

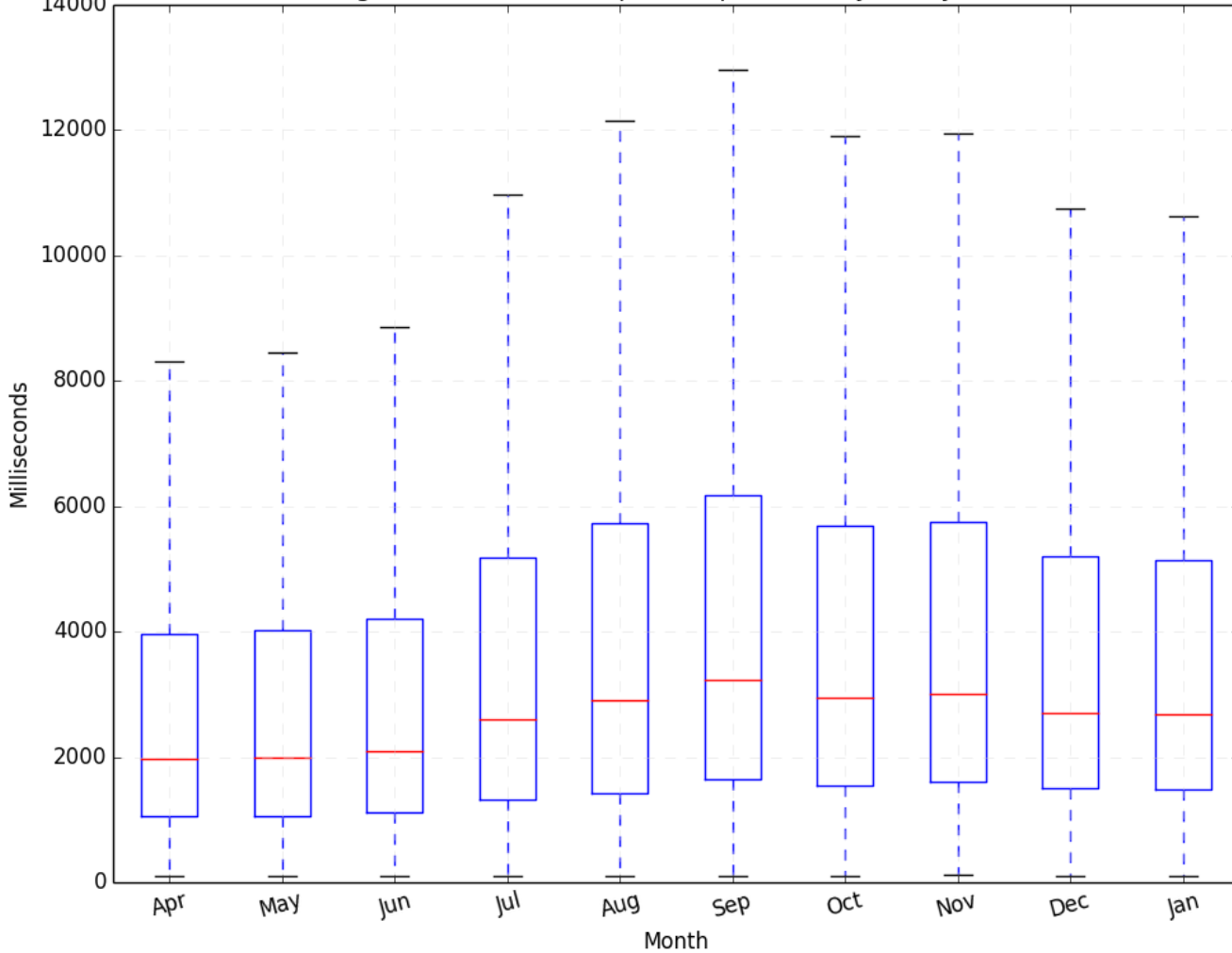
Site performance

Wikimedia Foundation - Jan 2014

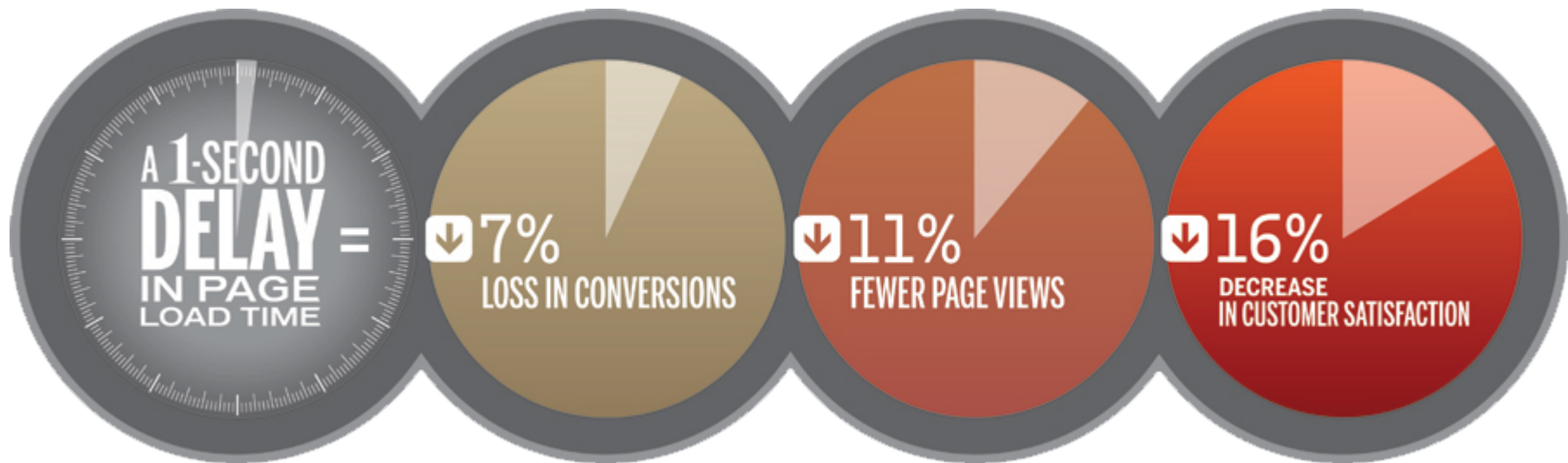
Metric definition

- * **page load time**: time from start of navigation to the browser's "load" event, indicating that all page resources (text, images, etc.) have been loaded.
- * some interactive features may not be ready for user input.
- * we attempt to collect this figure from 1:1,000 requests, but only 70.31% of users use a browser capable of reporting this number, so more like **7:10,000**.
- * includes both desktop and mobile sites of all Wikimedia wikis.

Page load times, all requests April 2013 - January 2014



MO	Q1	Q2	Q3	AVG
4	1057	1973	3960	3609
5	1069	1998	4023	3678
6	1116	2093	4213	3841
7	1331	2601	5187	4632
8	1432	2905	5722	4979
9	1643	3241	6172	5329
10	1542	2958	5685	4912
11	1614	3009	5748	5036
12	1500	2707	5200	4665
1	1486	2687	5142	4636



Source: Aberdeen Group - [The Performance of Web Applications: Customers are Won or Lost in One Second](#) (2008)

Infographic credit: [Strangeloop](#)

