Design Decisions through the Lens of Performance

An Event Apart DC

@yeseniall
Yesenia Perez-Cruz
Philadelphia, PA
How I designed a very slow, very heavy site without knowing it
Hand-done
Weathered
Layered Textures
Encourage Voting Sharing
Required ads
Video stream
Social plug-ins
“We need more texture”
People seem awfully hung up on the fact that the lead singer of Screaming Females is a woman (a short-statured one at that). It’s a state of affairs that gives said lead singer, Marissa Paternoster, pause, as her world is littered with talented women with strong voices and honed shredding skills — attributes she possesses in droves. MORE...
“...and a parallax background.”
REQUESTS: 136
PAGE WEIGHT: 5.9MB
LOAD TIME: 2m 46s
Sorry everybody.

:((
I HAVE NO IDEA WHAT I'M DOING
I’m a designer.
“The designer added 5 carousels again.”

—a sad, angry developer
“...and the client loved it!”
—a sad, angry developer
“Stupid designer!!!”
—a sad, angry developer
Here’s the thing...
“I’m going to design a super slow site that will be a pain to code and no one will want to use!”

—no one (I hope)
Development
Design
Biz dev
Research
Development
Launch
Slow, heavy sites are a result of...
Poor planning
Poor communication
Poor awareness
Design is a balancing act
Business goals

User needs
How will this navigation structure help guide users?
Does the team have the internal resources to support this illustrative art direction?
How will this content help drive conversions?
Fast vs Functional
Light-weight vs Beautiful
Memorable vs On-brand
“Our new branding has **12 typefaces.**”
“We need a carousel to make the design pop.”
How many requests will this carousel add?
How will perceived performance be impacted if we add a new font?
It’s time to discuss design and performance together...

–Steve Souders

http://designingforperformance.com/foreword-souders/
...not as a debate, but as a collaboration that results in a beautiful user experience.

—Steve Souders

http://designingforperformance.com/foreword-souders/
What will be the best user experience overall?
Performance is...

How quickly your web pages load on your users’ screens.
Performance is...

How quickly you can deliver your sites and services to your audience.
Your audience wants content fast.
Online shoppers expected pages to load in **2 seconds** — and at 3 seconds, a large share abandon the site.

http://www.nytimes.com/2012/03/01/technology/impatient-web-users-flee-slow-loading-sites.html?pagewanted=all&_r=0
If we don’t respect our users’ time and bandwidth, we’ll lose them.
Global network speeds vary greatly.

...but sites keep getting larger
Average size of websites

2.16 MB
Impacted by...

Images
Custom web fonts
Interactions
Stylesheets
Third-party scripts
Average Bytes per Page by Content Type

- Stylesheets: 68 kB
- HTML: 56 kB
- Scripts: 352 kB
- Fonts: 104 kB
- Video: 213 kB
- Other: 4 kB
- Images: 1354 kB

Total: 2162 kB

http://httparchive.org/interesting.php
Design for Performance
Think about performance from the beginning
2

Set a performance budget
Communicate
4 Share work constantly
Performance as a project goal
Think about performance?
…deciding a page can’t exceed 500kB when a mock-up containing three carousels and a full-screen high-resolution background image has already been approved isn’t going to do you much good.

—Tim Kadlec
Performance is a design feature

Not a technical concern
Think about performance!
Create a UX Assessment
Identify strengths and weaknesses of the current user experience, including

- Usability
- Content
- Navigation
- Information architecture
- Performance
- Workflow
- Brand
Share Case Studies
Amazon observed a 1% decrease in revenue for every 100ms added to page load.
For every 1 second that page load time decreased, Walmart saw up to a 2% increase in conversions.
Meet the Obama campaign's $250 million fundraising platform
http://kylerush.net/blog/meet-the-obama-campaigns-250-million-fundraising-platform/
We made the new platform 60% faster and this resulted in a 14% increase in donation conversions.
Performance budgets
Design depends largely on constraints.

–Charles Eames
A performance budget is a tangible way to start talking about performance.
Having a pre-defined ‘budget’ is a clear, tangible way to frame decisions about what can and can’t be included, and at a suitably early stage in the project.

—Mark Perkins
The important point is to look at every decision, right through the design/build process, as something that has consequence...

