Fakeperformance

- Presentation will be prepared…please wait…

www.facebook.com/marco.klawonn

www.xing.com/profile/Marco_Klawonn

@mklawonn

Reply
portaltech

- A short entry…

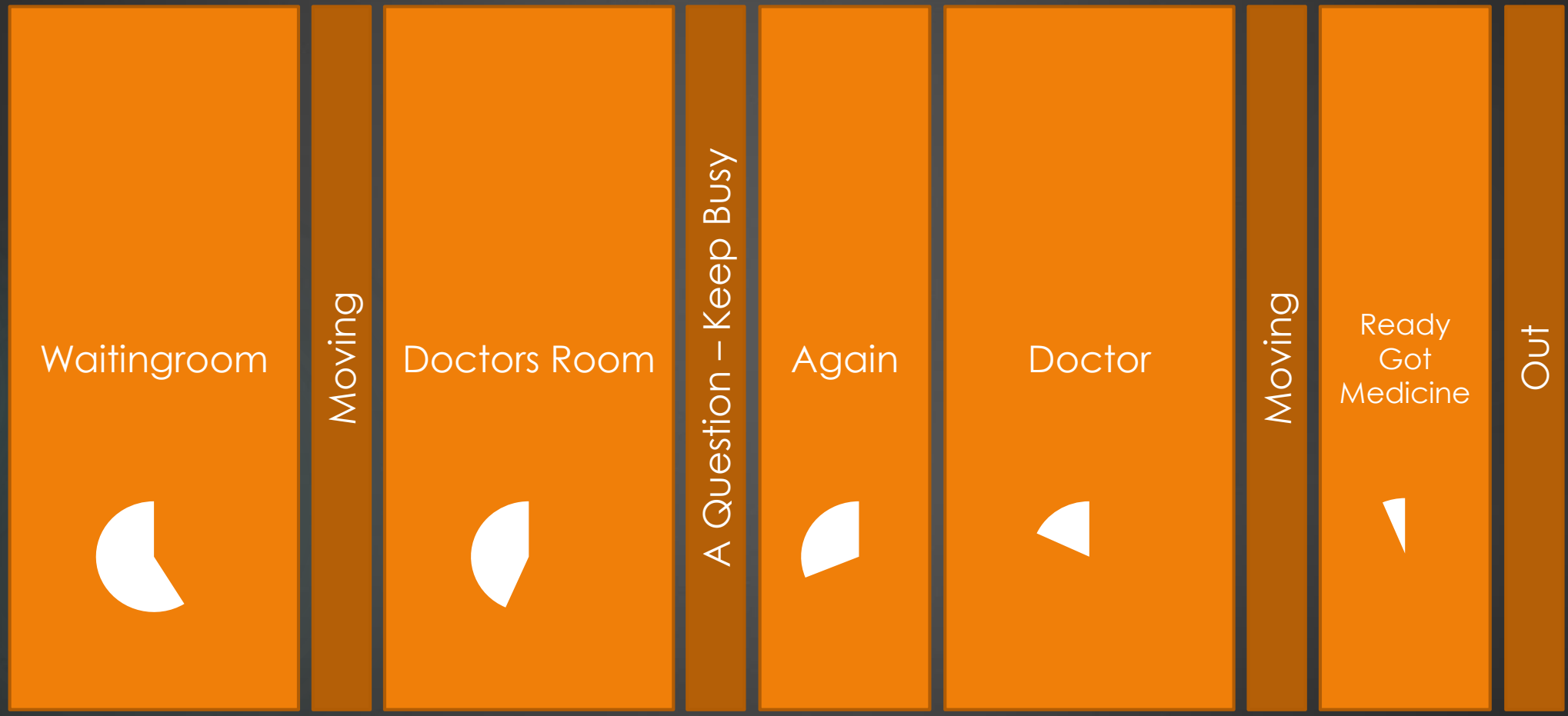
* Be prepared: short can be a fake…

Oh no!

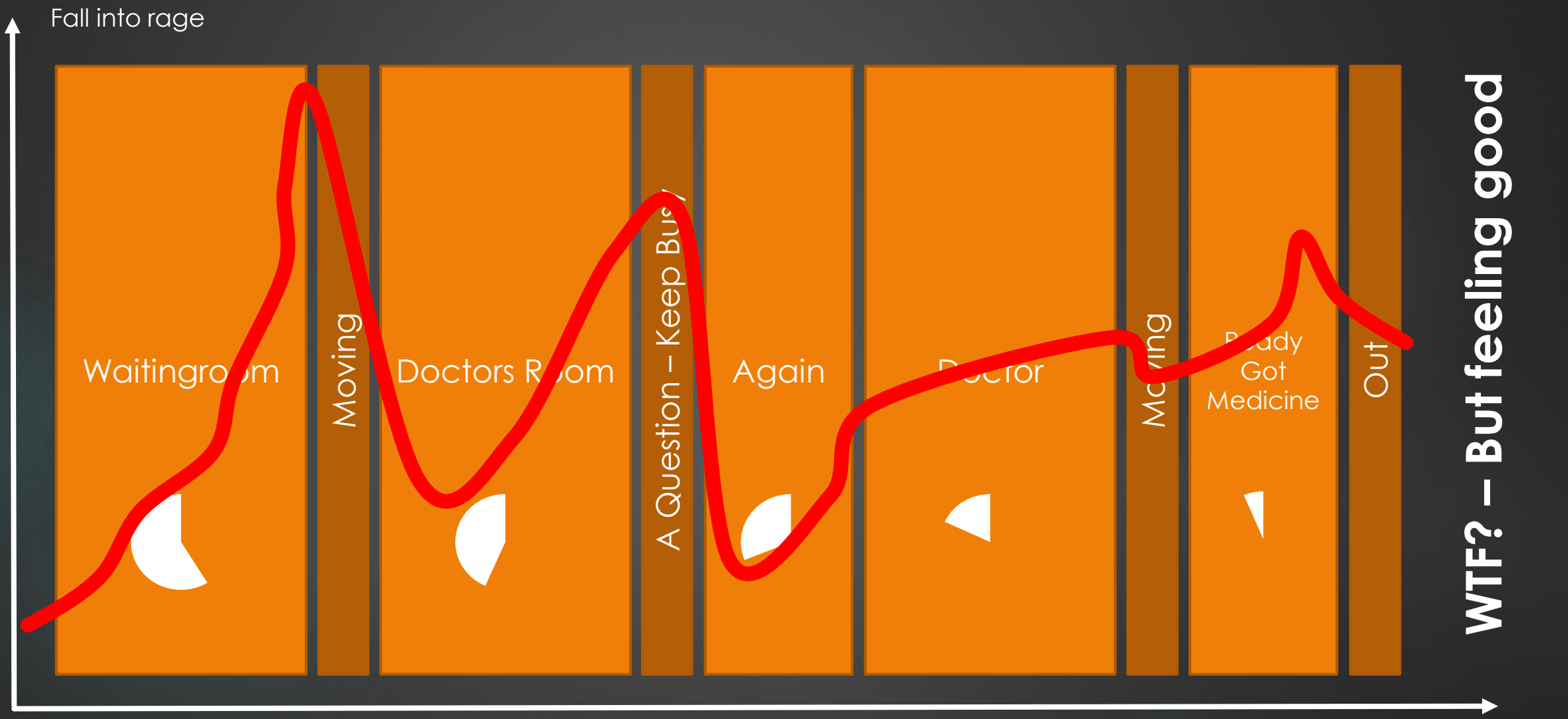
* Yes, I know its a pet doctor office…

…ok..well…wait again?

The „Waitingroom“-Strategy



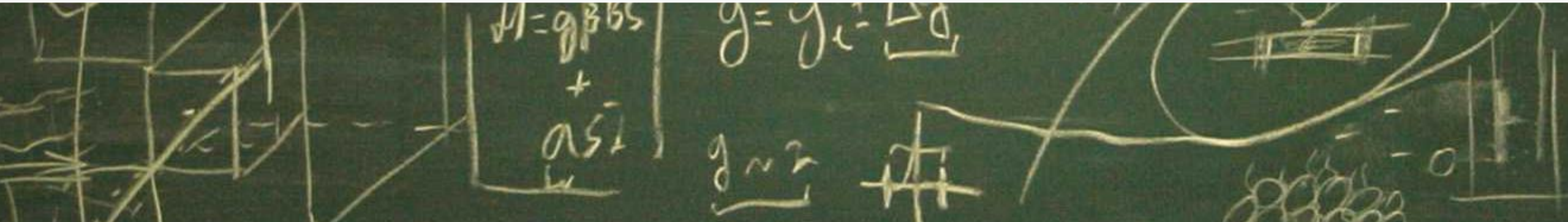
The „Waitingroom“-Strategy



Lesson Learned:

1.) The „Feel Good“-Performance is much more important than the actual performance.

2.) „Being occupied“ let us feel much better.



Performance in Numbers

57% of the Onlineshopper waiting less then 3 Seconds

Amazon: 100ms faster = 1% more sales

Mozilla: 2,2s faster=15,4% more downloads

- What would developers normaly do for these „Good Feeling“?

  Specialy in the context of „waiting“.....

But at first:

Fakeperformance != Performanceoptimization

- **Fakeperformance** is no replacement for real performanceoptimization
- **Fakeperformance** is a process
- **Fakeperformance** should increase „felt performance“

You‘ll need Fakeperformance:

- Primary at slow Interfaces
  - **Live prices** at the shop (for example out of a ERP)
  - **Availibility** out of a stock or out of a booking system
- Slow Infrastructur
  - **Streaming** starts delayed
- Processes that needs „Time“
  - **Calculation** of Keys
  - **Waiting** for archiving, copying etc.
  - **Generating** of „documents“

Five Methods for Acting

My agenda for ideas ans examples

5

1.) Lazy Loading

2.) Be Predictive

3.) Preloading and loading animations

4.) Using „the right words“, manipulate Users

5.) Keep the user busy

Let‘ speed up your „Feeling“

Five Methods for Acting

My agenda for ideas ans examples

1

1.) Lazy Loading

Lazy loading is a design pattern commonly used in computer programming to defer initialization of an object until the point at which it is needed. It can contribute to efficiency in the program's operation if properly and appropriately used. The opposite of lazy loading is eager loading.

(Source: Wikipedia)

Sneaker > Sneaker high

Größe | Farbe | Marke | Preis

Größe wählen | Farbe wählen | Marke wählen

17 € - 990 € »

Lazy Loading @ Zalando

NEU

Converse
ALL STAR HI - Sneaker high - maroon

Converse
CHUCK TAYLOR ALL STAR - Sneaker high - black

YOUR TURN
Sneaker high - grey
39,95 €

Converse
CHUCK TAYLOR ALL STAR HI - Sneaker high - jungle green

Pepe Jeans
INDUSTRY - Sneaker high - argent
89,95 €

Lacoste
CAMOUS - Sneaker high - black
109,95 €

Nike Sportswear
SUKETO - Sneaker high - brown/white/light crimson
79,95 €

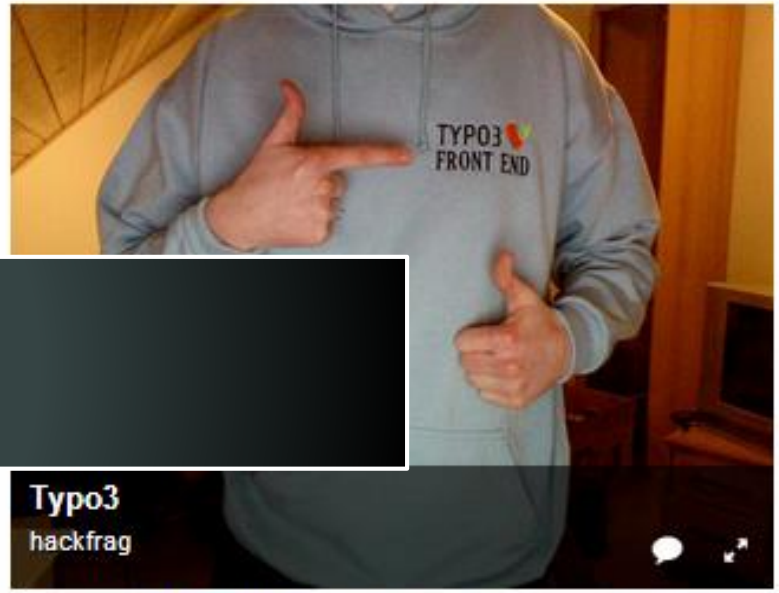
Candice Cooper
HOCH - Sneaker high - rosso
179,95 €

