. Helps prevent arbitrary additions or changes [#AEASEA](#)

2:05 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

The goal is to improve performance, team velocity, and have a more consistent design. Trulia HTML 48% smaller, 21% faster load [#AEASEA](#)

2:06 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

Be deliberate  
Ensure access to core content quickly  
Test continuously  
Not choosing between beauty & function  
Beautiful UX #AEASEA

2:07 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

As usual, @zeldman as 1st speaker confirmed what I thought was true and the 2nd speaker (@yeseniaa) then kicked me in the head :) #AEASEA

2:08 PM - 4 Apr 2016



Like

Share

### Related stories