—Mark Perkins
Budget

$62 LEFT
January 2012

Overall $1,728 of $1,790

Groceries $425 of $400

Coffee Shops $0 of $20

Fast Food $30 of $50

Movies & DVDs $22 of $50

$62 LEFT
Defining a Performance Budget
Browser Experience

*ie.* Our pages should weigh no more than 400kb, and make no more than 15 requests.
User Experience Budget

*ie.* Our pages should take no more than **10 seconds** to load over a **sub-3G** connection.
Setting Your Budget
Look to your pages
Web Page Performance Test for

amazon.com

From: Dulles, VA - Chrome - Cable
June 13, 2015 at 9:30:56 PM EDT

Summary

<table>
<thead>
<tr>
<th>First Byte</th>
<th>Keep-alive</th>
<th>Compress Transfer</th>
<th>Compress Images</th>
<th>Cache static content</th>
<th>Effective use of CDN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Enabled</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34.545s</td>
<td>0.280s</td>
<td>0.792s</td>
<td>10081</td>
<td>2354</td>
<td></td>
</tr>
<tr>
<td>5.817s</td>
<td>0.170s</td>
<td>0.493s</td>
<td>2241</td>
<td>2393</td>
<td></td>
</tr>
</tbody>
</table>

Document Complete

<table>
<thead>
<tr>
<th>Time</th>
<th>Requests</th>
<th>Bytes In</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>34.545s</td>
<td>240</td>
<td>5,369 KB</td>
<td>$555</td>
</tr>
<tr>
<td>5.817s</td>
<td>87</td>
<td>1,504 KB</td>
<td></td>
</tr>
</tbody>
</table>

Fully Loaded

<table>
<thead>
<tr>
<th>Time</th>
<th>Requests</th>
<th>Bytes In</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>37.950s</td>
<td>304</td>
<td>5,925 KB</td>
<td>$555</td>
</tr>
<tr>
<td>7.623s</td>
<td>112</td>
<td>1,834 KB</td>
<td></td>
</tr>
</tbody>
</table>

Waterfall

Screen Shot

webpagetest.org
## Web Page Performance Test for Amazon

From: Dulles, VA - Chrome - Cable

<table>
<thead>
<tr>
<th></th>
<th>First View</th>
<th>Repeat View</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Load Time</strong></td>
<td>34.545s</td>
<td>5.617s</td>
</tr>
<tr>
<td><strong>First Byte</strong></td>
<td>0.260s</td>
<td>0.170s</td>
</tr>
<tr>
<td><strong>Start Render</strong></td>
<td>0.792s</td>
<td>0.493s</td>
</tr>
<tr>
<td><strong>Speed Index</strong></td>
<td>10081</td>
<td>2241</td>
</tr>
<tr>
<td><strong>DOM Elements</strong></td>
<td>2354</td>
<td>2393</td>
</tr>
</tbody>
</table>

### Document Complete

<table>
<thead>
<tr>
<th></th>
<th>First View</th>
<th>Repeat View</th>
</tr>
</thead>
<tbody>
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<td>240</td>
<td>87</td>
</tr>
<tr>
<td><strong>Bytes In</strong></td>
<td>5,359 KB</td>
<td>1,504 KB</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>$$$$$</td>
<td>$$$$$</td>
</tr>
</tbody>
</table>

### Fully Loaded

<table>
<thead>
<tr>
<th></th>
<th>First View</th>
<th>Repeat View</th>
</tr>
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<tbody>
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<td>304</td>
<td>112</td>
</tr>
<tr>
<td><strong>Bytes In</strong></td>
<td>5,925 KB</td>
<td>1,834 KB</td>
</tr>
</tbody>
</table>

### Waterfall

(webpagetest.org)
1. Page weight
2. Start Render
3. Fully Loaded
Look to your competitors
WebPagetest - Visual Comparison
WebPagetest - Visual Comparison
WebPagetest - Visual Comparison

papajohns.com  
0.0

dominos.com  
0.0

pizzahut.com  
0.0
One byte = 8 bits, so 3G translates roughly to about 96 kilobytes per second.

-Dan Mall

http://danielmall.com/articles/how-to-make-a-performance-budget/
Start render: 2 seconds
Weight: 192kb
Weight: 192kb
Welcome! Here's how to use fonts:

In the left column, use the Selectors section to apply fonts to any HTML tag, class, or id. You can also add the default class to your markup. Then, click Publish to see those changes on your site.

```
.AaBbCcDdEeFfGgHhIjJkLlMmNnOoPpQqRrSs…
```

- **Character Set**
  - Default
  - All Characters
  - Language Subsetting
  - OpenType Features

- **Weights & Styles**
  - 4/12
    - Include these in your kit:
      - Thin
      - Thin Italic
      - Light
      - Light Italic
      - Regular
      - Italic
      - Bold
      - Bold Italic
      - Black
      - Black Italic

