Engaging Ecommerce

with the

Visual Web

@colbyfayock

Colby Fayock

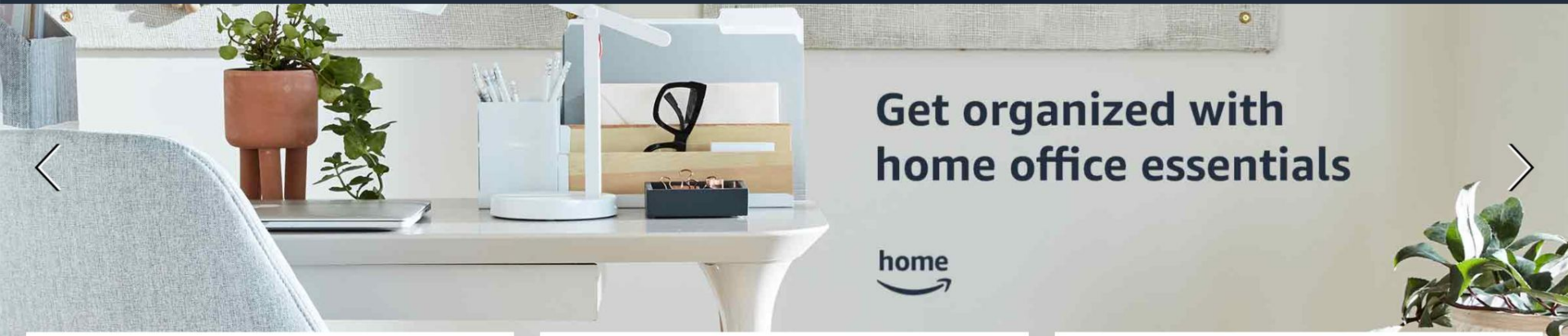
Sr Dev Experience Engineer

Cloudinary

@colbyfayock

amazon Hello Select your address All Hello, Sign in Account & Lists Returns & Orders 0 Cart

All Best Sellers Amazon Basics New Releases Customer Service Today's Deals Prime Books Registry Amazon Home Gift Cards Toys & Games Music



Lots to love for Everyone

Gifts she'll love

Jewelry & watches

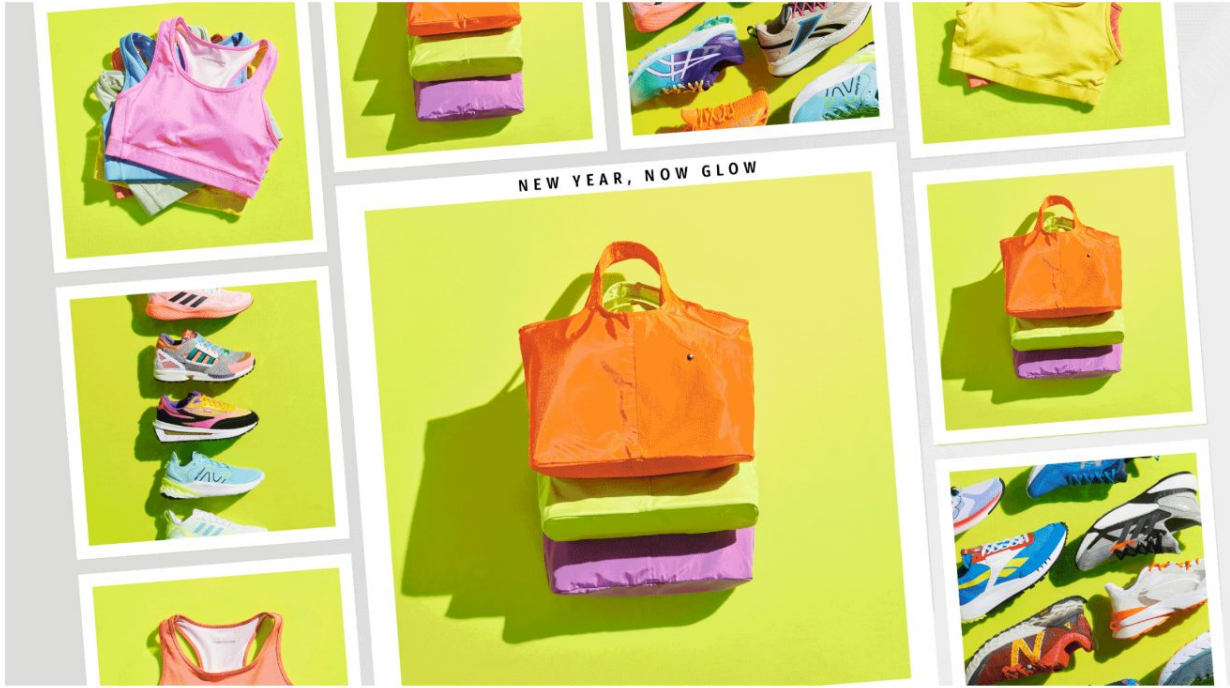
Lingerie & more

The going-out edit

Dresses

Accessories

@colbyfayock



FEEL-GOOD ACTIVEWEAR

GET MOVING IN THE SEASON'S NEW BRIGHTS.

SHOP NOW

@colbyfayock

& Up

& Up

& Up

Amazon Fashion

- [ ] Our Brands
- [ ] Premium Brands
- [ ] Popular Brands

Brand

- [ ] adidas
- [ ] Under Armour
- [ ] New Balance
- [ ] Reebok
- [ ] Clarks
- [ ] Skechers
- [ ] Nike

See more

Price

Up to $25
$25 to $50
$50 to $100
$100 to $200
$200 & above

$ Min | $ Max | Go

Deals & Discounts

All Discounts
Today's Deals

International Shipping

- [ ] International Shipping Eligible

$59.58 ~~$70.00~~
Or $11.92/month for 5 months
prime FREE One-Day
Try it free with **Prime Try Before You Buy**

Or $9.82/month for 5 months
prime
Try it free with **Prime Try Before You Buy**

$49.00 ~~$70.00~~
Lowest price in 30 days
prime

Best Seller

+47 colors/patterns

adidas
Women's Race Running Shoe
4.5 out of 5 stars 67,230
$49.00 ~~$70.00~~
Or $9.80/month for 5 months
FREE Delivery for Prime members
Try it free with **Prime Try Before You Buy**

Best Seller

+25

adidas
Women's Grand Court Sneaker
4.5 out of 5 stars 22,465
$52.54 ~~$65.00~~
prime **Overnight 7 AM - 11 AM**
Try it free with **Prime Try Before You Buy**

+61

Reebok
Men's Classic Harman Run Sneaker
4.5 out of 5 stars 13,960
$44.97 ~~$65.00~~
Or $9.00/month for 5 months
prime FREE On

@colbyfayock

Roll over image to zoom in

Brand: Nike

Nike Men's Air Force 1 Low Sneaker

4.5 out of 5 stars 1,760 ratings

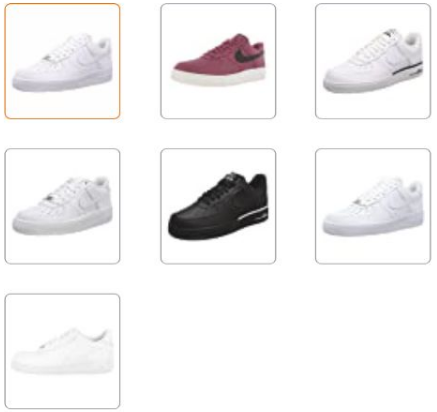
| 91 answered questions

Price: $139.00 - $250.00

& Free Returns on some sizes and colors

Fit: True to size. Order usual size. ›

Color: **Gym Red/Wolf Grey/White**



Size: **Select size**

5 | 5.5

To buy, select **Size**

Add to Cart

Add to List

Add to Wedding Registry

Add to Baby Registry

Add to Registry & Gifting

Share

Have one to sell?