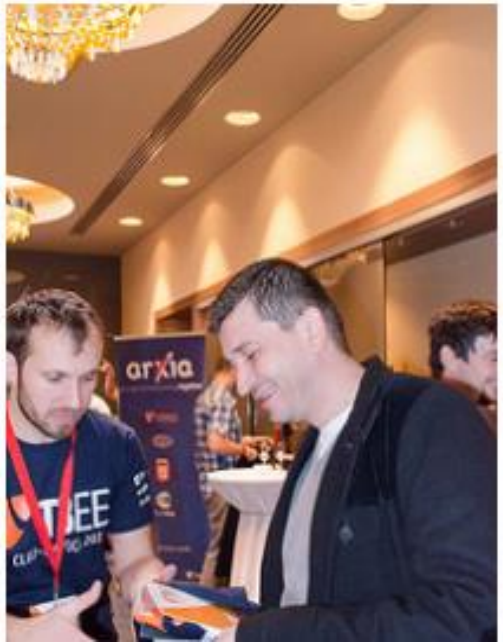
NEU

flickr Registrieren Entdecken Hochladen typo3 Anmelden

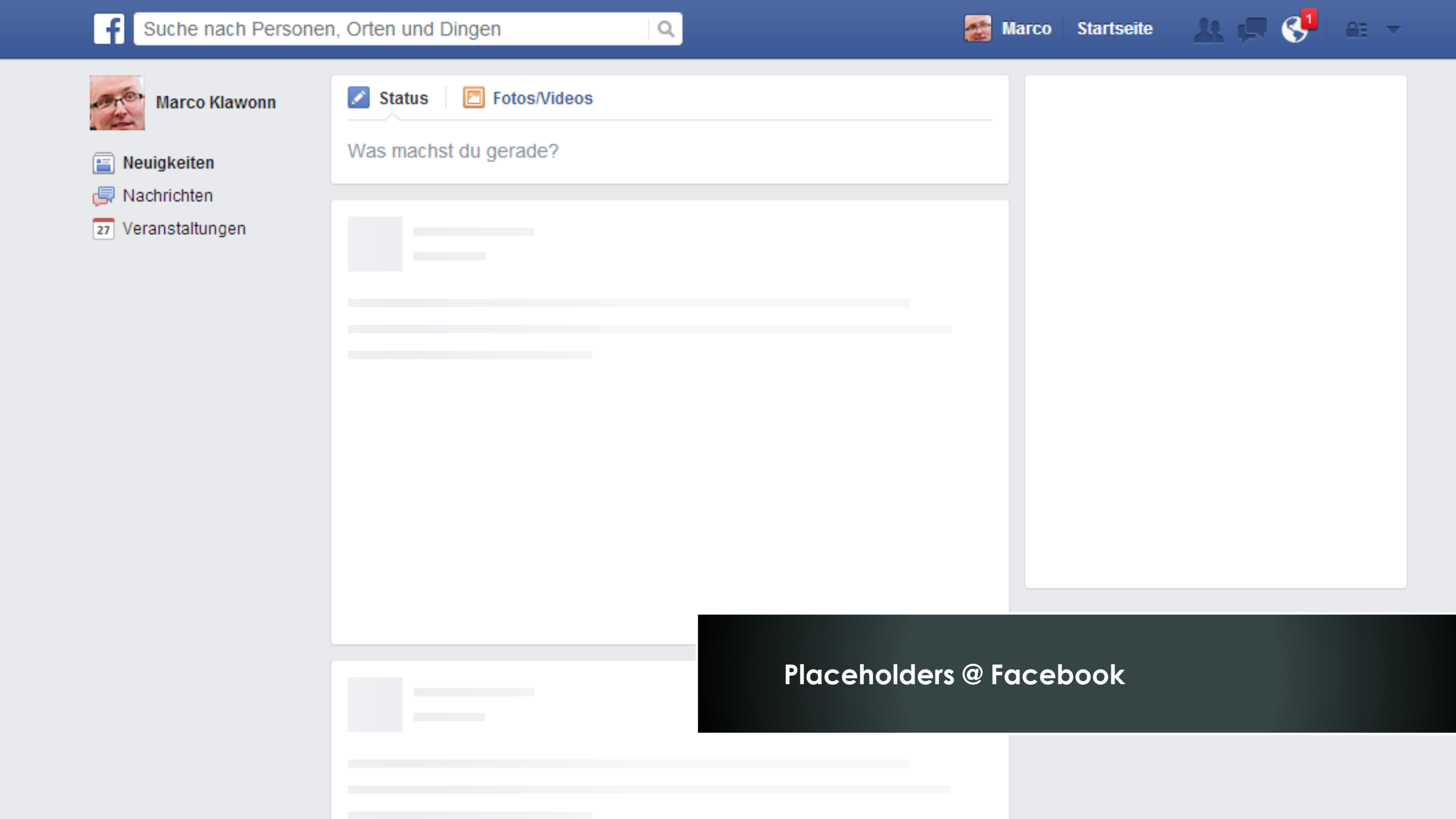
Sortieren: Relevant Erweiterte Suche

Lazy Loading @ Flickr





Es werden weitere Fotos abgerufen...


Suche nach Personen, Orten und Dingen
Marco
Startseite
1
Marco Klawonn
Neuigkeiten
Nachrichten
27
Veranstaltungen
Status
Fotos/Videos
Was machst du gerade?
Placeholders @ Facebook

Suche nach Personen, Orten und Dingen

Marco | Startseite

Marco Klawonn

- Neuigkeiten
- Nachrichten
- Veranstaltungen

Status | Fotos/Videos

Was machst du gerade?

Stefan Bauer und **Jochen Weiland** haben einen Link geteilt.

33 Unbelievable Places To Visit
Believe These Actually Exist On

This is not a painting - it's a real place right

DISTRACTIFY.COM

Stefan Bauer

Placeholders @ Facebook

Suche nach Personen, Orten und Dingen

Marco | Startseite

Marco Klawonn

Neuigkeiten
Nachrichten 2
Veranstaltungen 2

SEITEN
Portaltech Reply

Seiten-Feed 20+
Empfohlene Seiten 20+
Werbeanzeige erstellen

APPS
Spiele 15
Adventskalender
Apps verwalten
Orte bearbeiten
Test_console
Flattr
Werbeanzeigen erste...

Status | Fotos/Videos

Was machst du gerade?

Andrea Herzog-Kienast
48 Sekunden ·

Welches Tool für Besucherstatistiken könnt ihr für TYPO3 6.2 empfehlen?

Gefällt mir · Kommentieren

Schreibe einen Kommentar ...

Stefan Bauer und **Jochen Weiland** haben einen Link geteilt.

1 Anfrage von Swantje Winkes
2 Veranstaltungen diese Woche

GESPONSERT | Werbeanzeige erstellen

Frühbuchervorteile!
sixt.de

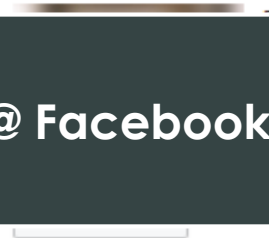
Früh buchen und bis zu 25 % sparen.

Kemner Home Company

Wenn Ihr Sofa nicht mehr ankommt, kommen Sie zu uns! Sofas wie gemalt gibt's bei uns!

Gefällt mir · Jürgen Albrecht und Vivian Glade gefällt Kemner Home Company.

Bahlsen
Gratulieren & gewinnen



Fasching gefällt Bahlsen.

Webinale :: the holistic web...
webinale 2014

Placeholders @ Facebook

Five Methods for Acting

My agenda for ideas ans examples

2

2.) Be Predictive

A **prediction** (Latin *præ-*, "before," and *dicere*, "to say") or **forecast** is a statement about the way things will happen in thefuture, often but not always based on experience or knowledge.

(Source: Wikipedia)

Google Now

42 miles in August

23 miles less than July

Summary of July & August

13 miles walking
26 miles walking

52 miles cycling
22 miles cycling

Based on your device's location which is periodically sent to google. Learn more

Attractions nearby

Science Museum
imax cinema · science history · sandwich shop · cafe
25 ZAGAT *90 reviews*

The London Bridge Experien...
zombies · darkness · adrenaline fix ·

Lunch with Brad @ 12pm

2368 3rd Street, San Jose, CA 94107

Get directions / 33min via 101

Alternate route / 45min via 280

Pacifica Airlines flight 2340

Status: Delayed / Wed, June 27, 2012

Depart San Francisco

Suche nach Personen, Orten und Dingen

Marco | Startseite

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- Neuigkeiten
- Nachrichten 2
- Veranstaltungen 2

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- Portaltech Reply
- SB Mega Store 6
- hmmh-Shuttle 2
- Praktiker_Test
- T3CON Europe
- Deichliebe 3
- Seiten-Feed 20+
- Empfohlene Seiten 20+
- Werbeanzeige erstellen

APPS

- Spiele 15
- Adventskalender
- Apps verwalten
- Orte bearbeiten
- Test_console
- Flattr
- Werbeanzeigen erste...

Status | Fotos/Videos

Was machst du gerade?

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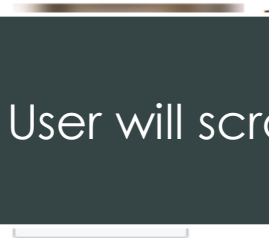
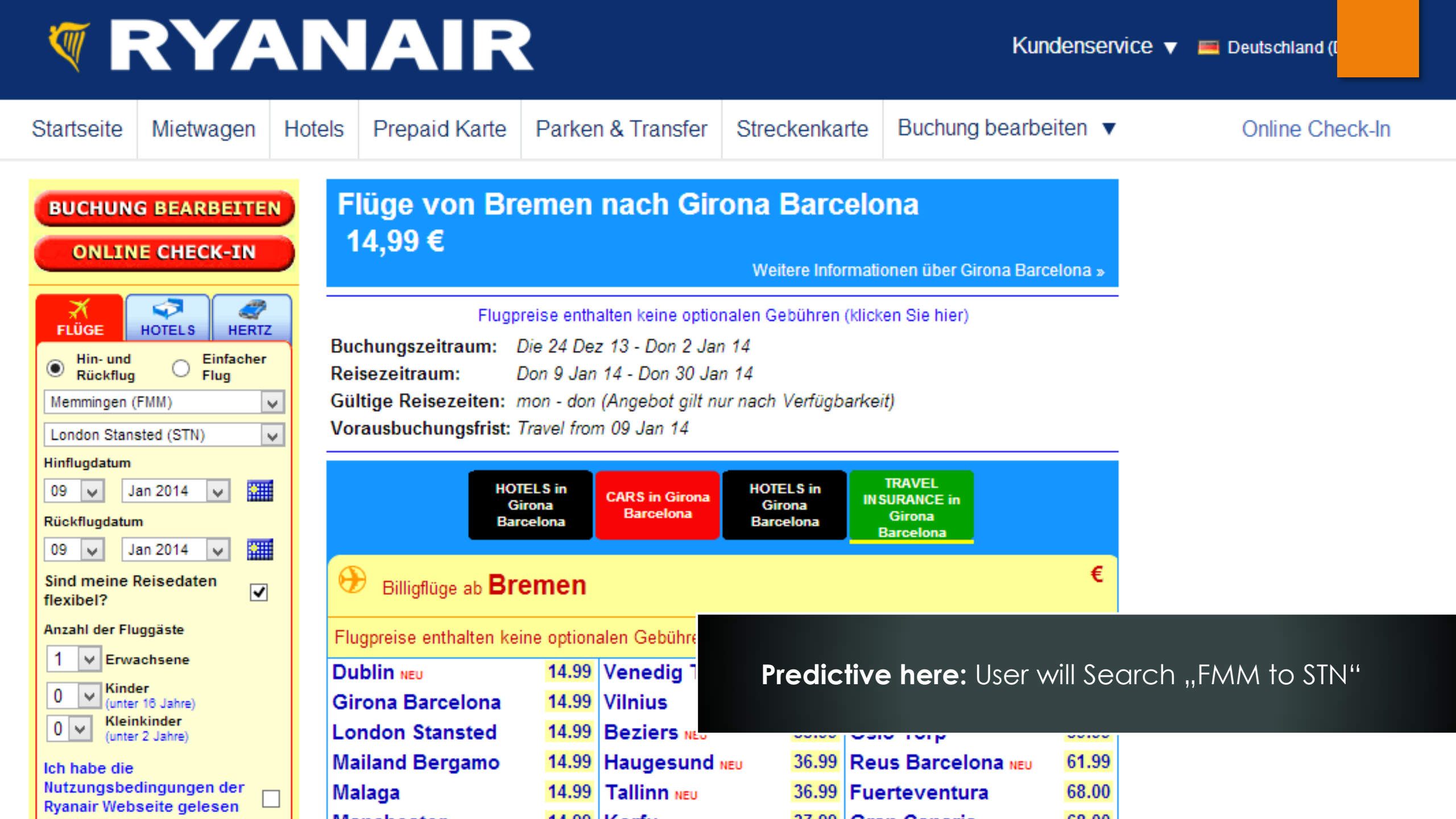
Gratulieren & gewinnen



Fasching gefällt Bahlsen.