**Kit Size:** 166K

[Publish]
Weight: 192kb
Delivering pizza...
YOU GOT 30 MINUTES™
ORDER ONLINE NOW

SUMMER IS EASY.
LET PAPA JOHN'S DO THE COOKING.
GET A FREE PIZZA
AFTER JUST ONE ORDER!
U.S. Promotion Only

ORDER NOW AT PIZZA HUT.COM
Performance is a marketable feature.
WebPagetest - Visual Comparison
Home Page Weight—Initial Load

<table>
<thead>
<tr>
<th>Logo</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza Hut</td>
<td>1.2MB</td>
</tr>
<tr>
<td>Domino's</td>
<td>1.3MB</td>
</tr>
<tr>
<td>Papa John's</td>
<td>926 KB</td>
</tr>
<tr>
<td>Little Caesars</td>
<td>7.1MB</td>
</tr>
<tr>
<td>Papa Murphy's</td>
<td>587.7 KB (191.6 KB for JS)</td>
</tr>
</tbody>
</table>
To order a medium 2 topping pizza...

<table>
<thead>
<tr>
<th></th>
<th>DATA TRANSFERRED</th>
<th>REQUESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza Hut</td>
<td>20.1 MB</td>
<td>1231</td>
</tr>
<tr>
<td>Dominos</td>
<td>11.6 MB</td>
<td>1661</td>
</tr>
<tr>
<td>Papa John's</td>
<td>6.9MB</td>
<td>411</td>
</tr>
</tbody>
</table>
Customer Goals
“We need to give our customers a quality experience.”
“Quality is stability, performance & reliability.”
Business Goals
Higher **Customer Check/order**

Increased **Online Ordering**

Decreased **Call Center Volume**
Performance Mission
“The goal of this project is to create a beautiful, flexible, lightning-fast experience...”
Performance budget: 600kb per page
Challenges...
Branding changes during project
SWEET or SPICY

*KICKOFF SPECIAL $10 LARGE 2-TOPPING PIZZA

Mmmmm

WITH FREE PIZZA

GAME

#UPYOURGAME
<table>
<thead>
<tr>
<th>Fonts</th>
<th>600kb</th>
</tr>
</thead>
</table>

*My font budget*

100kb

*desktop*
You have 100kb to “spend” on web fonts.
Option A is

3 weights of Whitney
  for body copy

+ 1 weight of Knockout
  for headings
Option B is

3 weights of Knockout for headings

+ 

System fonts for body copy
with CSS Mask-Image

Here’s the CSS code with all the structural bits trimmed out:

```
.mask-box h3, .mask-box p{
  -webkit-mask-image: url(/path/to/mask.png);
  -o-mask-image: url(/path/to/mask.png);
  -moz-mask-image: url(/path/to/mask.png);
  mask-image: url(/path/to/mask.png);
  text-shadow: 0 0 10px black;
}
```
Which is a better translation of your brand?
Unexpected Feedback
1 Static hero image

2 Secondary carousel
Images
Video
JS

Budget
600kb
“We NEED a carousel at the top.”
Top carousel (4 slides):
700kb

Secondary carousel
Images
Video
JS

Budget
600kb
This carousel alone will cost...

700kb in images and JS
1. Optimize an existing feature or asset on the page.

2. Remove an existing feature or asset from the page.

3. Don’t add the new feature or asset.
Some options are

1. Don’t add the carousel.
2. Lazy load images that are not in the viewport on page load.
3. Load the video on click instead of on page load.
Average Bytes per Page by Content Type

- Stylesheets: 63 kB
- HTML: 56 kB
- Fonts: 97 kB
- Video: 227 kB
- Other: 4 kB
- Images: 1310 kB
- Total: 2099 kB

http://httparchive.org/interesting.php#bytesperpage
ImageOptim is a free app that makes images take up less disk space and load faster, without sacrificing quality. It optimizes compression parameters, removes junk metadata and unnecessary color profiles.


It’s perfect for publishing images on the Web (easily shrinks images “Saved for Web” in Safari) and also useful for making Mac and iPhone/iPad applications smaller (if you can’t use the built-in optimization).
Delivering the news...
Ukraine repels rebel attack near Donetsk airport
Liberia Pleads for American Assistance Against Ebola

BY HELICE COOPER 10:35 AM ET

Ellen Johnson Sirleaf, Liberia's president, warned that without American help, the Ebola epidemic could send the country into the civil chaos that enveloped it for two decades.