Sell on Amazon

@colbyfayock

Can we do better?

starcadet

SHOP ABOUT US NEW ITEMS

@colbyfayock

GlassesUSA.com Eyeglasses Sunglasses Brands Contacts Sale Explore Search

Find Your Size

Filter By Clear All ×

Gender

- [ ] Women (1174)
- [x] Men (903)

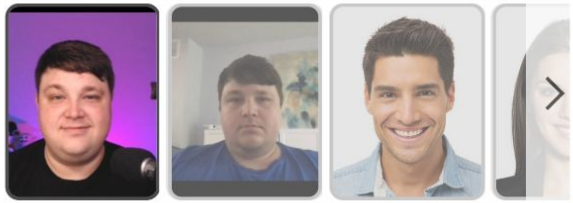
Frame Shape

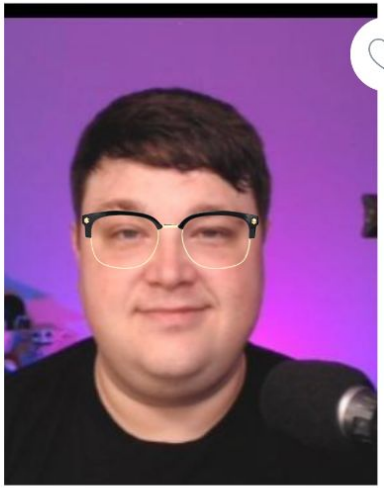
- [ ] Rectangle (350)
- [ ] Square (249)
- [ ] Round (174)
- [ ] Oval (85)
- [ ] Aviator (71)
- [ ] Geometric (47)
- [ ] Browline (48)
- [ ] Wrap (79)
- [ ] Classic Wayframe (26)
- [ ] Oversized (10)

Upload your picture or use any of our models:

To save picture or access previous uploads, sign in here

Upload Picture





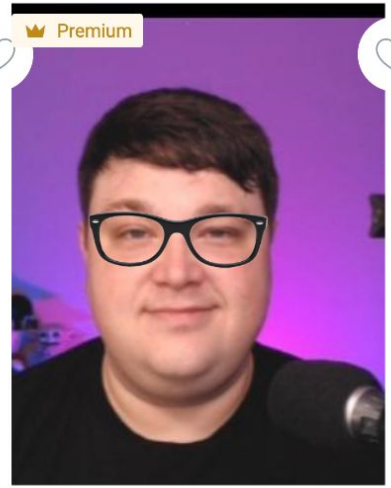
Elliot

$94 Including lenses

+10

Ray-Ban RX5228

$189 Including lenses



Ray-Ban RX5184 New Wayfarer

$189 Including lenses

@colbyfayock

Eyeglasses Sunglasses Premium Brands Discover EYEBUYDIRECT Help

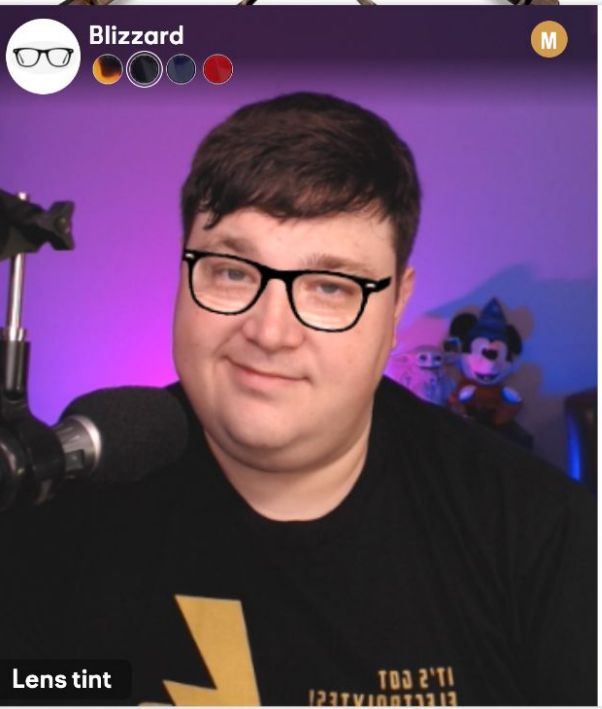
Brands Size Shape Color Material Rim Price Feature Clear filter

Emory $29

M

Try me on!

2-Day Delivery



Camera Image

Live Camera

You can also try on frames by recording your face.

Record video

Adjust frame position

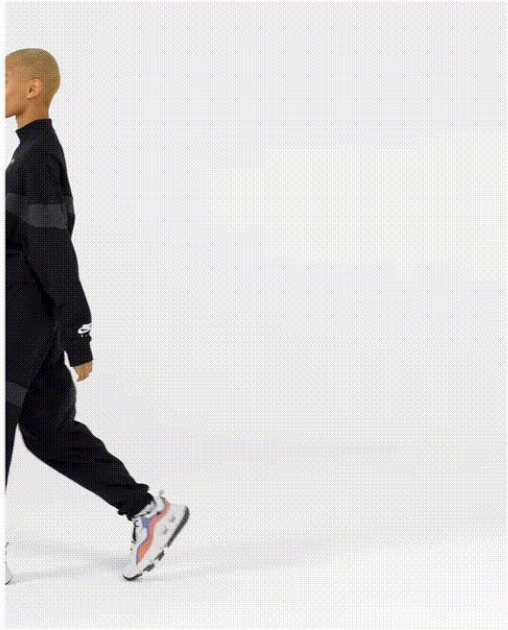
Enter your PD for a better fit.

Current PD: **63mm**

Edit

Buy now

@colbyfayock



Nike Air

Women's Mock Fleece

$70

Select Fit

XS - 2XL | 1X - 3X

Select Size — Size Guide

XS (0–2)	S (4–6)	M (8–10)
L (12–14)	XL (16–18)	2XL (20–22)

4 interest-free payments of $17.50 with **Klarna**. Learn more

Add to Bag

nike.com/t/air-womens-mock-fleece-KBSLS1/DD5433-816

@colbyfayock

What’s next?

RTFKT Studios
@RTFKTstudios

RTFKT is now a part of the NIKE, Inc. family.

4:16 PM · Dec 13, 2021 · Twitter Web App

twitter.com/RTFKTstudios/status/1470502799498792963

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NIKELAND

on

ROBLOX

@colbyfayock

roblox.com/nikeland
@colbyfayock

inputmag.com/style/nike-nikeland-metaverse-roblox-virtual-world-digital-sneakers-shoes-clothes

@colbyfayock

Effective Media in Ecomm

Large, Clear Images & Video

UNIQLO

WOMEN MEN KIDS BABY

Leggings Pants

HOME / MEN / ACCESSORIES AND SHOES / WINTER ACCESSORIES / GLOVES / HEATTECH KNITTED GLOVES SKU# 438916

HEATTECH KNITTED GLOVES

4.1 (7) write a review

$14.90

Color : *03 GRAY*

Size : Size Chart

M L

Qty : 1

Feedback

uniqlo.com/us/en/heattech-knitted-gloves-438916.html

@colbyfayock

Large, Clear Images & Video

HEATTECH KNITTED GLOVES

4.1 (7) write a review

$14.90

Color : *03 GRAY*

Size : Size Chart

M L

Qty : 1

ADD TO CART

FIND IN STORE

Feedback

@colbyfayock

Features & Details

Features & Details

Telephoto

77 mm focal length
3x optical zoom
ƒ/2.8 aperture
Focus Pixels
6-element lens
OIS