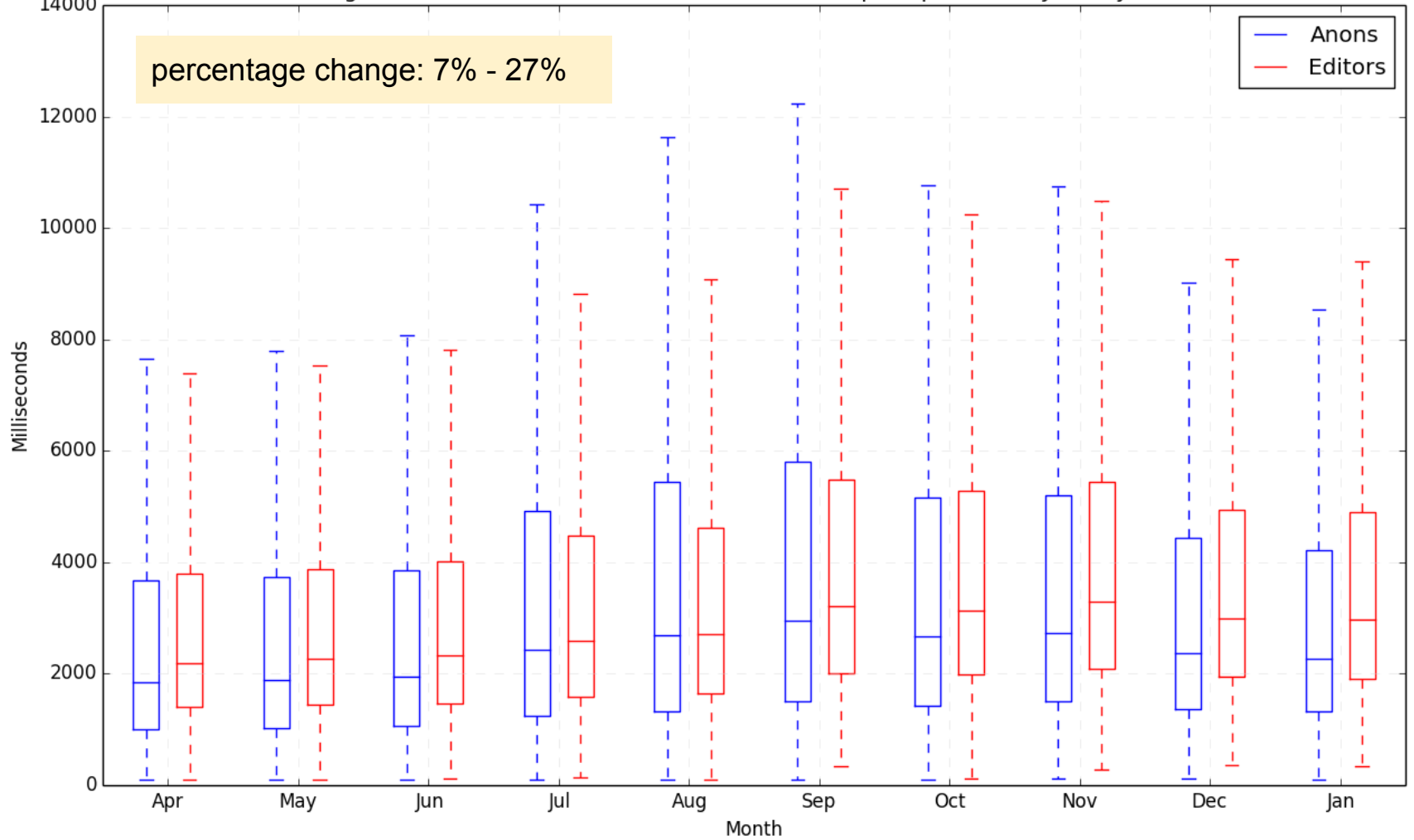
“Users really respond to speed.”

- * When asked, users unanimously said they preferred more results.
- * A/B test of 30 results per page vs. 10 showed 25% fewer searches in less than six weeks.
- * Why? 30 results takes .9 seconds to generate; 10 results take .4.
- * **"Latency really does matter to users, whether or not they can articulate it."**