U.S. Scientists See Ebola Fight as Larger and Lasting Longer

The Saturday Profile

Detained, Beaten and Tortured by Donets Separatists

Extradictural detentions have become commonplace in eastern Ukraine, where one man says his brutal ordeal ended only when his abductors realized they might

NY Times
“...articles load instantly, **as much as 10 times faster** than the standard mobile web.”
Goal:
Deliver the news quickly, esp. to mobile audiences.
Challenges:
Required ads
Image heavy
Slower bandwidths
## Required Ads

<table>
<thead>
<tr>
<th>Page Template</th>
<th>Billboard 970x250</th>
<th>728x90</th>
<th>Pushdown (728 x 90)</th>
<th>Slider</th>
<th>Centerstage 600x250</th>
<th>Skin / Background</th>
<th>600x40</th>
<th>Interstitial 300 x 250</th>
<th>Half page 300x200</th>
<th>300x250</th>
<th>Sidekick / Filmstrip (300x400)</th>
<th>Films/strip 900x600</th>
<th>Adhesion banner</th>
<th>Full page</th>
<th>Full Banner</th>
<th>Slider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home (Portada)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Section Landing (Sección o canal)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Multimedia</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Dashboard/Live Coverage Landing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Photo and Video Galleries</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>x</td>
<td>x</td>
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</tr>
<tr>
<td>Article</td>
<td>x</td>
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<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Category Landing (Sub-seccion)</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Blog Landing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
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<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Live Coverage Article</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>x</td>
<td>x</td>
<td>x</td>
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<td>x</td>
</tr>
<tr>
<td>Search Results</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Initial ad load size on mobile:

\~160kb
Designing on a Budget
Snowden podrá salir del aeropuerto moscovita

Tiene una semana en lo que espera a que se resuelva su petición de asilo a Rusia

Por Michelle Estrada Torres | 9 de junio de 2013 12:38 a.m. | COMPARTIR ESTO

Más en Internacionales

ÚLTIMA HORA

De la casa al trabajo por tenor a la criminalidad
11 de junio de 2013 08:50 a.m.

Tirano as Santauro
11 de junio de 2013 08:50 a.m.

Poncho HO 197756 tiene un color parecido a la Tierra
11 de junio de 2013 08:50 a.m.

Dios muertos y 8 heridos en aparatoso choque en Vega Baja
11 de junio de 2013 08:50 a.m.

"Ya soy brujo"
11 de junio de 2013 08:50 a.m.
Re-usable patterns
.Alpha (56/60)

.Beta (43/45)

.Gamma (28/30)

.Delta (19/22)

.Delta (19/22) w/ link

.EPSILON (24/30)

paragraph (17)
Don’t add a style you don’t need.
Niega Pesquera que haya implantado una mordaza

600 x 338

9 de junio de 2013 12:38 a.m.

Lluvia de meteoros trajo el oro a la Tierra

600 x 338

9 de junio de 2013 12:28 a.m.

Curiosity se acerca a zona peligrosa en Marte

600 x 338

9 de junio de 2013 12:53 a.m.
Get designs into code earlier
More Weight Doesn't Mean More Wait

Posted by Scott on 04/17/2015

When I talk about web performance, I like to use the phrase, “weight does not need to increase wait.” To be clear, that’s not because the weight of a webpage doesn’t matter—it most definitely does—but rather because how we (or even engineers) deliver a usable representation of a webpage’s content is quite large and asset-heavy as a whole. As such, a performance metric that the web community has only recently begun to prioritize, known as perceived performance.

Formerly, much of the focus in web performance was on individual assets like images and fonts, which does make for a shorter load time. But today there are techniques we can use in addition to those that have an arguably larger impact on how soon our users can start consuming content we’re delivering.

Measuring Overall & Perceived Performance

Part of the reason we hadn’t focused heavily on perceived performance in the past was due to a lack of good tools to analyze the events that take place while our page is loading. That’s hardly the case. WebPageTest.org sits at the top of the list of tools I find useful for measuring performance today. In short, WPT’s web interface allows you to test your site in a variety of browser/device/location combinations and receive results that are highly granular.
We can often deliver a usable representation of a web page’s content very quickly, even if that page is quite large and asset-heavy as a whole.

—Scott Jehl
<table>
<thead>
<tr>
<th>ÚLTIMA HORA</th>
<th>VISTAS</th>
<th>COMPARTIDAS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_url" alt="Image" /></td>
<td><strong>Planeta HD 189733b tiene un color parecido a la Tierra</strong>&lt;br&gt;9 de junio de 2013 12:38 a.m.</td>
<td></td>
</tr>
<tr>
<td><img src="image_url" alt="Image" /></td>
<td><strong>Dos muertos y 8 heridos en aparatoso choque en Vega Baja</strong>&lt;br&gt;9 de junio de 2013 12:38 a.m.</td>
<td></td>
</tr>
<tr>
<td><img src="image_url" alt="Image" /></td>
<td><strong>&quot;Yo soy brava&quot;</strong>&lt;br&gt;9 de junio de 2013 12:38 a.m.</td>
<td></td>
</tr>
</tbody>
</table>

**Default with blue tabs**

The "highlight box" pattern uses the "tabs" pattern to display select stories in a compact module.