Ultra Wide

13 mm focal length
ƒ/1.8 aperture
Faster sensor
Focus Pixels
6-element lens

Wide

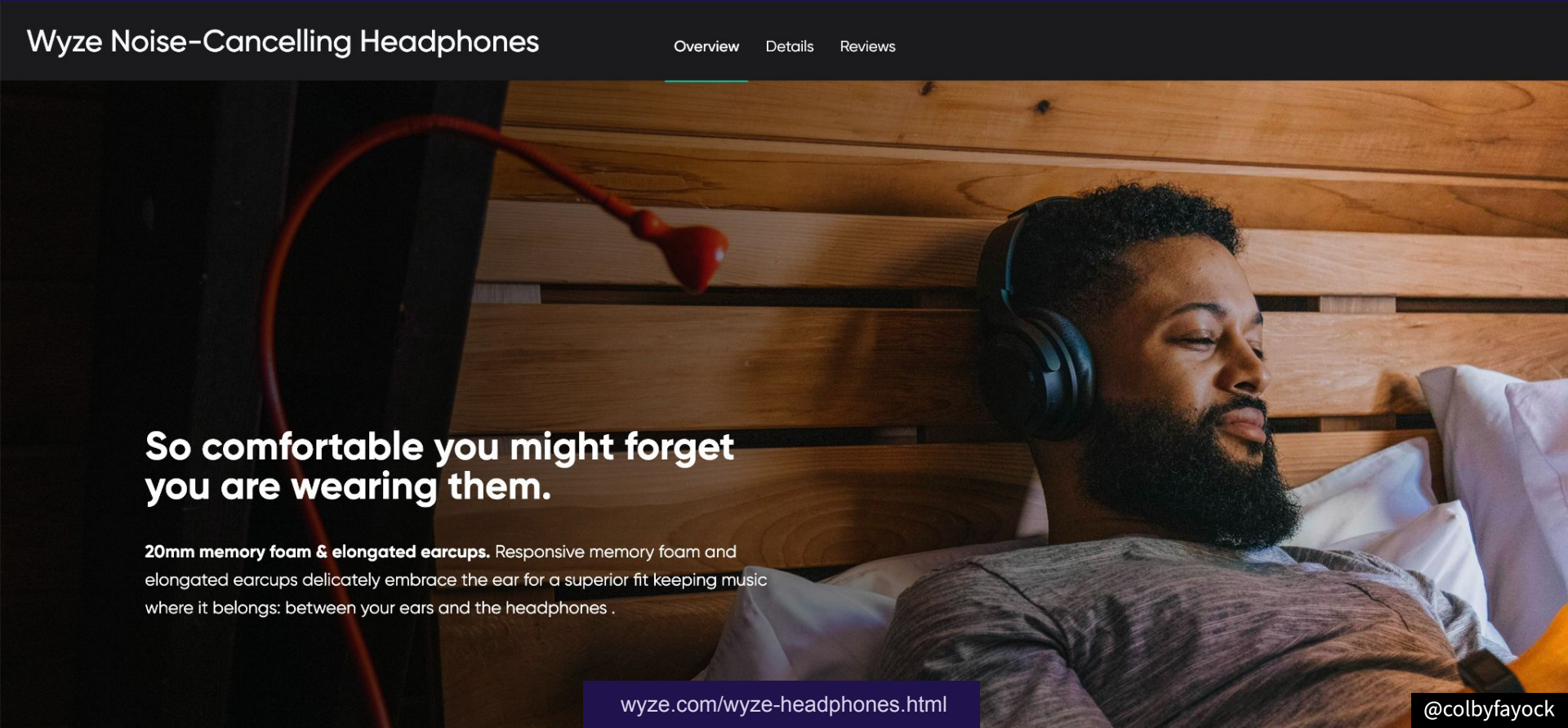
26 mm focal length

apple.com/iphone-13-pro

@colbyfayock

Lifestyle

Lifestyle


Wyze Noise-Cancelling Headphones
Overview
Details
Reviews
So comfortable you might forget you are wearing them.
20mm memory foam & elongated earcups. Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .
wyze.com/wyze-headphones.html
@colbyfayock

Lifestyle

CLOTHING
ACCESSORIES
BAGS & BACKPACKS
HOME & OFFICE
Kitchen & Dining
Accessories & Decor
Coffee Mugs & Travel Mugs
Glassware & Drinkware
Utensils & Flatware
Dinnerware
Appliances
Food & Caffeine
Home Decor
Lighting
Bedding & Blankets
Bathroom & Towels
Wall Art & Prints
Rugs
Clocks
Office
Office & School Supplies

Home > Home & Office > Kitchen & Dining > Accessories & Decor >

Star Wars R2-D2 Measuring Cup Set - Exclusive

THIS IS THE DROID YOU'RE LOOKING FOR!

THAT *BLEEP* MEANS YOUR OVEN'S PREHEATED

- Set of measuring cups that look like R2-D2
- Body built from 4 measuring cups: 1/4, 1/3, 1/2, and 1 cup
- A ThinkGeek creation and exclusive!

Read more...

$19.99

Please select...

EMAIL ME or ADD TO WISH LIST

ALSO AVAILABLE

Star Wars BB-8 Meas...

CUSTOMER ACTION SHOTS

SEND US YOUR ACTION SHOTS

WATCH THE VIDEO

web.archive.org/web/20180215154427/http://www.thinkgeek.com/product/11be/

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Lifestyle

Video

Roll over image to zoom in

Megapro 151NAS-CS 15-In-1 Original NAS Driver, Blue/Yellow

Brand: Megapro

4.5 out of 5 stars 870 ratings

$28.52

Get a $100 Gift Card: Pay $0.00 ~~$28.52~~ upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Color	Blue/yellow
Material	Nylon, Alloy Steel, Resin, Acrylonitrile Butadiene Styrene
Brand	Megapro
Item Dimensions LxWxH	11.6 x 1.5 x 3.6 inches
Item Weight	0.5 Pounds

$28.52

FREE delivery **January 24 - 26**. Details

Deliver to Colby - Exton 19341

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from DDA DISTRIBUTORS LLC

Sold by DDA DISTRIBUTORS LLC

Return policy: Eligible for Return, Refund or Replacement.