Webinale :: the holistic web...
webinale 2014

Predictive here: User will scroll


RYANAIR
Kundenservice
Deutschland
Startseite
Mietwagen
Hotels
Prepaid Karte
Parken & Transfer
Streckenkarte
Buchung bearbeiten
Online Check-In
BUCHUNG BEARBEITEN
ONLINE CHECK-IN
FLÜGE
HOTELS
HERTZ
Hin- und Rückflug
Einfacher Flug
Memmingen (FMM)
London Stansted (STN)
Hinflugdatum
09
Jan 2014
Rückflugdatum
09
Jan 2014
Sind meine Reisedaten flexibel?
Anzahl der Fluggäste
1
Erwachsene
0
Kinder
(unter 16 Jahre)
0
Kleinkinder
(unter 2 Jahre)
Ich habe die Nutzungsbedingungen der Ryanair Webseite gelesen
Flüge von Bremen nach Girona Barcelona
14,99 €
Weitere Informationen über Girona Barcelona »
Flugpreise enthalten keine optionalen Gebühren (klicken Sie hier)
Buchungszeitraum: Die 24 Dez 13 - Don 2 Jan 14
Reisezeitraum: Don 9 Jan 14 - Don 30 Jan 14
Gültige Reisezeiten: mon - don (Angebot gilt nur nach Verfügbarkeit)
Vorausbuchungsfrist: Travel from 09 Jan 14
HOTELS in Girona Barcelona
CARS in Girona Barcelona
HOTELS in Girona Barcelona
TRAVEL INSURANCE in Girona Barcelona
Billigflüge ab Bremen
€
Flugpreise enthalten keine optionalen Gebühre
Dublin NEU 14.99
Girona Barcelona 14.99
London Stansted 14.99
Mailand Bergamo 14.99
Malaga 14.99
Venedig
Vilnius
Beziers NEU
Haugesund NEU 36.99
Tallinn NEU 36.99
Reus Barcelona NEU 61.99
Fuerteventura 68.00
Predictive here: User will Search „FMM to STN“

- **1.) Normaly:** you know what your user will do next
- **2.) Everythning else:** Edge Cases

Five Methods for Acting

My agenda for ideas ans examples

3

3.) Preloading and loading animations

The term Preloader describes a program part, which is responsible for the pre-loading of data. One finds Preloader wherever large amounts of data need to be loaded and the loading process will take some time.

(Source: Wikipedia.de via google translate)

Main methods for preloading

1.) Load. Show something while loading. Show

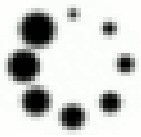
2.) Load. Show. Wait for interaction. Load again. Show again. (Mainly discussed in „Lazy Loading“)

How fast is a spinning Wheel?

- …and can a spinning Wheel be faster?
- …and is a loading Bar faster?

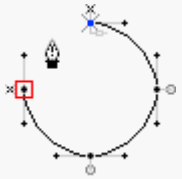
„Speed“ of loading

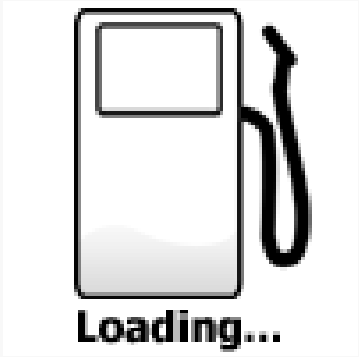
Slow, with steps between.

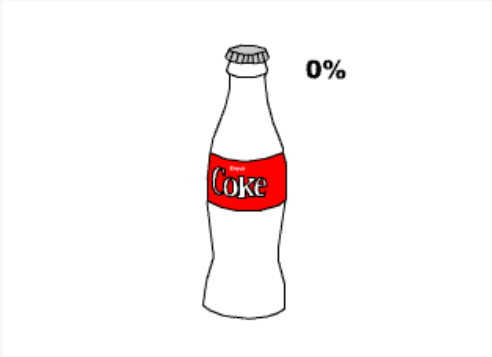


Fast loading

Creative „Wheel“– „Keep the user busy 0.1“







flug.de
- hier (f)liegen Sie richtig

Können wir Ihnen helfen? 030 - 6980249793

1. Suche | 2. Alle Flüge | 3. Ihre Auswahl | 4. Ihre Daten | 5. Buchen

IHR FLUG NACH RIO DE JANEIRO

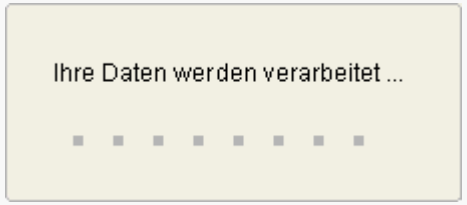
Wir suchen für Sie die günstigsten Flüge aus über 750 Airlines.

Nobody likes to whait endless

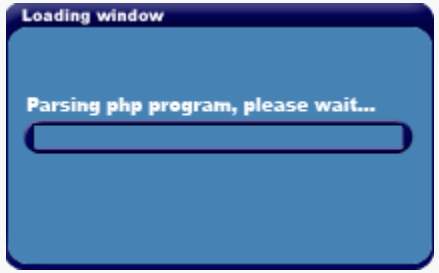
- Spinning Wheels are **endless**
- **User like to know how long they should wait**
  - Willingness for waiting will increase

Spinning Wheel vs. Progress Bar

Endless Bar.



Loading Elements.

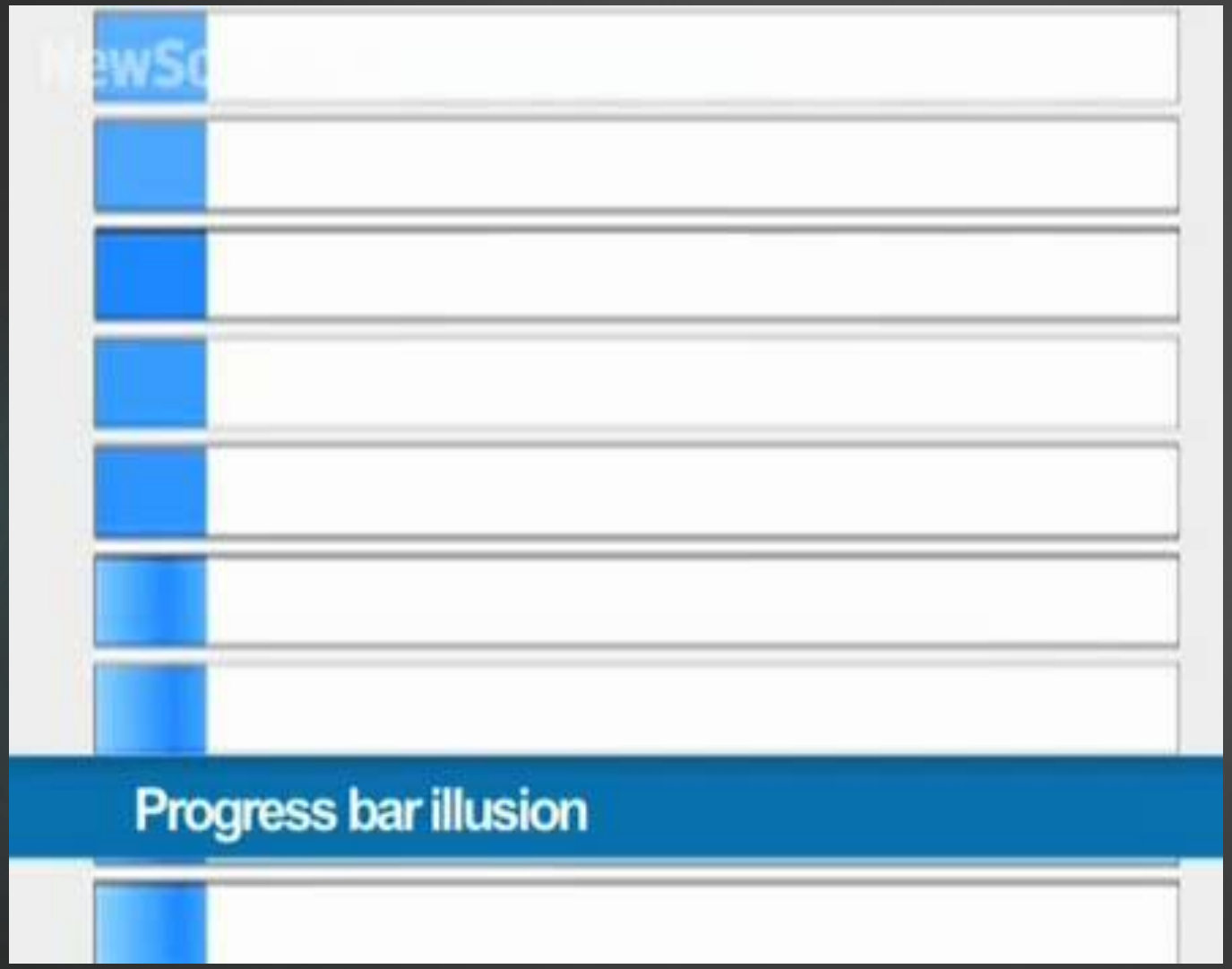


„Something happens“.