On small screens, tab menu items are hidden and only the first two listed stories are visible. Selecting the module's header reveals the tab menu items and complete list of stories.

On larger screens, the tab menu items and complete list of stories are visible at all times.
Más en Internacionales

ÚLTIMA HORA

De la casa al trabajo por temor a la criminalidad
9 de junio de 2013 12:38 a.m.

Tiroteo en Santurce
9 de junio de 2013 12:38 a.m.

Planeta HD 189733b tiene un color parecido a la Tierra
9 de junio de 2013 12:38 a.m.

Dos muertos y 8 heridos en aparatoso choque en Vega Baja
9 de junio de 2013 12:38 a.m.

"Yo soy brava"
9 de junio de 2013 12:38 a.m.

+VISTAS

+COMPARTIDAS
Adaptive

Responsive
Automate Performance Testing with Grunt.js

Published November 17, 2014

In this age of 2 MB web pages, performance budgets are becoming necessary parts of our web development process. Working with your project’s stakeholders, it’s become everyone’s responsibility — designers and developers both — to set targets for the performance of your website.

You might set budgets for a number of different metrics; for example, a target page weight of 500 kilobytes, which is a single page in your project can exceed. Elements that would add to the page to exceed 500KB would need to be evaluated against other elements on the page to determine their inclusion in the design. As Tim Kadlec describes, your decision must take one of 3 paths:

1. Optimize an existing feature or asset on the page
2. Remove an existing feature or asset from the page
3. Don’t add the new feature or asset

You can also set budgets for the total images downloaded in kilobytes, the number of product images per request, or the average download time for your site according to WebPageTest.org.

Once you’ve set your budget though, it’s a whole extra task just to measure your site’s performance throughout the development phase. How can you achieve this without adding onerous manual testing to your QA process? Enter Grunt.js!

WebPageTest.org = Automated Performance Testing

A number of Grunt plugins that help you measure your website performance. I’m focusing on one I’ve found: Grunt Perfbudget. This wonderful Grunt task uses the WebPageTest.org API to run automatic performance testing on your site. It can be added to your Gruntfile.js and configured to run automatically every time you run your Grunt tasks.
This wonderful Grunt task uses the WebPageTest.org API to measure your site against a ton of useful metrics like page weight, image sizes, script weight, and rendering time.

—Cat Farman
Communicate & Document
Create a Style Guide
Style guides showcase the best way to implement code & request assets.

—Lara Hogan
Create a Yelp Style Guide

Revenue buttons
These buttons are only used in conjunction with their specific revenue products and colors. Add classes to `large`, `primary` buttons.

<table>
<thead>
<tr>
<th>Deal button</th>
<th>Buy now</th>
</tr>
</thead>
<tbody>
<tr>
<td>.ybtn-deal</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CTA button</th>
<th>Get directions</th>
</tr>
</thead>
<tbody>
<tr>
<td>.ybtn-cta</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platform button</th>
<th>Start order</th>
</tr>
</thead>
<tbody>
<tr>
<td>.ybtn-platform</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reservations button</th>
<th>Find a table</th>
</tr>
</thead>
<tbody>
<tr>
<td>.ybtn-reservations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Giant call-out button</th>
<th>Call today</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Create a Style Guide

Trulia Style Guide

Background Colors
We have a few background colors that can be used in various contexts. These are not for use as the entire page background but instead for specific components and modules on the page.

Colors

![backgroundLowlight](#) ![backgroundHighlight](#) ![backgroundBasic](#) ![backgroundInverse](#)

Buttons
Button styles can be applied to any element. Typically you'll want to use either a `<button>` or an `<a>` element:

Example

```html
<button class="btn btnDefault">Click</button>
<a class="btn btnDefault" href="trulia.com">Trulia!</a>
```

If your button is actually a link to another page, please use the `<a>` element, while if your button performs an action, such as submitting a form or triggering some JavaScript event, then use a `<button>` element.
• Their HTML is 48% smaller
• 21% faster load time
• 60% faster time to first byte
• Reduced unused CSS by 135kb

http://www.stubbornella.org/content/2013/06/05/creating-living-style-guides-to-improve-performance/
Beauty vs Function
Beautiful user experiences
1

Include performance in project documents.
Get designs into the browser as soon as possible.
Test on real devices.
Collaborate
5
Educate & Document
Thank you!  

@yeseniiaa