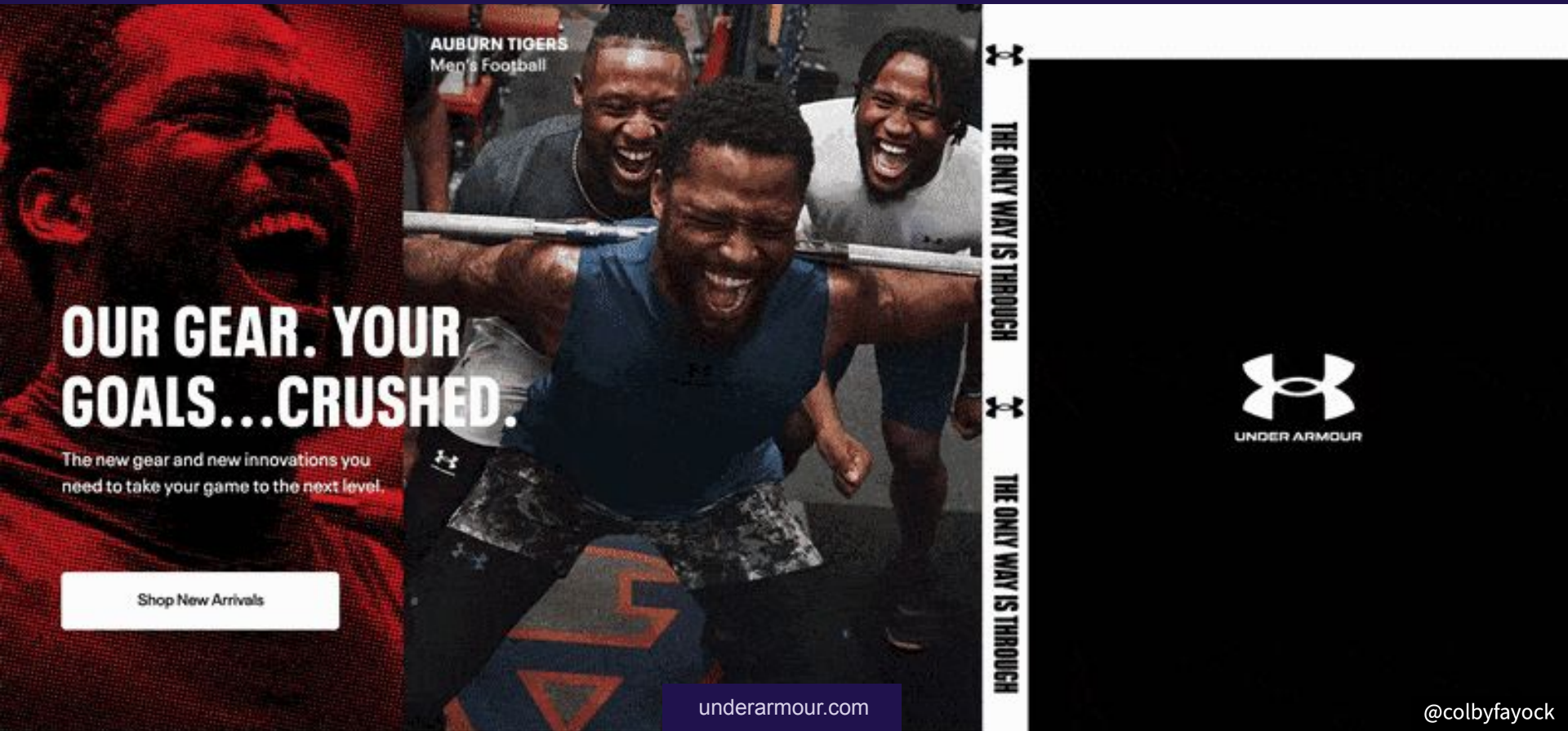
Add to List

Add to Wedding Re

amazon.com/gp/product/B004VJY0ZM

@colbyfayock

Video


OUR GEAR. YOUR GOALS...CRUSHED.
The new gear and new innovations you need to take your game to the next level.
Shop New Arrivals
AUBURN TIGERS
Men's Football
THE ONLY WAY IS THROUGH
THE ONLY WAY IS THROUGH
UNDER ARMOUR
underarmour.com
@colbyfayock

Shoppable Video

How does this work?

Large, Clear Images & Video

HEATTECH KNITTED GLOVES

4.1 (7) write a review

$14.90

Color : *03 GRAY*

Size : Size Chart

M L

Qty : 1

ADD TO CART

FIND IN STORE

Feedback

@colbyfayock

Large, Clear Images & Video

HEATTECH KNITTED GLOVES

4.1 (7) write a review

$14.90

Color : *03 GRAY*

Size : Size Chart

M L

Qty : 1

ADD TO CART

FIND IN STORE

Feedback

@colbyfayock

Large, Clear Images & Video

React Inner Image Zoom Component

Great for ecommerce product images!

$0

VIEW ON GITHUB

DETAILS

Zoom + pan on hover and zoom + drag on touch

Supports responsive images

Can be used with other popular React components

Photo credit: Micheile Henderson on Unsplash

@colbyfayock

Large, Clear Images & Video

HEATTECH KNITTED GLOVES

4.1 (7) write a review

$14.90

Color : *03 GRAY*

Size : Size Chart

M L

Qty : 1

ADD TO CART

FIND IN STORE

Feedback

@colbyfayock

Large, Clear Images & Video

Features & Details

Telephoto

77 mm focal length
3x optical zoom
ƒ/2.8 aperture
Focus Pixels
6-element lens
OIS

Ultra Wide

13 mm focal length
ƒ/1.8 aperture
Faster sensor
Focus Pixels
6-element lens

Wide

26 mm focal length

@colbyfayock

Features & Details

Telephoto

77 mm focal length
3x optical zoom
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Ultra Wide

13 mm focal length
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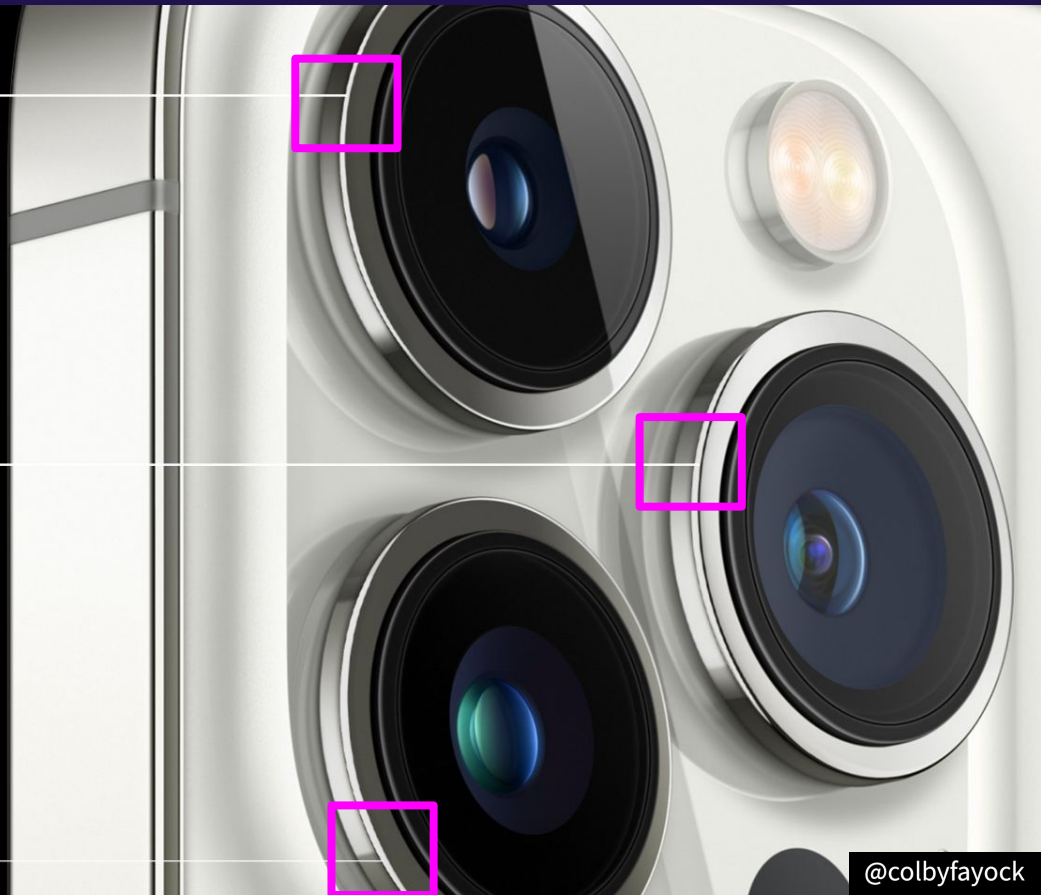
26 mm focal length



@colbyfayock

Features & Details

Telephoto

77 mm focal length
3x optical zoom
ƒ/2.8 aperture
Focus Pixels
6-element lens
OIS

Ultra Wide

13 mm focal length
ƒ/1.8 aperture
Faster sensor
Focus Pixels
6-element lens

Wide

26 mm focal length

Not Actual Code

```
<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
  <img src="myimage.png" />
</div>

<script>
  const image = document.querySelector('.my-container img');
  const label = document.querySelector('.my-text');
  window.addEventListener('resize', () => {
    label.style.left = image.offsetWidth * .75;
    label.style.top = image.offsetWidth * .25;
  });
</script>
```