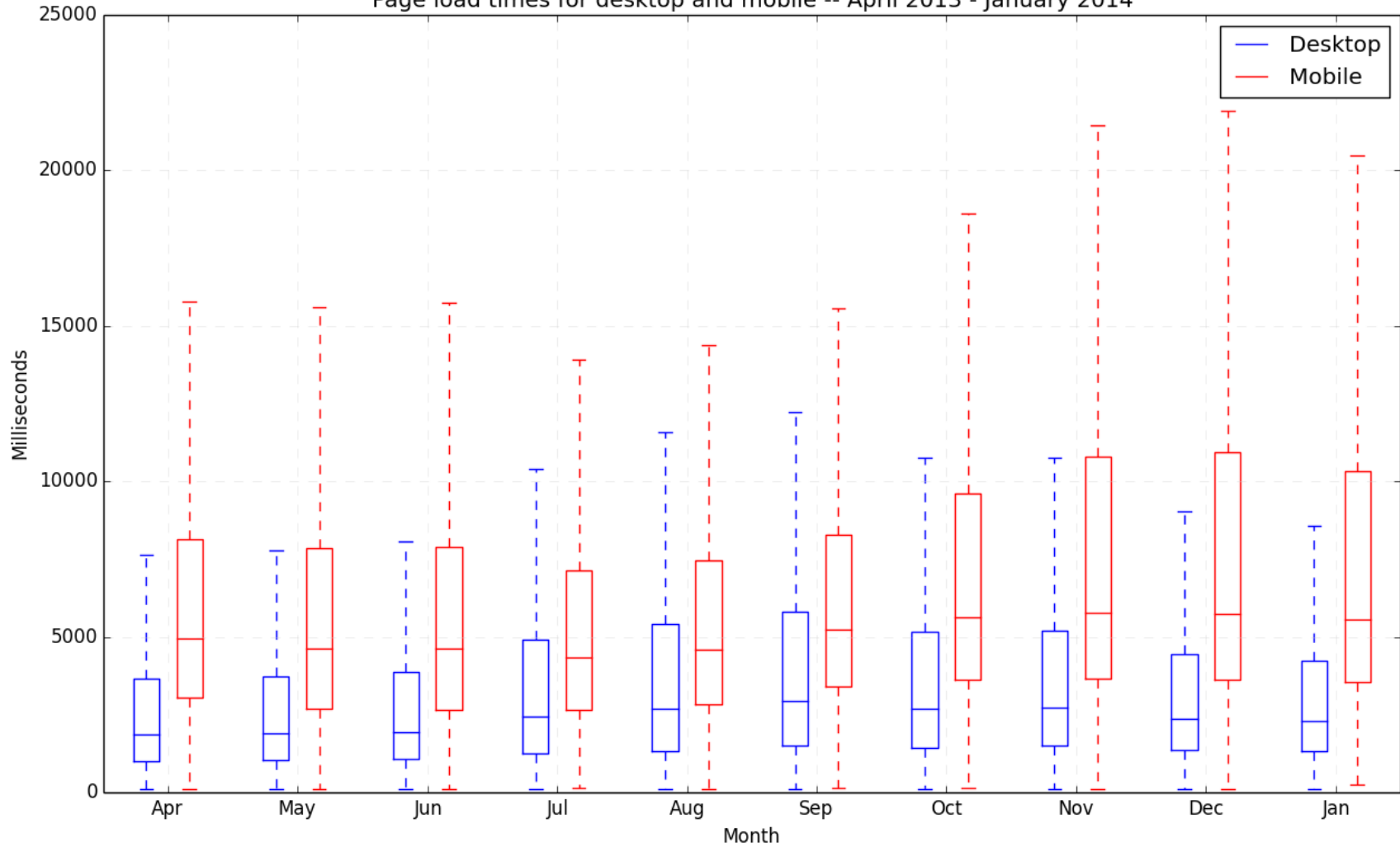
Marissa Mayer (Google),
["In Search of... A better, faster, stronger Web"](#)

Between April and September, average page load latency increased by **1.7 seconds**.

Page load times for anons and editors on desktop -- April 2013 - January 2014



Page load times for desktop and mobile -- April 2013 - January 2014



~~We need to change.~~

We are changing.

Priorities

- * Supportive culture.
- * Ownership.
- * Monitoring.
- * Feedback for developers.
- * Make performance **visible**.