Use sections for your progressbar

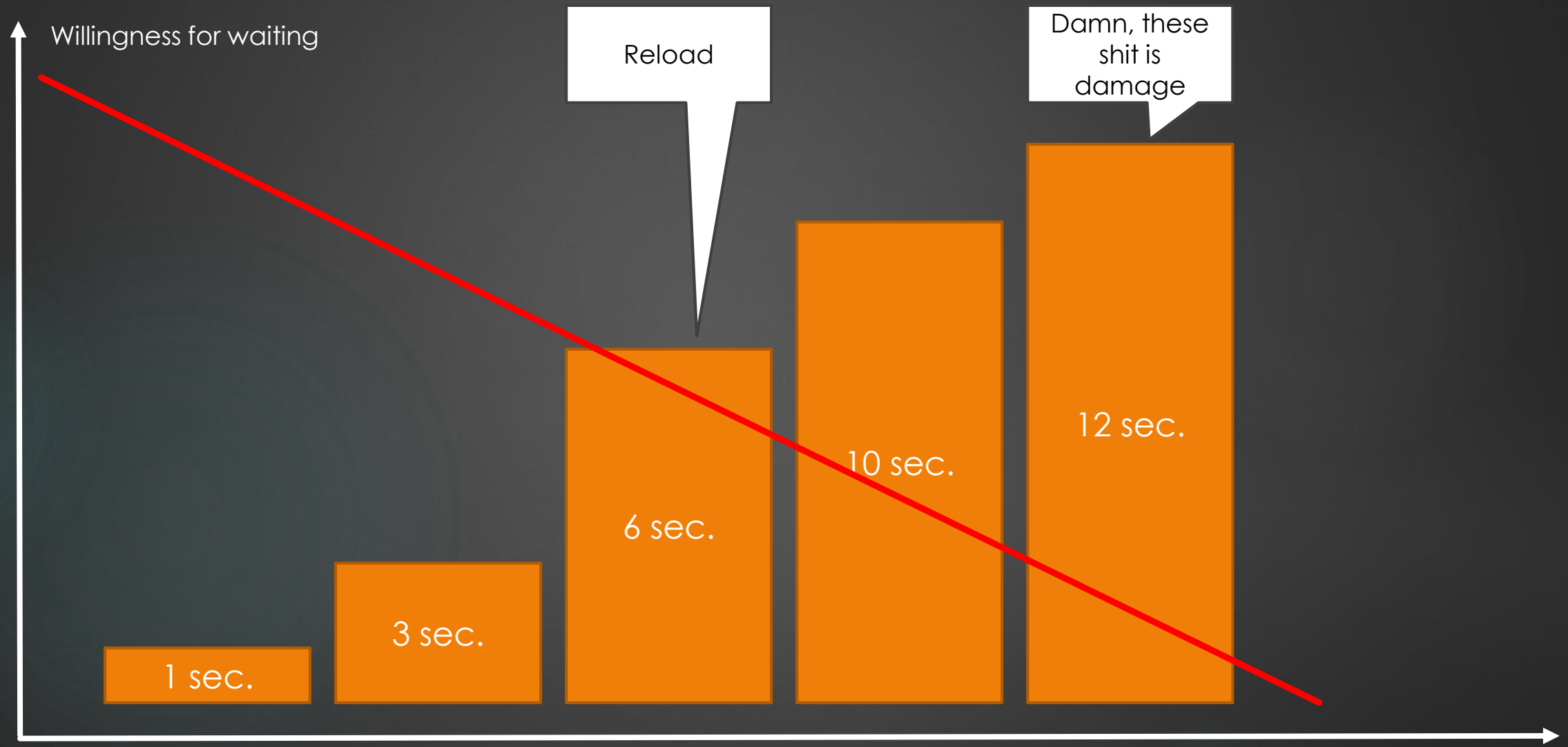
Animations inside progressbar

- http://bcove.me/702suste



Up to 11% quicker

Waiting


Willingness for waiting
Reload
Damn, these shit is damage
1 sec.
3 sec.
6 sec.
10 sec.
12 sec.

- What if you need more than 3-8 seconds??

Five Methods for Acting

My agenda for ideas ans examples

4

4.) Using „the right words“, manipulate Users

Bavaria ipsum dolor sit amet Weißwiaschd gfreit mi hoggd Ewig und drei Dog Bradwurschtsemmal Gschicht des wiad a Mordsgaudi Schdarmbeaga See. Schmankal Enzian Sauakraud obacht Edlweiss Hemad weida Spezi Zidern: A bravs hawadere midananda am acht'n Tag schuf Gott des Bia umananda, de heid gfoids ma sagrisch guad Schdeckalfisch. Am acht'n Tag schuf Gott des Bia Griasnoggalsubbm Guglhupf do legst di nieda, ded dei.

The right words at the right time

- Manipulate Users with Words - Support:

„Can I help you? Our Live Support will be ready in a view seconds.“

The right words at the right time

- Manipulate Users with Words – technic style:

„We need to encrypt your data for your own security, please wait“

The right words at the right time

- Manipulate Users with Words – prefer:

„The best price will be calculated speacialy for you.“

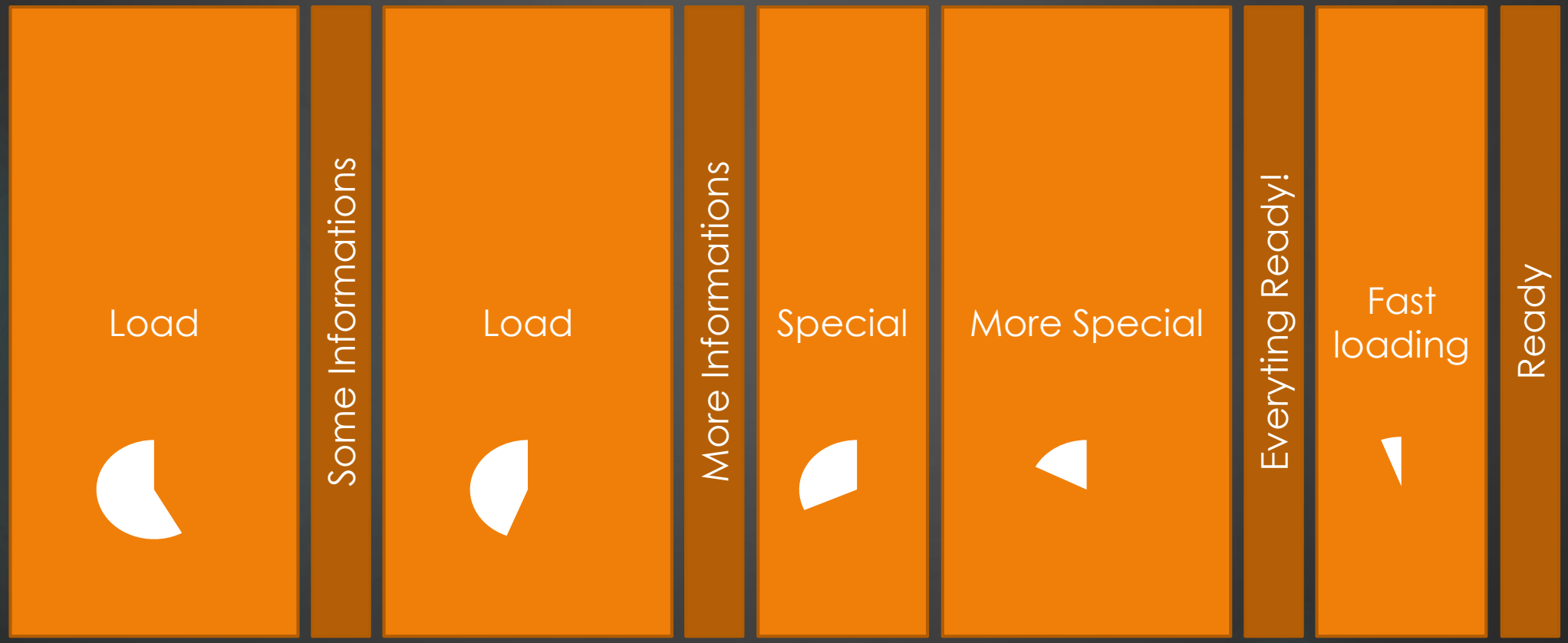
The right words at the right time

- Manipulate Users with Words – dominate:

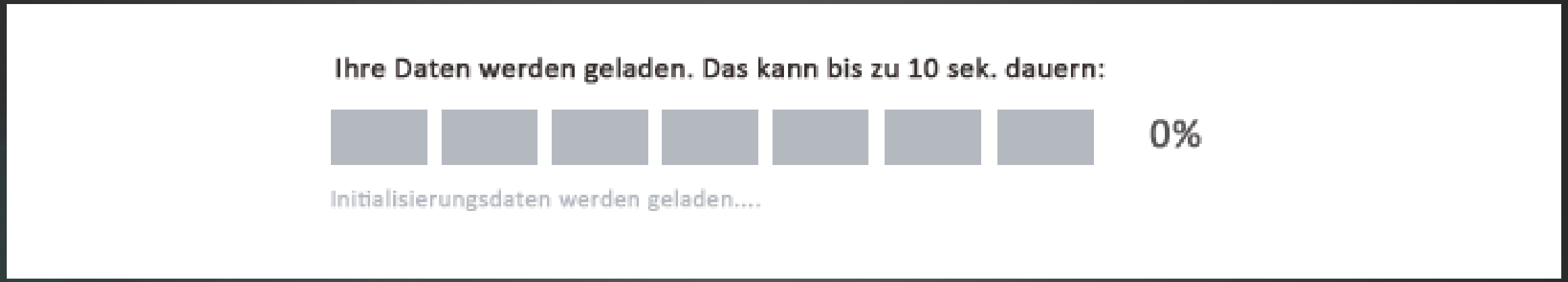
„For technical reasons: don‘t close these Window and wait!“

Back to our „Waitingroomstrategie“

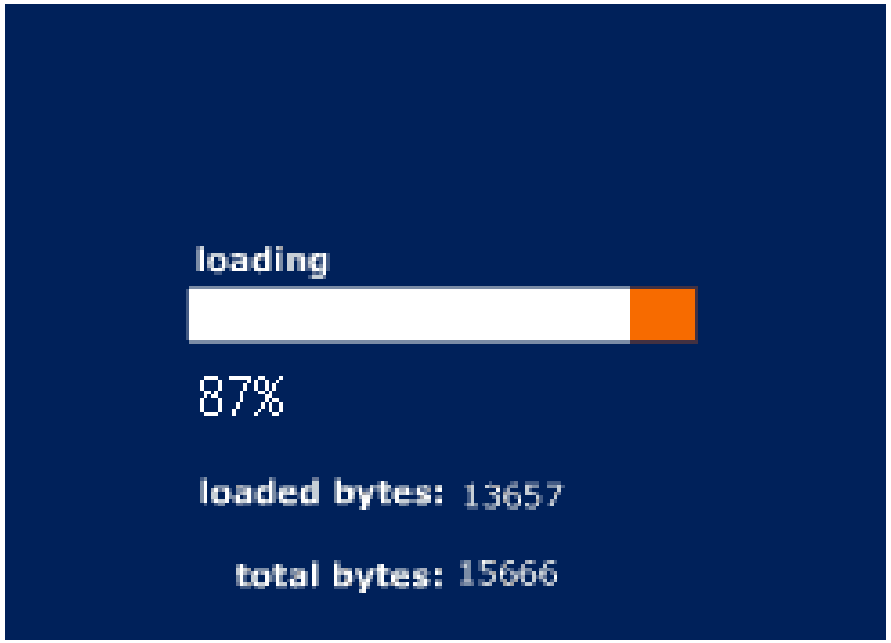
- Storyboard for Progressbar – Words inside the Progress Bar
- The Right Words: „It will need some time“



„LieToTheUser“- Storyboarded



„LieAndLoad“ – Flat Lie



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Schneier on Security

A blog covering security and security technology.

« Hacking Best-seller Lists | Main | Nationalism on the Internet »

March 13, 2013

Security Theater on the Wells Fargo Website

Click on the "Establishing secure connection" link at the top of this page. It's a Wells Fargo page that displays a progress bar with a bunch of security phrases -- "Establishing Secure Connection," "Sending credentials," "Building Secure Environment," and so on -- and closes after a few seconds. It's complete security theater; it doesn't actually do anything but make account holders feel better.

Tags: Internet, web

Posted on March 13, 2013 at 1:30 PM • 29 Comments

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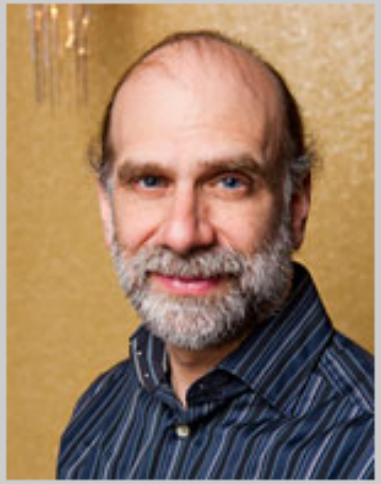
Comments

OnTheWaterfront • March 13, 2013 2:06 PM

"it doesn't actually do anything but make account hold
than what most large banks are capable of these day

pfooti • March 13, 2013 2:11 PM

Even better, the actual "signing on" and progress bar bits are just animated gifs.



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TBD example...

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A blog covering security and security technology.

« Hacking Best-seller Lists | Main | Nationalism on the Internet »

March 13, 2013

Security Theater on the Wells Fargo Website

This may take a few moments.

Establishing Secure Connection

https://www.schneier.com/blog/archives/2013/03/security_theate_8.html

Contact Information

OnTheWaterfront • March 13, 2013 2:06 PM

"it doesn't actually do anything but make account holders feel better." Unfortunately that is more than what most large banks are capable of these days.

---

pfooti • March 13, 2013 2:11 PM

Even better, the actual "signing on" and progress bar bits are just animated gifs.

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Flug | Hotels | NEU! Reisen & Last-Minute | Mietwagen | Flug & Hotel | Airline Bewertungen | News | MasterCard GOLD

Es wird für Sie nach passenden Flügen gesucht.