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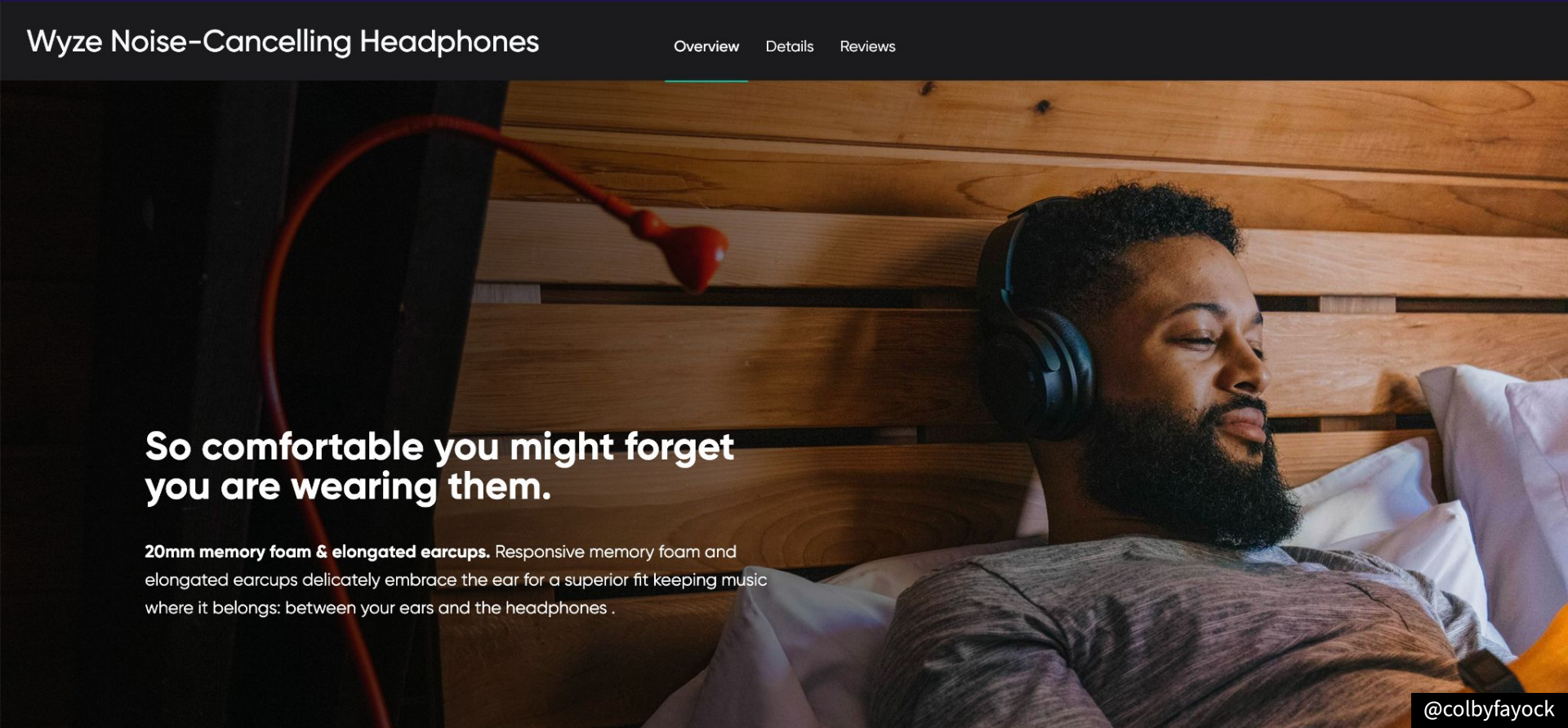
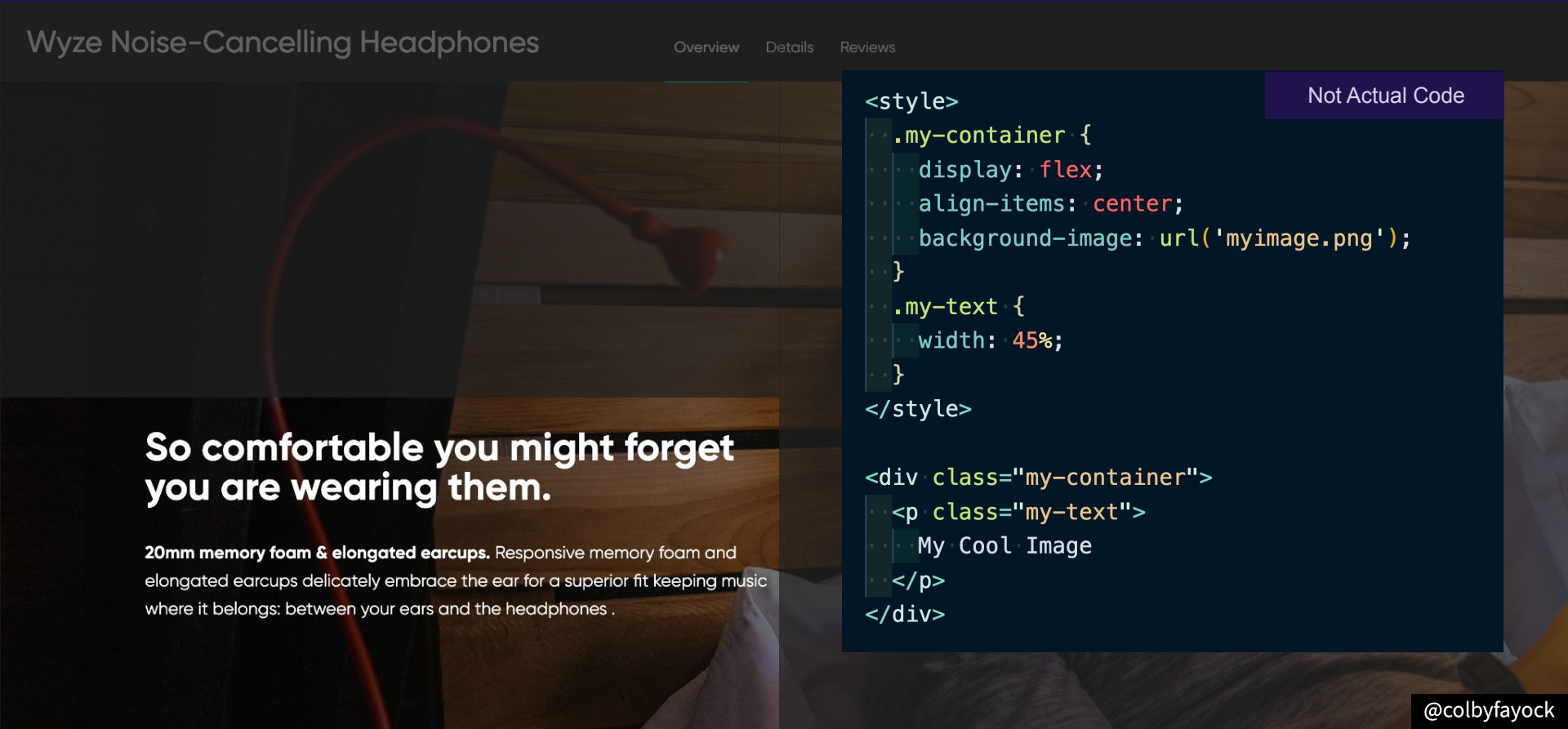
Lifestyle


Wyze Noise-Cancelling Headphones
Overview
Details
Reviews
So comfortable you might forget you are wearing them.
20mm memory foam & elongated earcups. Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .
@colbyfayock

Lifestyle



Not Actual Code

```
<style>
  .my-container {
    display: flex;
    align-items: center;
    background-image: url('myimage.png');
  }
  .my-text {
    width: 45%;
  }
</style>

<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
</div>
```

Video

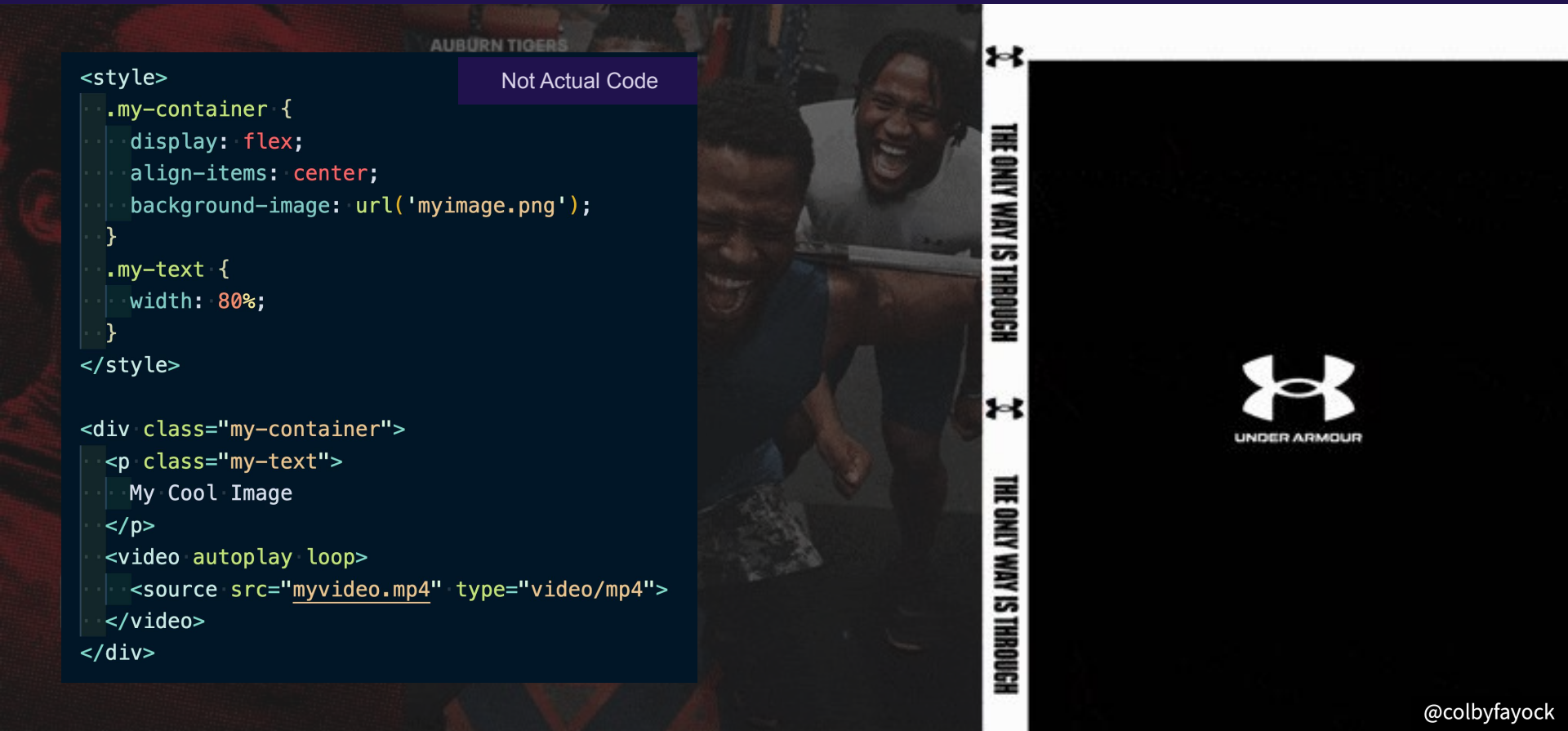
OUR GEAR. YOUR GOALS...CRUSHED.
The new gear and new innovations you need to take your game to the next level.
Shop New Arrivals
AUBURN TIGERS
Men's Football
THE ONLY WAY IS THROUGH
THE ONLY WAY IS THROUGH
UNDER ARMOUR
@colbyfayock

Video

Not Actual Code

```
<style>
  .my-container {
    display: flex;
    align-items: center;
    background-image: url('myimage.png');
  }
  .my-text {
    width: 80%;
  }
</style>

<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
  <video autoplay loop>
    <source src="myvideo.mp4" type="video/mp4">
  </video>
</div>
```



Shoppable Video

Shoppable Video

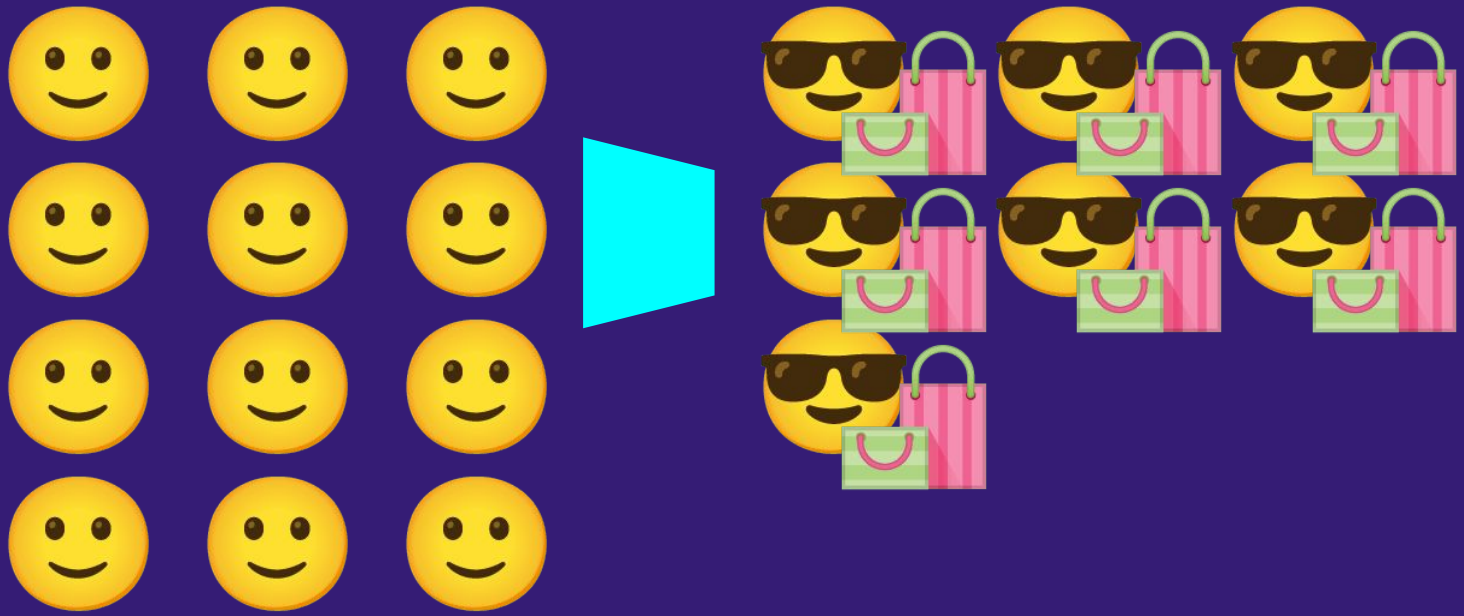
Not Actual Code

```
const props = {
  products: {
    id: 'abcd',
    title: 'My Product'
  },
  hotspots: [
    {
      timestamp: '00:02',
      x: '60%',
      y: '50%',
      productId: 'abcd'
    }
  ]
}

return <Video src="myvideo.mp4" {...props} />
```

Performance & Optimization

Conversion Rate



7/12 or 58.3%

@colbyfayock

Shopping for speed on eBay.com

Optimizing the performance of eBay's sites and apps for a faster user experience.

web.dev

Speed was a company-wide initiative for eBay in 2019, with many teams determined to make the site and apps as fast as possible for users. In fact, **for every 100 milliseconds improvement in search page loading time, eBay saw a 0.5% increase in "Add to Cart" count.**