Dieser Vorgang kann bis zu 2 Minuten dauern. In 8 Flügen von über 750 Airlines wird gesucht nach
Adria Airways.

So einfach!
Mit einem Klick, wirklich alle Flüge im Vergleich!

Linienflüge *Billigflüge* *Charterflüge* *Restplätze*

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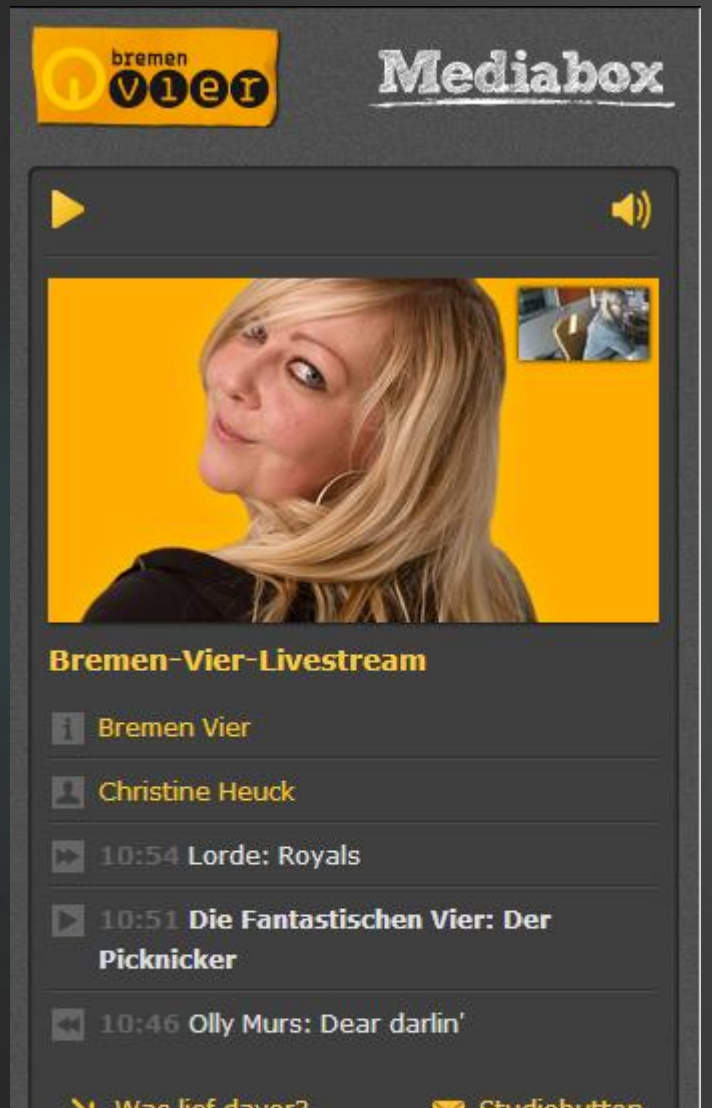
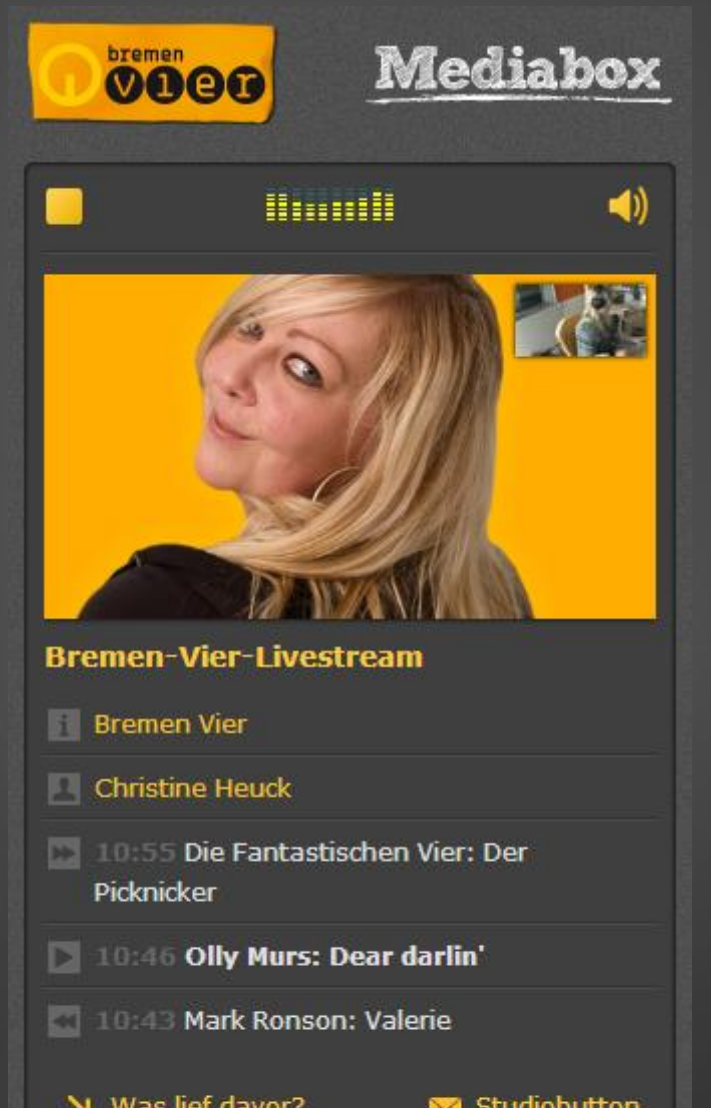
Not words but: Lie with images





Radio Bremen 4 Livestream

Five Methods for Acting

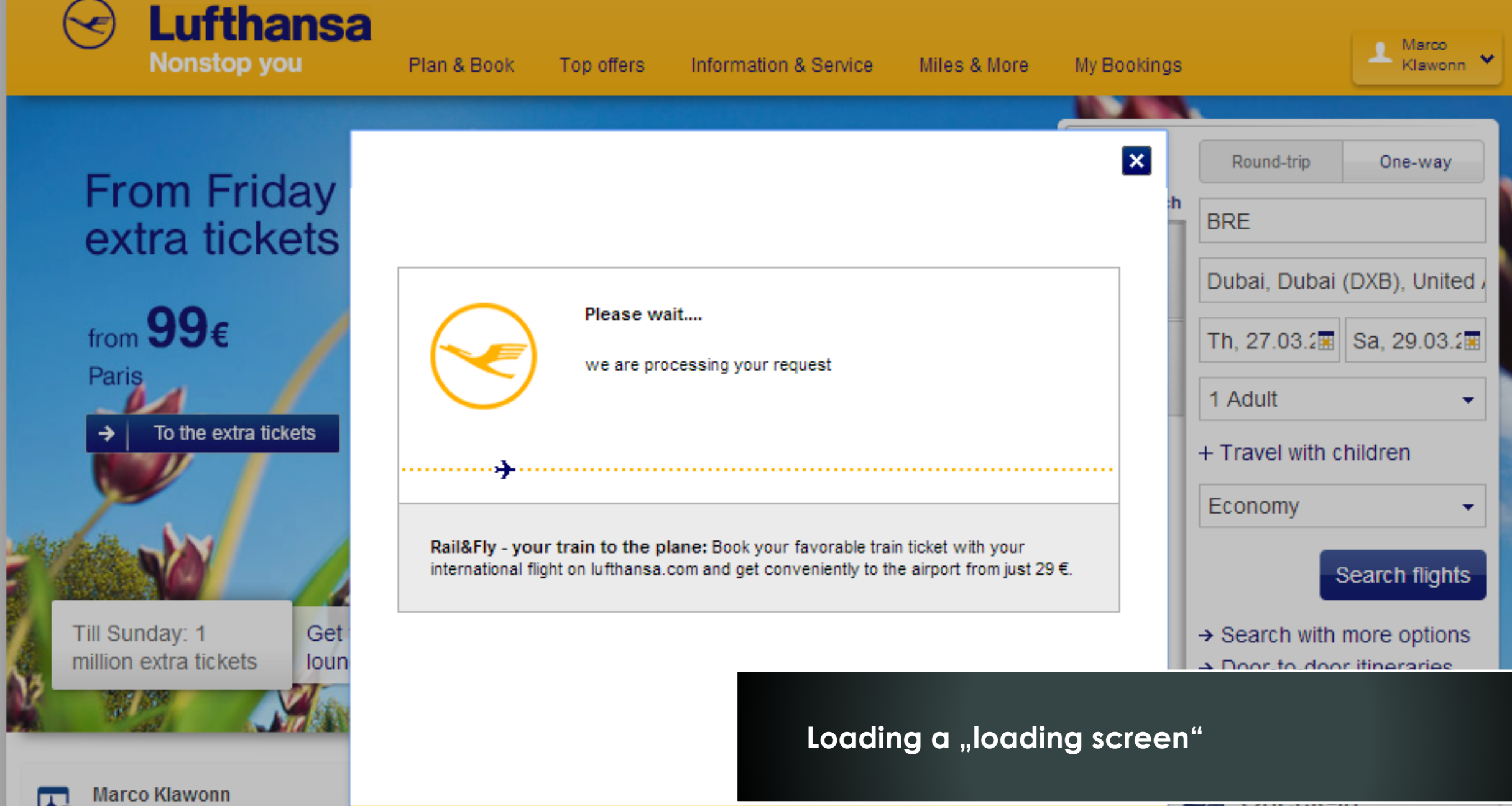
My agenda for ideas ans examples

5

5.) Keep the user busy

Users needs something to do

- **What the user can do while waiting:**
  - **Occupation therapy:** Anit Usability
  - **Games:** funny Waiting
  - **Get on the nerves:** They will hate u, but it works



Loading a „loading screen“

Configure Your Trip | Enter Passenger Details | Choose Payment Method

Your Shopping Cart

Please choose your flights

Bremen, Bremen (BR | Dubai, Dubai (DXB), U | 28.03.2014 | 29.03.2014 | Modify search

Flight Tickets

- Please select your outbound flight -

- Please select your inbound flight -

1 Passenger(s) --,--

Bremen - Dubai

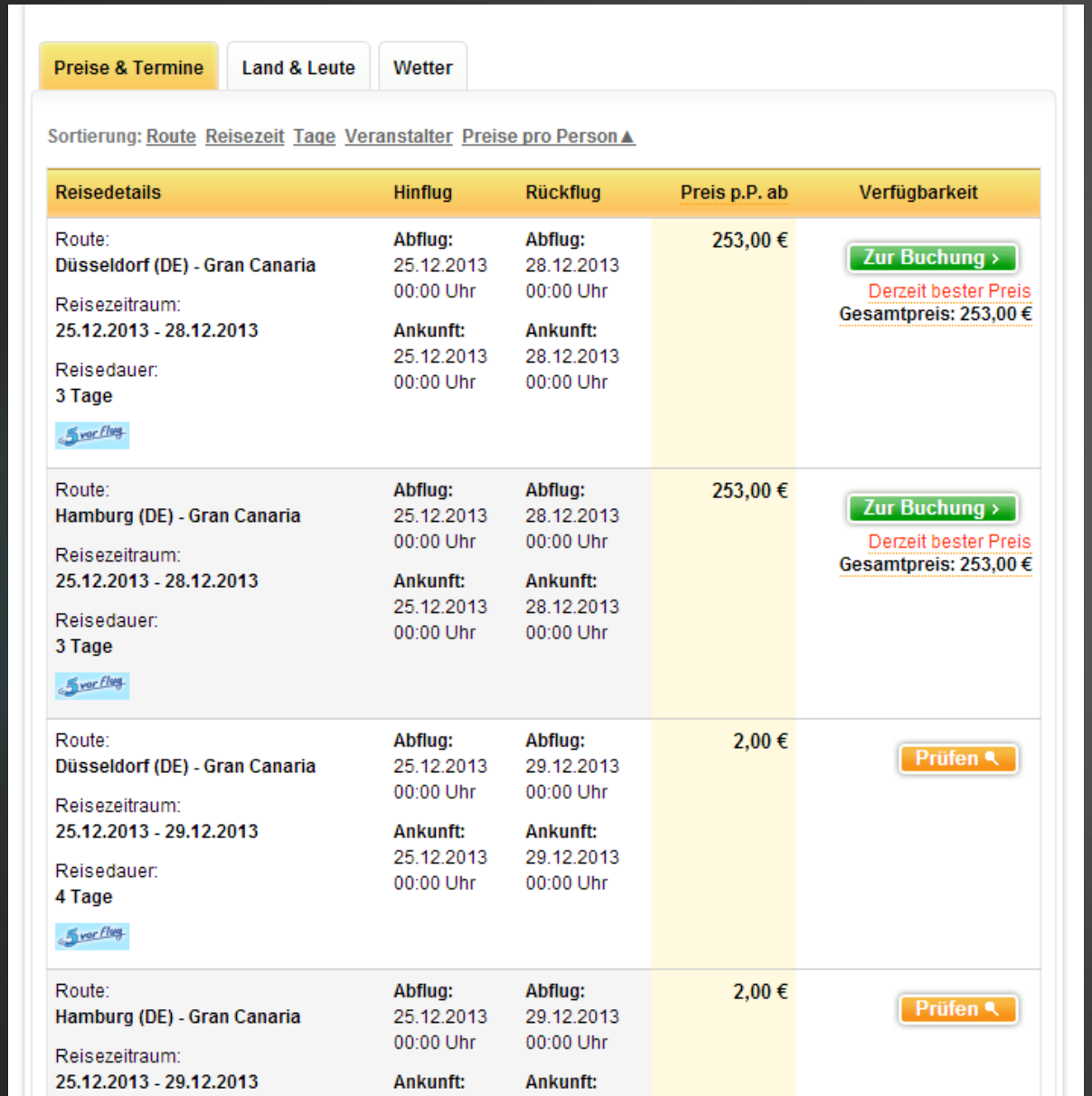
Total Price 0,00

Incl. fees and taxes.