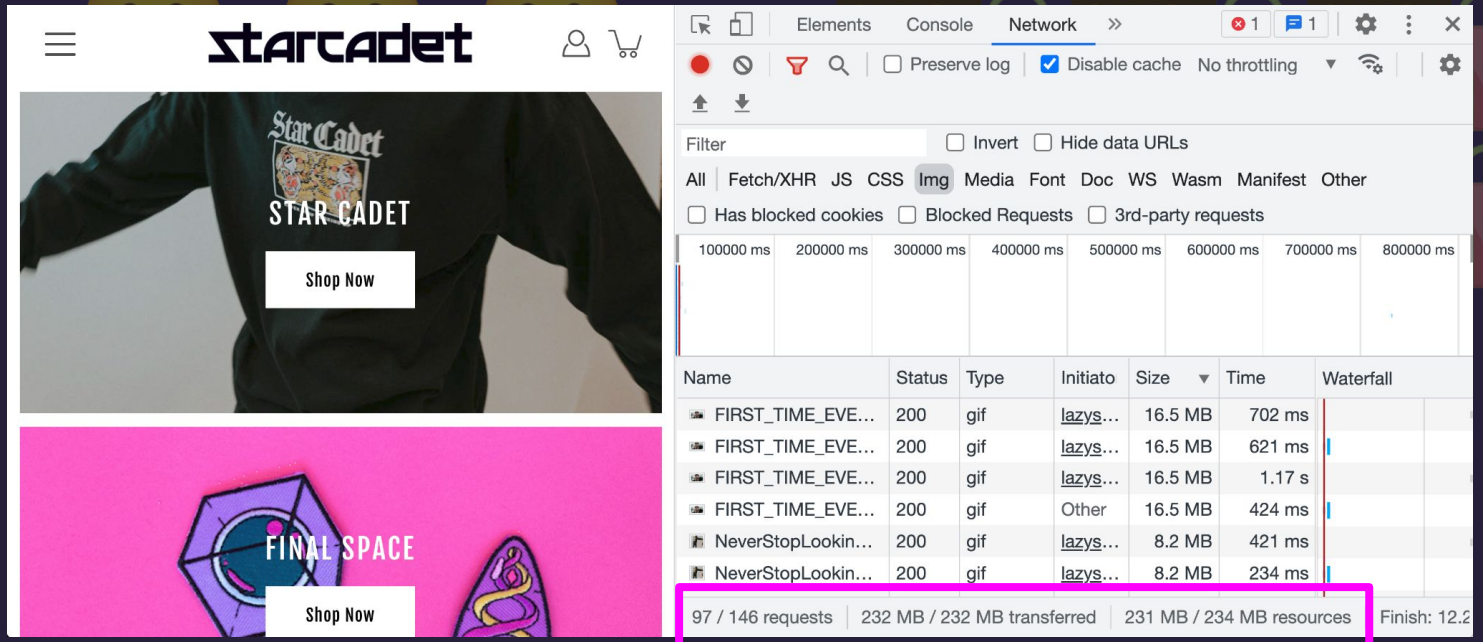
100ms	0.5%
Improvement in load time	Increase in "Add to Cart" count

Through the adoption of Performance Budgets (derived after doing a competitive study with the Chrome User Experience Report) and a focus on key user-centric performance metrics, eBay was able to make significant improvements to site speed.

web.dev/shopping-for-speed-on-ebay/

@colbyfayock

Conversion Rate



7/12 or 58.3%

@colbyfayock

Modern Formats

JPG (Original)

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	652 kB

WEBP

487 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	webp	mou…	487 kB

AVIF

303 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	avif	mou…	303 kB

With only format changes via Cloudinary, no other optimizations

Reduced Quality

Original 652 kb

High Quality @ 95

649 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	649 kB

Low Quality @ 30

113 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	113 kB

Auto

436 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	436 kB

With only quality changes via Cloudinary, no other optimizations

Responsible Sizes

2340×1561 (Original)

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	652 kB

200x133

8.2 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	8.2 kB

1200x801

143 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	143 kB

With only size changes via Cloudinary, no other optimizations

All Together

JPG / 95 / 2340×1561 (Orig.)

652 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	jpeg	mou…	652 kB

AVIF / Auto / 1200x801

76.6 kb

Name	Status	Type	Initiato	Size
mountain_wawwjz	200	avif	mou…	76.6 kB

With format, quality, and size changes via Cloudinary.

Tools

Measure page quality

Test your pages in a lab environment powered by PageSpeed Insights. Then get tips and recommendations to improve your user experience. For field performance, see the PageSpeed Insights tool.

Enter a web page URL

SWITCH URL

RUN AUDIT

web.dev/measure

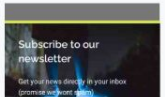
@colbyfayock

Show audits relevant to: All FCP TBT LCP CLS

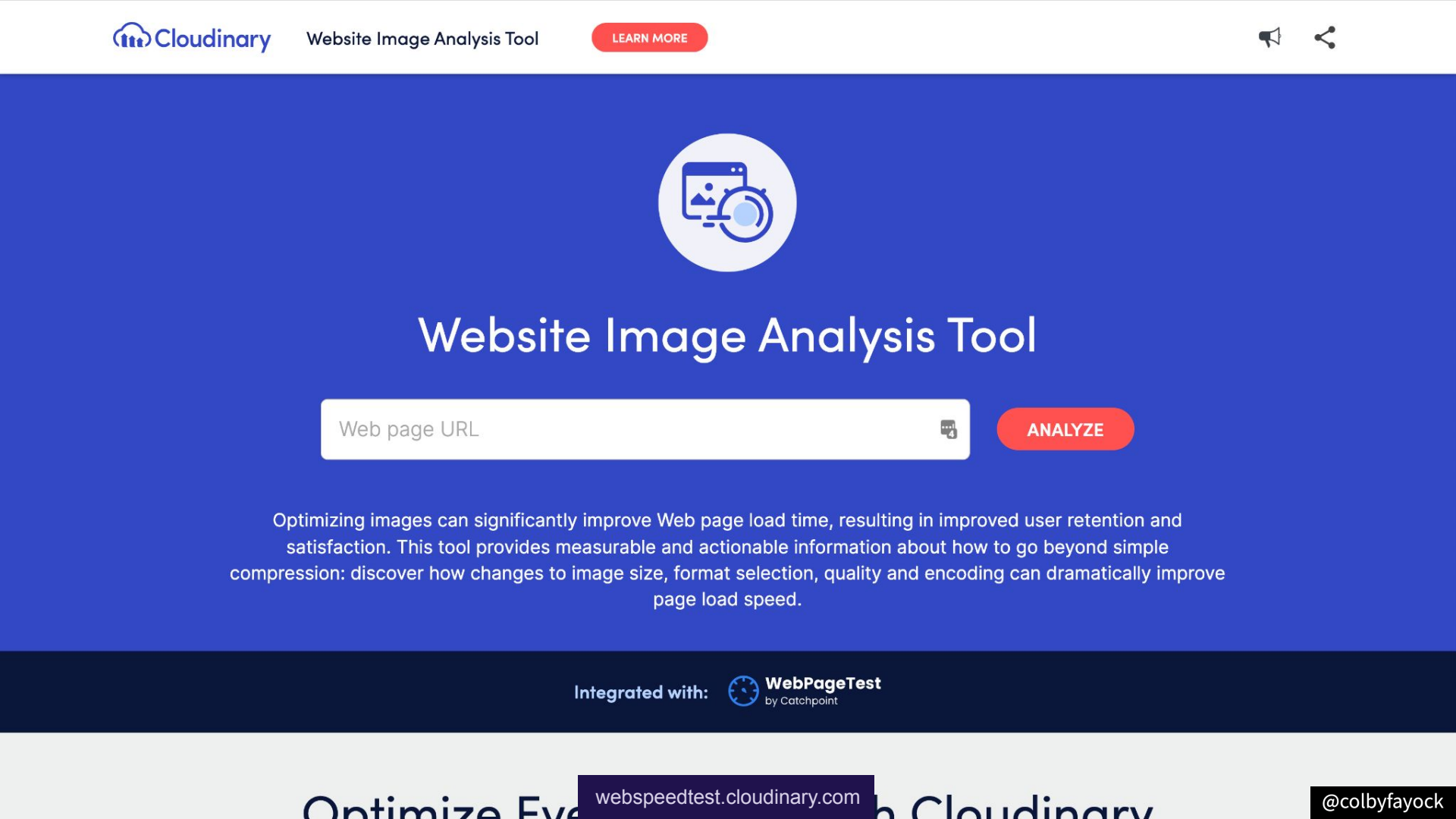
Opportunities

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	141.1 s
▲ Properly size images	108.0 s
▲ Efficiently encode images	106.9 s

Optimized images load faster and consume less cellular data. Learn more.

	URL	Resource Size	Potential Savings
Vintage Leather Bag `<img loading="lazy" src="https://cloudinarytraining-us-east-2.s3.us-east-2.amazonaws.com/cloudy_fas…" srcset="" sizes="" width="216" height="326" alt="Vintage Leather Bag" class="sf-image sf-image-loaded">`	…Vintage%20Leather%20Bag/SplitShire-5027.jpg (cloudinarytraining-us-east-2.s3.us-east-2.amazonaws.com)	12,181.4 KiB	7,048.0 KiB
 Subscribe to our newsletter Get your news directly in your inbox	web.dev/measure		

@colbyfayock


Cloudinary
Website Image Analysis Tool
LEARN MORE
Website Image Analysis Tool
Web page URL
ANALYZE
Optimizing images can significantly improve Web page load time, resulting in improved user retention and satisfaction. This tool provides measurable and actionable information about how to go beyond simple compression: discover how changes to image size, format selection, quality and encoding can dramatically improve page load speed.
Integrated with:
WebPageTest
by Catchpoint
webspeedtest.cloudinary.com
@colbyfayock

Other page assets

photo-1642690040885-9b81adfad24d.jpg

JPEG 354.6 KB Current

Potential Smart Compression

86.6%

Reduction in image weight

1000x1500 → 416x624

SEE DETAILS

Image format options with file size and % compared to current

JPEG	53.6 KB	(-84.9%)
AVIF	47.7 KB	(-86.6%)
PNG	202.0 KB	(-43.0%)

photo-1642674118857-96af9148757b.jpg

JPEG 293.8 KB Current

Potential Smart Compression

84.3%

Image format options with file size and % compared to current

JPEG	49.7 KB	(-83.1%)
WEBP	47.5 KB	(-83.8%)
AVIF	46.1 KB	(-84.3%)

webspeedtest.cloudinary.com

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RESPONSIVE BREAKPOINTS

Responsive Image Breakpoints Generator v2.0

Tweet Share

Easily generate the optimal responsive image dimensions

One image for all screen resolutions and different devices is not enough. An image per pixel is too much - so how can someone automatically choose the optimal responsive image sizes? **Learn more...**

UPLOAD FILE

Or select one of the predefined images

Breakpoints generation settings

Resolution ? From 200 To 1400

50 200 480 1080 2180 3840

Size step ? Size (KB) 20

5KB 25KB 45KB 65KB 85KB

Maximum images ? Quantity 20

3 10 18 25 33 40

Retina resolution

Include double resolution (DPR 2.0) images

Art-direction - Image aspect-ratio and view-port ratio

Small laptops Tablets Smartphones

responsivebreakpoints.com

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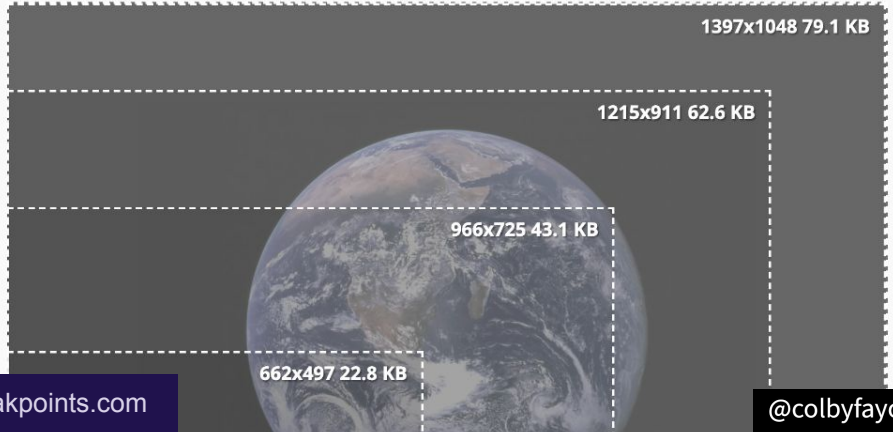
ORIGINAL ASPECT RATIO

** Try and resize the browser window to see responsive behavior*

№	Width	Height	File size	
1	200	150	3.2 KB	View image
2	662	497	22.8 KB	View image
3	966	725	43.1 KB	View image
4	1215	911	62.6 KB	View image
5	1397	1048	79.1 KB	View image
6	1400	1050	110.3 KB	View image



HTML5 img tag example

```
<img
  sizes="(max-width: 1400px) 100vw, 1400px"
  srcset="
    photo-1614730321146-b6fa6a46bcb4 wb0wn0 c scale w 20
```

Demo

Demo - Optimization

Beach

City

Earth

Galaxy

Demo

Demo Recap

Beach

City

Earth

Galaxy

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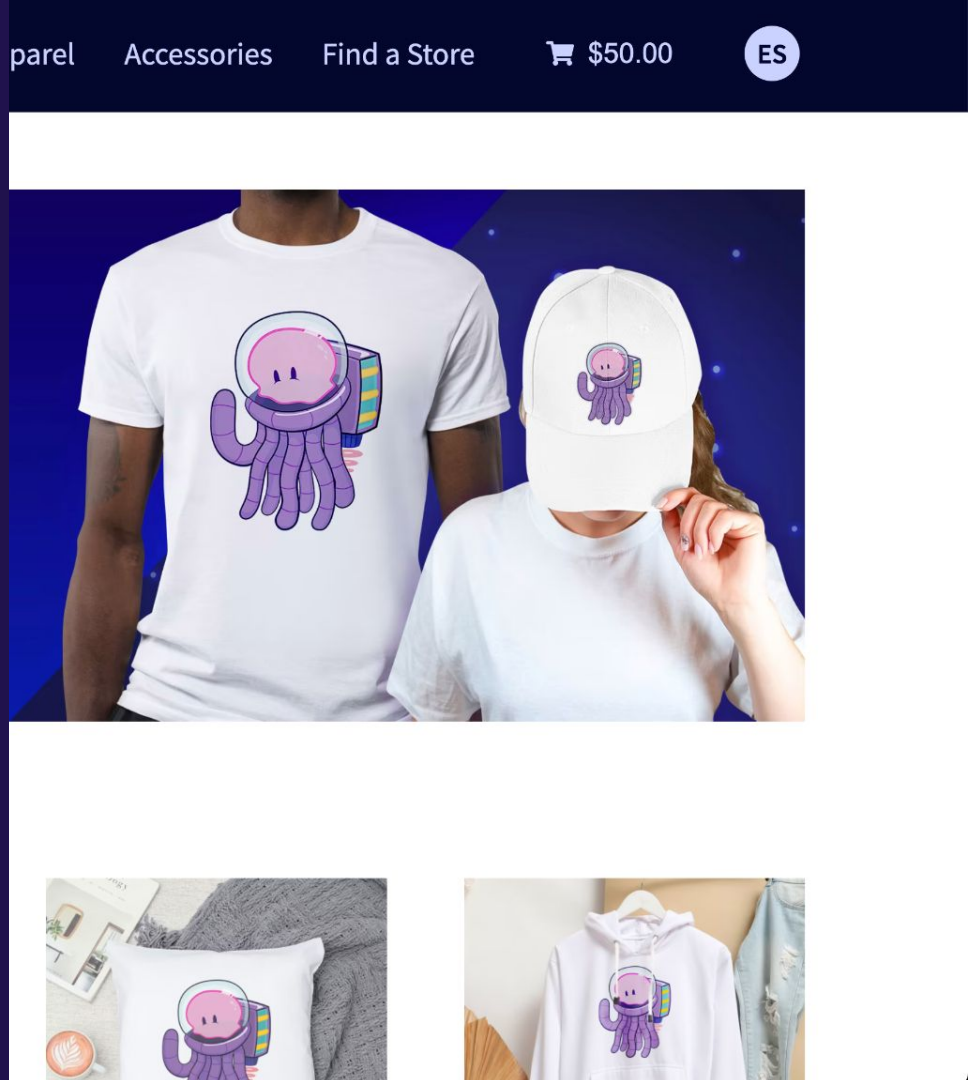
Ecommerce Product Management & Storefront

NEXT.JS graphcms SNIPCART

spacejelly.dev/ecommcourse

egghead.io



Colby Fayock

Sr Dev Experience Engineer

Cloudinary

@colbyfayock

Thank You & Takk

colbyfayock.com/reactnorway