The content is loading
Please wait and do not leave this page.

Result: Loading a „loading screen“

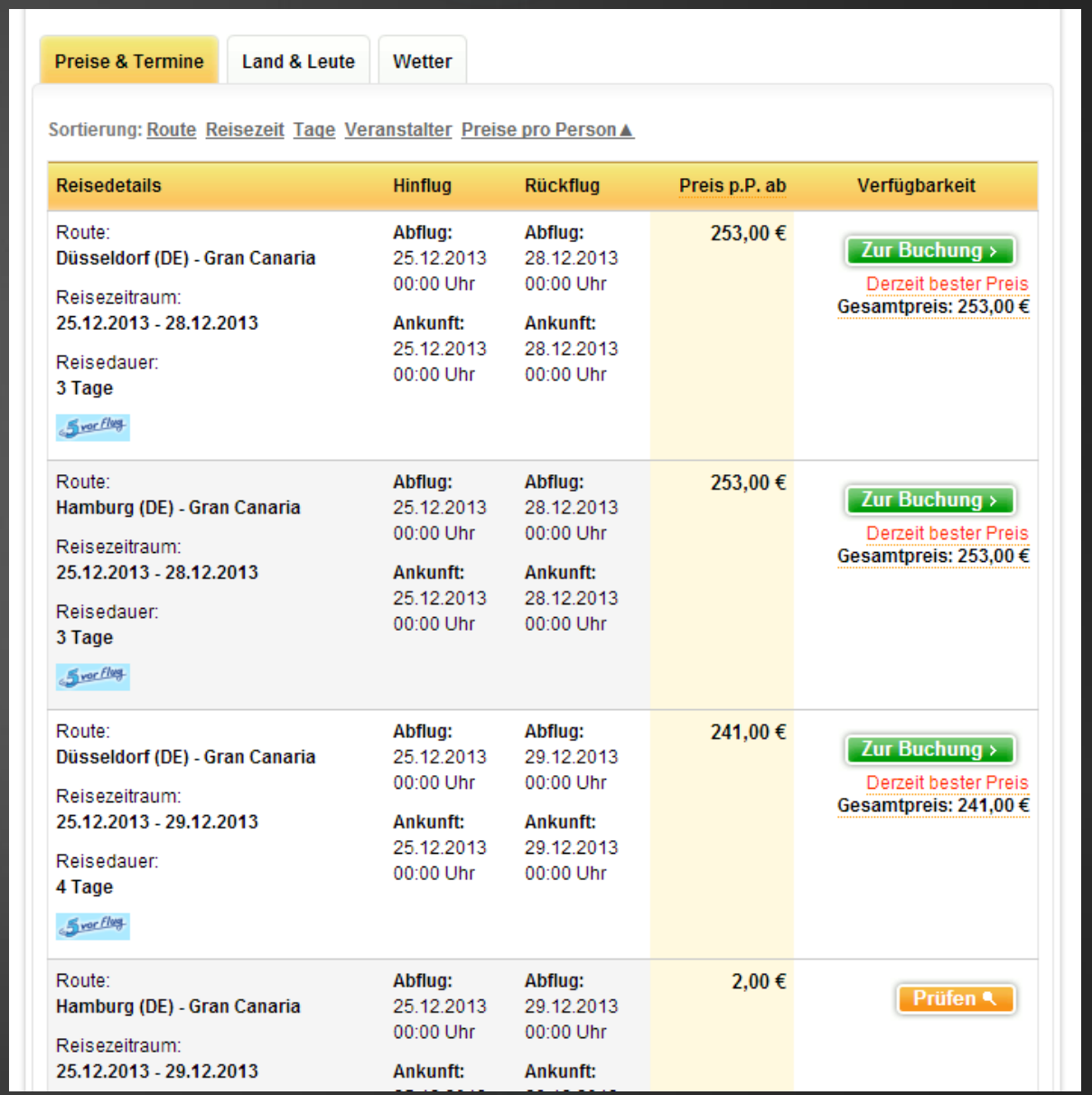
Click for the truth



Preise & Termine | Land & Leute | Wetter

Sortierung: Route Reisezeit Tage Veranstalter Preise pro Person▲

Reisedetails	Hinflug	Rückflug	Preis p.P. ab	Verfügbarkeit
Route: **Düsseldorf (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 28.12.2013** Reisedauer: **3 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 28.12.2013 00:00 Uhr **Ankunft:** 28.12.2013 00:00 Uhr	253,00 €	Zur Buchung › Derzeit bester Preis **Gesamtpreis: 253,00 €**
Route: **Hamburg (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 28.12.2013** Reisedauer: **3 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 28.12.2013 00:00 Uhr **Ankunft:** 28.12.2013 00:00 Uhr	253,00 €	Zur Buchung › Derzeit bester Preis **Gesamtpreis: 253,00 €**
Route: **Düsseldorf (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 29.12.2013** Reisedauer: **4 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 29.12.2013 00:00 Uhr **Ankunft:** 29.12.2013 00:00 Uhr	2,00 €	Prüfen
Route: **Hamburg (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 29.12.2013**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:**	**Abflug:** 29.12.2013 00:00 Uhr **Ankunft:**	2,00 €	Prüfen



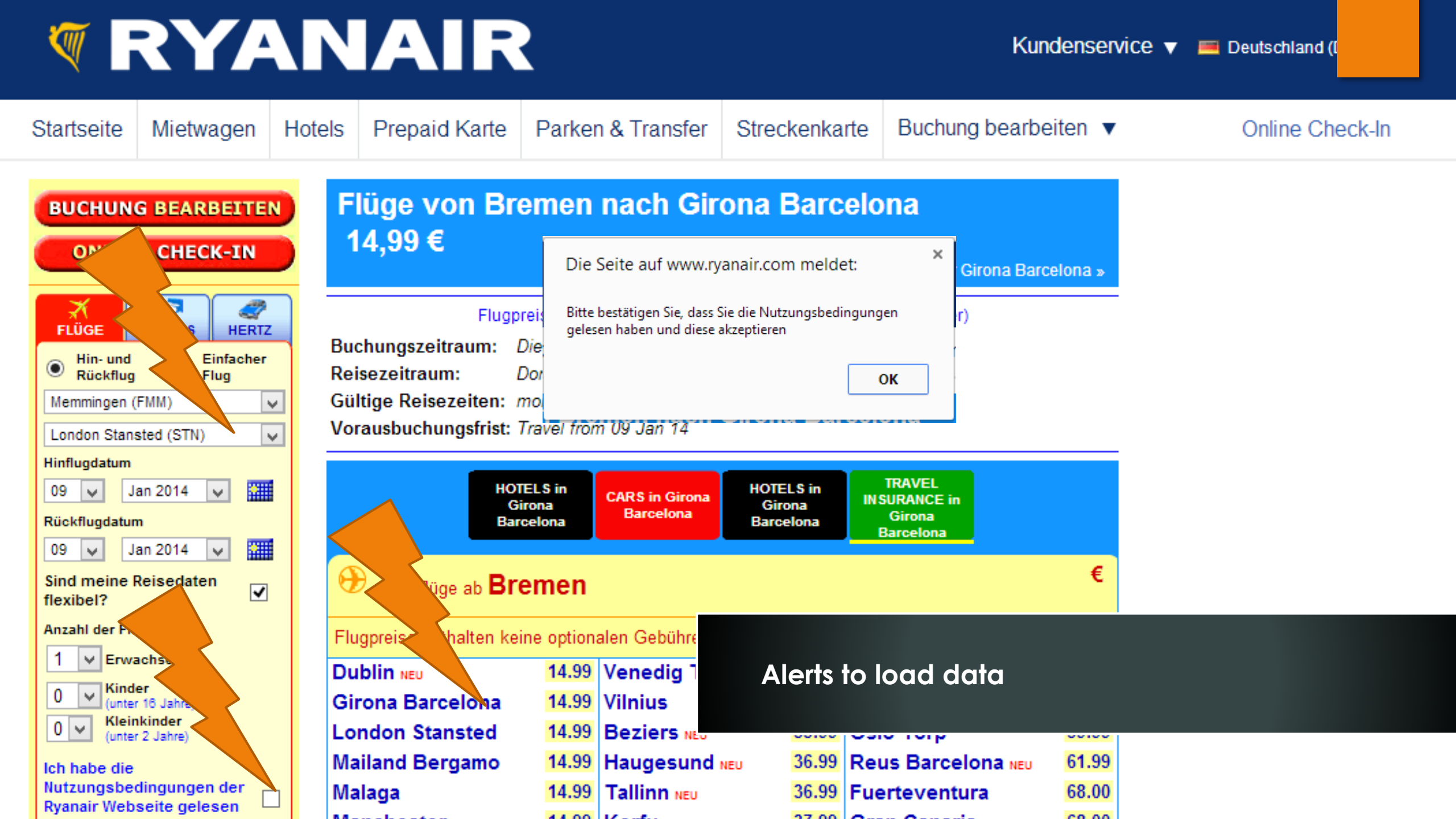
Preise & Termine | Land & Leute | Wetter

Sortierung: Route Reisezeit Tage Veranstalter Preise pro Person▲

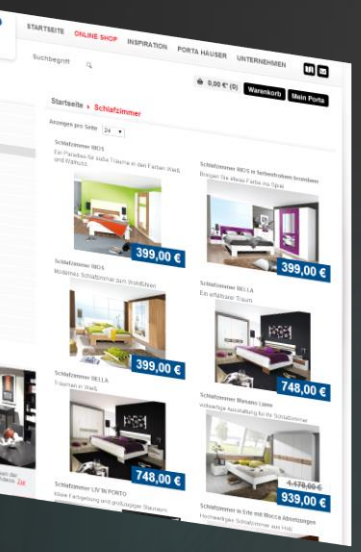
Reisedetails	Hinflug	Rückflug	Preis p.P. ab	Verfügbarkeit
Route: **Düsseldorf (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 28.12.2013** Reisedauer: **3 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 28.12.2013 00:00 Uhr **Ankunft:** 28.12.2013 00:00 Uhr	253,00 €	Zur Buchung › Derzeit bester Preis **Gesamtpreis: 253,00 €**
Route: **Hamburg (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 28.12.2013** Reisedauer: **3 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 28.12.2013 00:00 Uhr **Ankunft:** 28.12.2013 00:00 Uhr	253,00 €	Zur Buchung › Derzeit bester Preis **Gesamtpreis: 253,00 €**
Route: **Düsseldorf (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 29.12.2013** Reisedauer: **4 Tage**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:** 25.12.2013 00:00 Uhr	**Abflug:** 29.12.2013 00:00 Uhr **Ankunft:** 29.12.2013 00:00 Uhr	241,00 €	Zur Buchung › Derzeit bester Preis **Gesamtpreis: 241,00 €**
Route: **Hamburg (DE) - Gran Canaria** Reisezeitraum: **25.12.2013 - 29.12.2013**	**Abflug:** 25.12.2013 00:00 Uhr **Ankunft:**	**Abflug:** 29.12.2013 00:00 Uhr **Ankunft:**	2,00 €	Prüfen

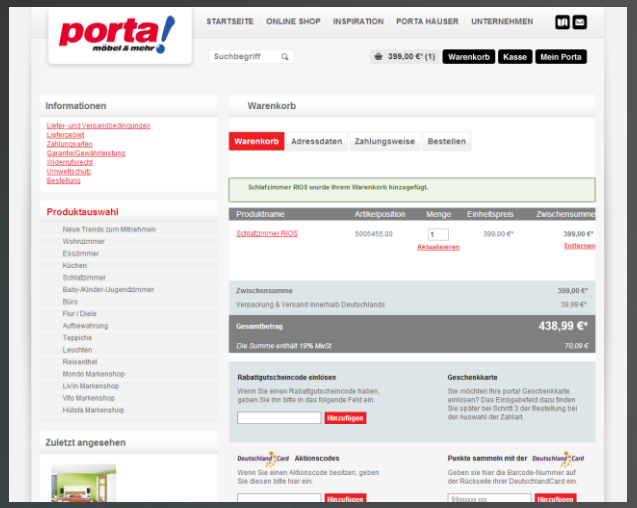
Gamificationcapture

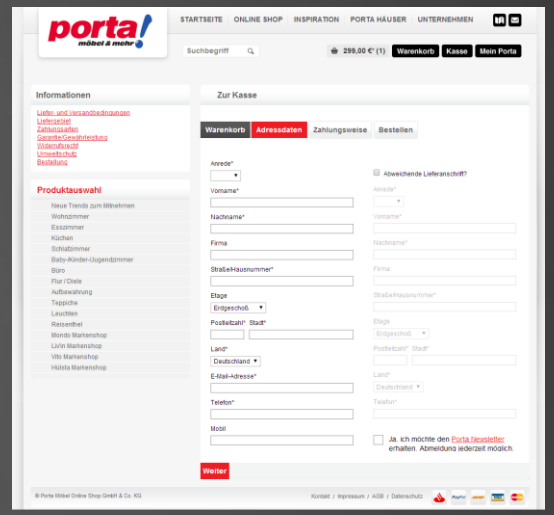
10


RYANAIR
Kundenservice
Deutschland
Startseite
Mietwagen
Hotels
Prepaid Karte
Parken & Transfer
Streckenkarte
Buchung bearbeiten
Online Check-In
BUCHUNG BEARBEITEN
CHECK-IN
FLÜGE
HERTZ
Hin- und Rückflug
Einfacher Flug
Memmingen (FMM)
London Stansted (STN)
Hinflugdatum
09
Jan 2014
Rückflugdatum
09
Jan 2014
Sind meine Reisedaten flexibel?
Anzahl der
1
Erwachs
Kinder
(unter 16 Jahre)
Kleinkinder
(unter 2 Jahre)
Ich habe die Nutzungsbedingungen der Ryanair Webseite gelesen
Flüge von Bremen nach Girona Barcelona
14,99 €
Girona Barcelona »
Die Seite auf www.ryanair.com meldet:
Bitte bestätigen Sie, dass Sie die Nutzungsbedingungen gelesen haben und diese akzeptieren
OK
Buchungszeitraum:
Reisezeitraum:
Gültige Reisezeiten:
Vorausbuchungsfrist: Travel from 09 Jan 14
HOTELS in Girona Barcelona
CARS in Girona Barcelona
HOTELS in Girona Barcelona
TRAVEL INSURANCE in Girona Barcelona
Flüge ab Bremen
€
Flugpreise enthalten keine optionalen Gebühren
Dublin NEU 14.99
Girona Barcelona 14.99
London Stansted 14.99
Mailand Bergamo 14.99
Malaga 14.99
Venedig
Vilnius
Beziers NEU
Haugesund NEU 36.99
Tallinn NEU 36.99
Reus Barcelona NEU 61.99
Fuerteventura 68.00
Alerts to load data

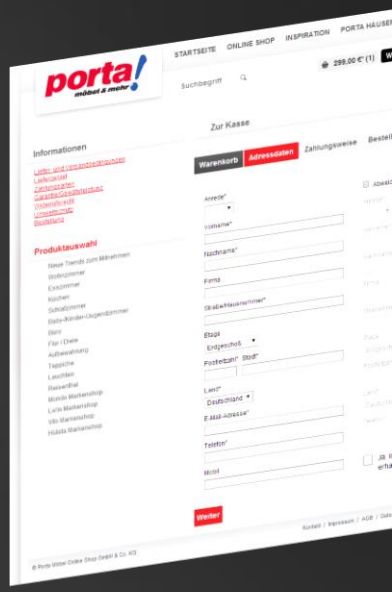
Example: Checkout needs Customer Id



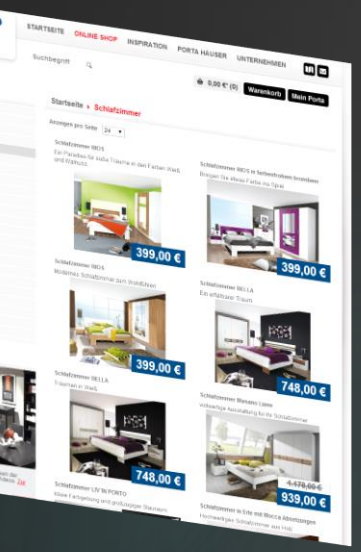


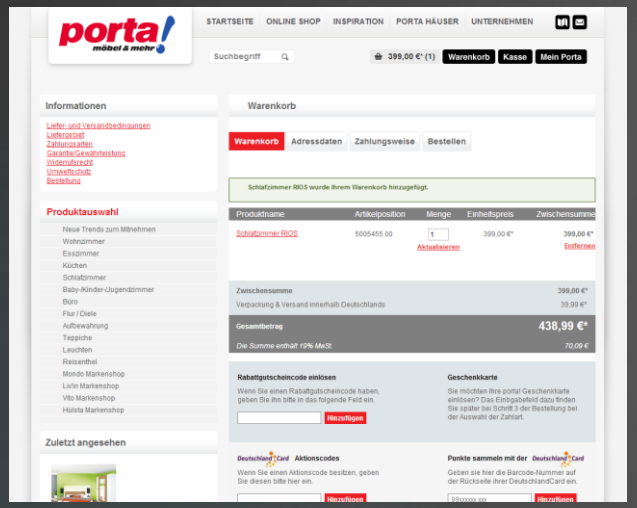


Result Customer Id



Example: Checkout needs Customer Id

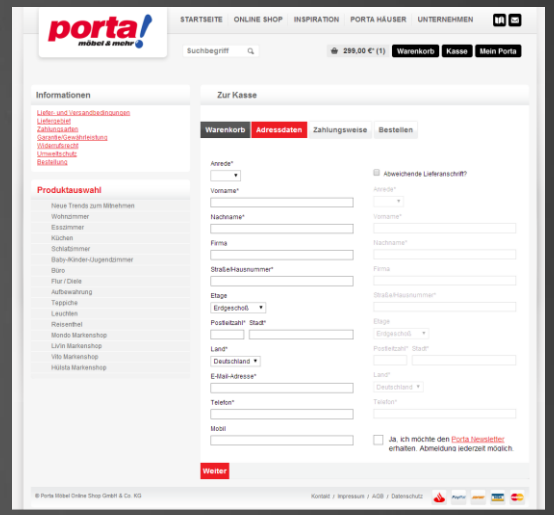




Customer Id

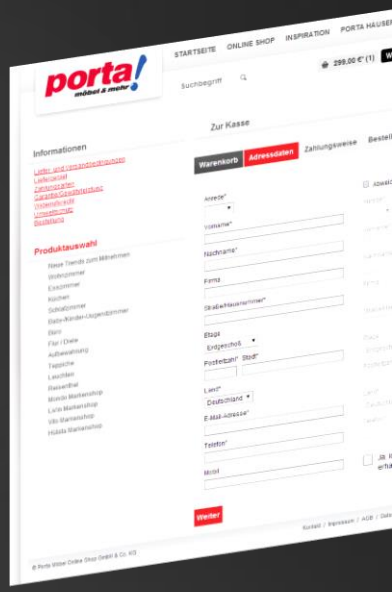
Basket

ERP

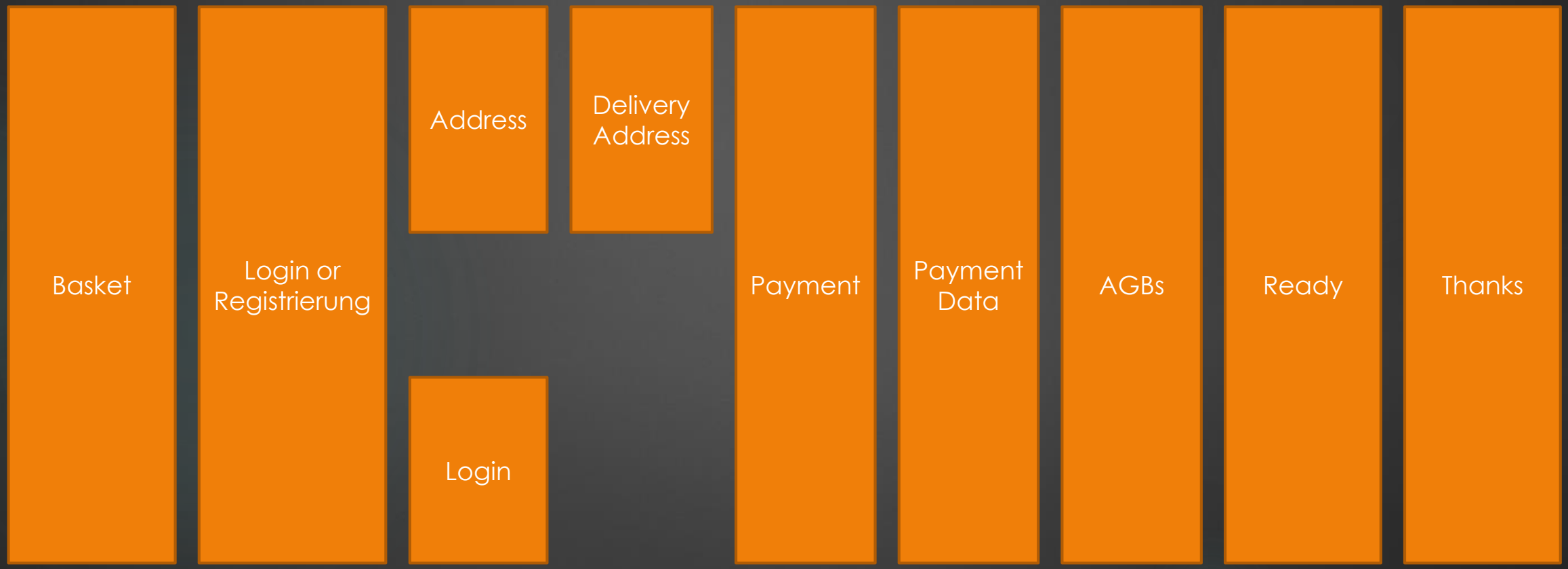


Result Customer Id

Payment

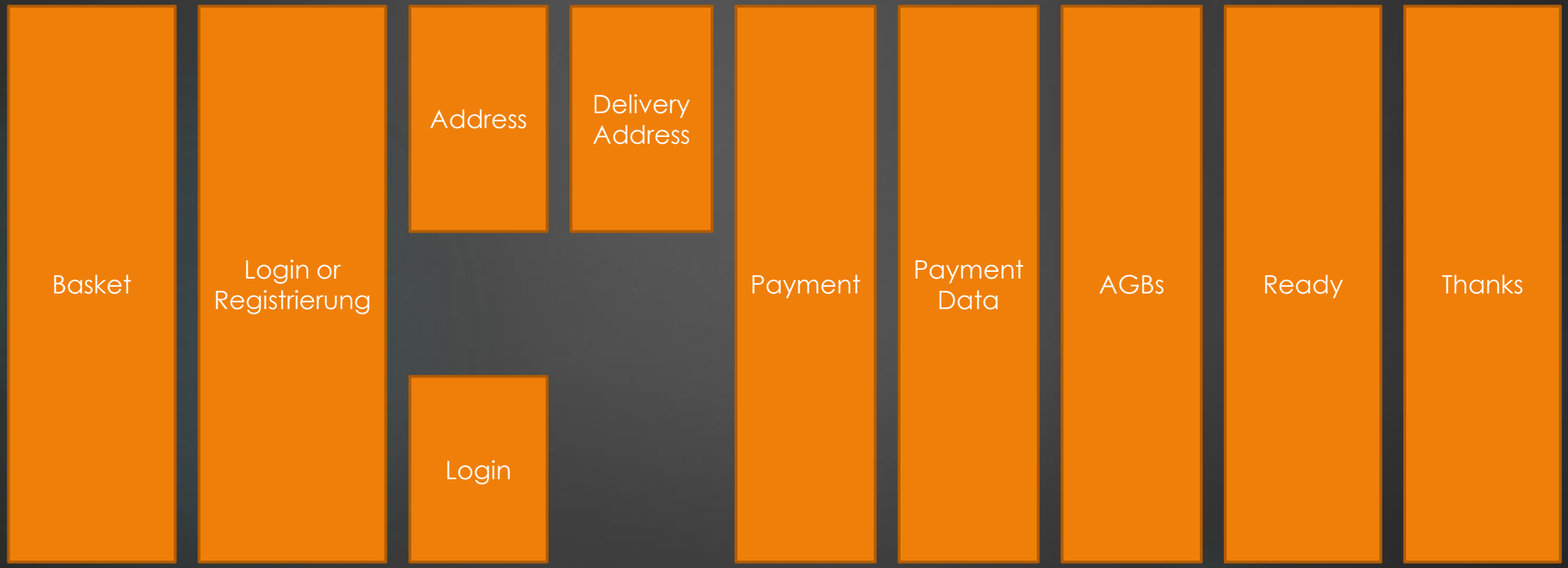


The „normal“ checkout

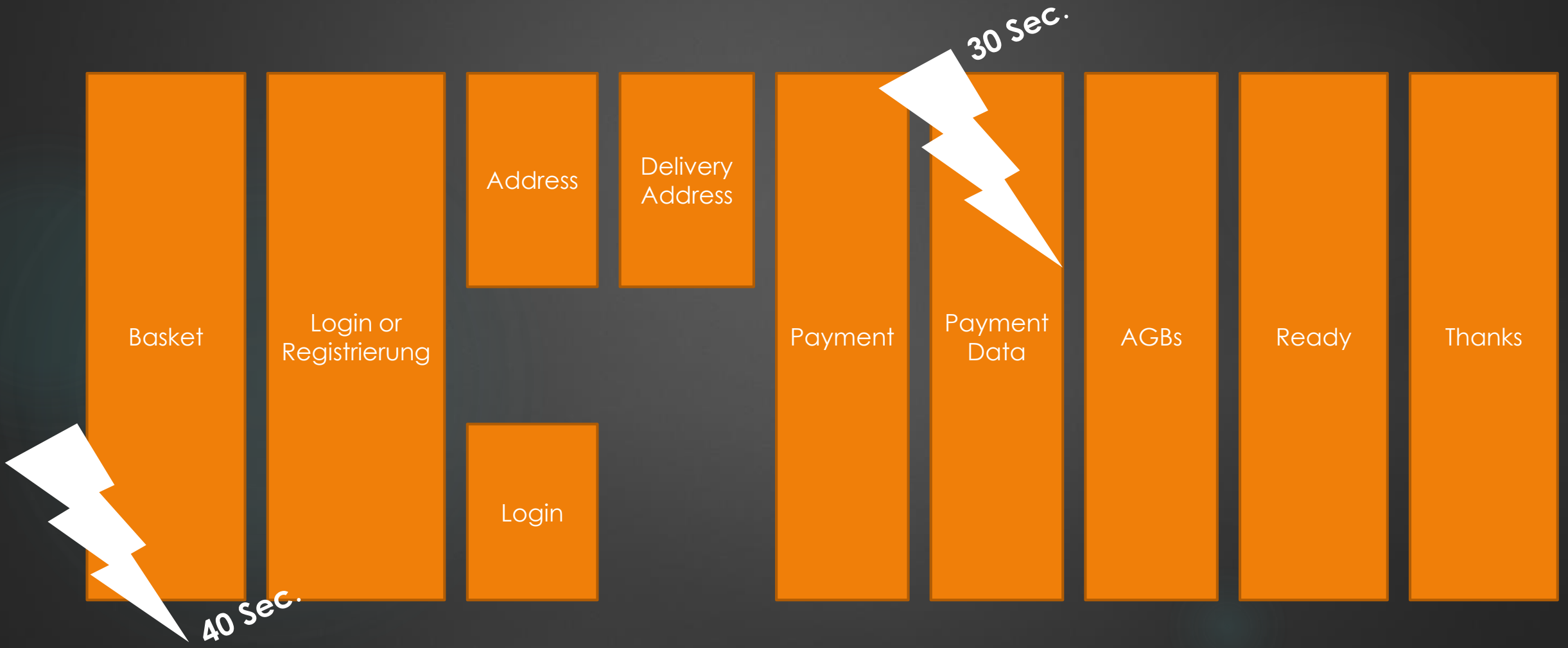


The „normal“ checkout

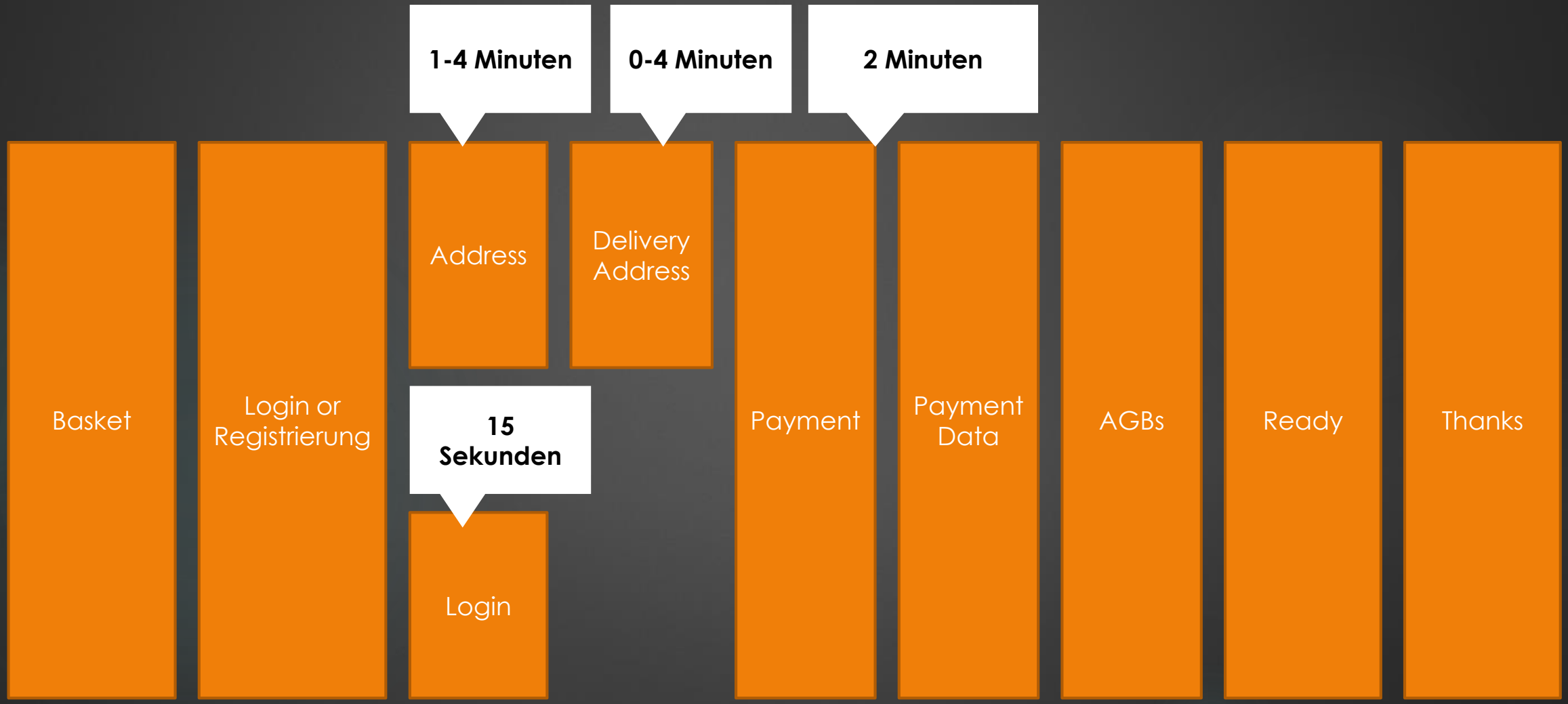
- Example Requirements:
  - Stock availability 40 seconds
  - Payment feedback needs 30 seconds



The „normal“ checkout



The „normal“ checkout



Shopping Cart

Amanda 2-unit Barrister Bookcase was added to your shopping cart.

	Product Name		Unit Price	Qty	Subtotal	
	Amanda 2-unit Barrister Bookcase **Color** brown **Manufacturers** GUIDECRAFT **Size** Medium	Edit	$753.00	1	$753.00	

Continue Shopping | Update Shopping Cart | Clear Shopping Cart

FurnitureStore
The biggest choice on the web

Search:

Cart: 1 item - $753.00

Home Furniture | Armoire | Bookcases | Closet Stora

Additional time for using a captcha: 30sec
(may incl. intentionally a false)

Checkout

Progress

- Billing Address
- Shipping Address
- Shipping Method
- Payment Method

1 Checkout Method

CHECKOUT AS A GUEST OR REGISTER

Register with us for future convenience:

- Checkout as Guest
- Register

REGISTER AND SAVE TIME!

Register with us for future convenience:

Fast and easy check out

Easy access to your order history and status

LOGIN

Already registered?

Please log in below:

Email Address *

Password *

* Required Fields

Continue

FurnitureStore
The biggest choice on the web

Search:

Home Furniture | Armoire | Bookcases | Closet Stor

Double E-Mail, forbidden C&P, States with Main Country in the middle, strange Password rules

Add up to 4 Minutes (Check Data)

Checkout

1 Checkout Method

2 Billing Information

First Name *

Last Name *

Company

Email Address *

Address *

Your Checkout Progress

Billing Address

Shipping Address

Shipping Method

Payment Method

FurnitureStore
The biggest choice on the web

Search:

Cart: 1 item $753.00

Mandetory Scrolling on AGB, Checkboxes, Typing Name as a sign under the AGB (no ckeckbox)

Add up to 3 Minutes (Check Data)

Home Furniture | Armoire | Bookcases | Closet Stor

Checkout

1 Checkout Method

2 Billing Information

3 Shipping Information

4 Shipping Method

5 Payment Information

6 Order Review

Product Name	Price	Qty	Subtotal

Your Checkout Progress

Billing Address | **Change**

Marco Klawonn
Portaltech Reply
Konsul Smitd Str 8k
Bremen, Armed Forces
Africa, 28728
United States
T: 01882892992

Shipping Address | **Change**

The „normal“ checkout

- **1.) Annoying:** its ok. The Result will help you
- **2.) Do it:** Why not? Everyone is happy with a „white lie“
- **3.) Think:** How can waiting be much more acceptable

Five Methods for Acting

My agenda for ideas ans examples

6.) Surpise your Users, Customers or Audience

Surprise is a brief mental and physiological state, a startle response experienced animals and humans as the result of an unexpected event. Surprise can have any valence; that is, it can be neutral/moderate, pleasant, unpleasant, positive, or negative. Surprise can occur in varying levels of intensity ranging from very-surprised, which may induce the fight-or-flight response, or little-surprise that elicits a less intense response to the stimuli.

(Source: Wikipedia.de via google translate)

Human Brain needs input

- **The feeling for Time:**
  - Depends on experience
- **Time is running faster** if you see some completly new!
  - Remember your childhood and youth

- A short example…

Thank you

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www.xing.com/profile/Marco_Klawonn

@mklawonn

Reply portaltech