



Engaging Ecommerce

with the

Visual Web

@colbyfayock

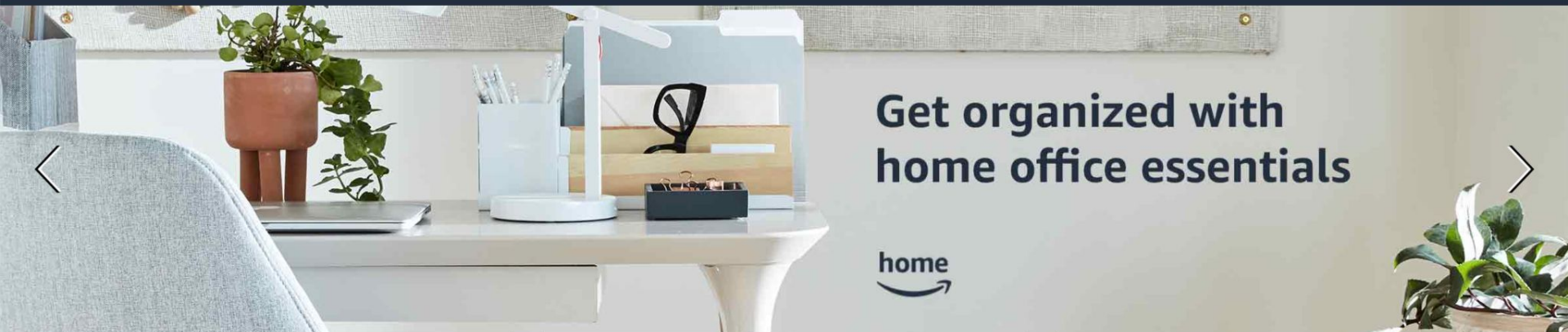
Colby Fayock

Sr Dev Experience Engineer



@colbyfayock





Get organized with
home office essentials



Lots to love for Everyone



Gifts she'll love



Jewelry & watches



Lingerie & more



The going-out edit



Dresses



Accessories





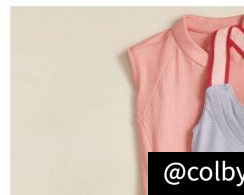
NEW YEAR, NOW GLOW



FEEL-GOOD ACTIVEWEAR

GET MOVING IN THE SEASON'S NEW BRIGHTS.

SHOP NOW



★★★★★ & 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

~~\$70.00~~ **\$59⁵⁸**

Or \$11.92/month for 5 months

✓ **prime** FREE One-Day

Try it free with **Prime Try Before You Buy**

Best Seller



[+47 colors/patterns](#)

adidas

Women's Race Running Shoe

★★★★★ ~ 67,230

~~\$70.00~~ **\$49⁰⁰**

Or \$9.80/month for 5 months

FREE Delivery for Prime members

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**

Best Seller



○ ● ● ● ● ● [+25](#)

adidas

Women's Grand Court Sneaker

★★★★★ ~ 22,465

~~\$65.00~~ **\$52⁵⁴**

✓ **prime** Overnight 7 AM - 11 AM

Try it free with **Prime Try Before You Buy**

~~\$70.00~~ **\$49⁰⁰**

Lowest price in 30 days

✓ **prime**



○ ● ● ● ● ● [+61](#)

Reebok

Men's Classic Harman Run Sneaker

★★★★★ ~ 13,960

~~\$65.00~~ **\$44⁹⁷**

Or \$9.00/month for 5 months

✓ **prime** FREE One-Day
Try it free with **Prime Try Before You Buy**

@colbyfayock



Roll over image to zoom in

Brand: Nike

Nike Men's Air Force 1 Low Sneaker

★★★★★ 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

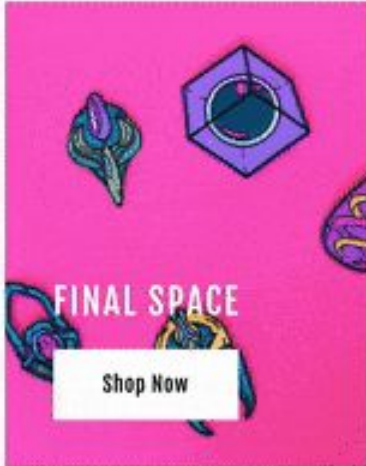
Can we do better?



ACCESSORIES

[Shop Now](#)

STAR CADET

[Shop Now](#)

FINAL SPACE

[Shop Now](#)

TENNESSEE WONDER CHILD DIGITAL ALBUM

[Shop Now](#)

MYSTERY BOX

[Shop Now](#)

Find Your Size

Filter By

Clear All x

Gender

- ☐ Women (1174)
- ☒ Men (903)

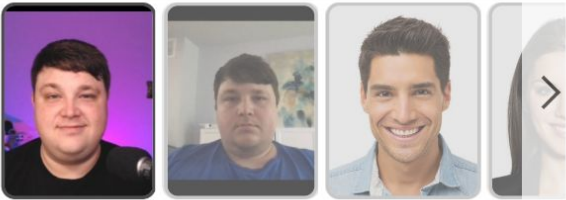
Frame Shape

- ☐ 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



Ray-Ban RX5228

\$189 Including lenses



Ray-Ban RX5184 New Wayfarer

\$189 Including lenses

Brands ▾

Size ▾

Shape ▾

Color ▾

Material ▾

Rim ▾

Price ▾

Feature ▾

Clear filter



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



Emory \$29

M

Try me on!

2-Day Delivery



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



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



NIKELAND

on

ROBLOX





Effective Media in Ecomm

Large, Clear Images & Video



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

Qty : 1

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

@colbyfayock

Feedback

Large, Clear Images & Video



HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

\$14.90

Color : 03 GRAY



Size :

Size Chart



Qty : 1

ADD TO CART



FIND IN STORE

@colbyfayock

Feedback

Features & Details



Features & Details

Telephoto

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

Ultra Wide

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

Wide

26 mm focal length

apple.com/iphone-13-pro

@colbyfayock

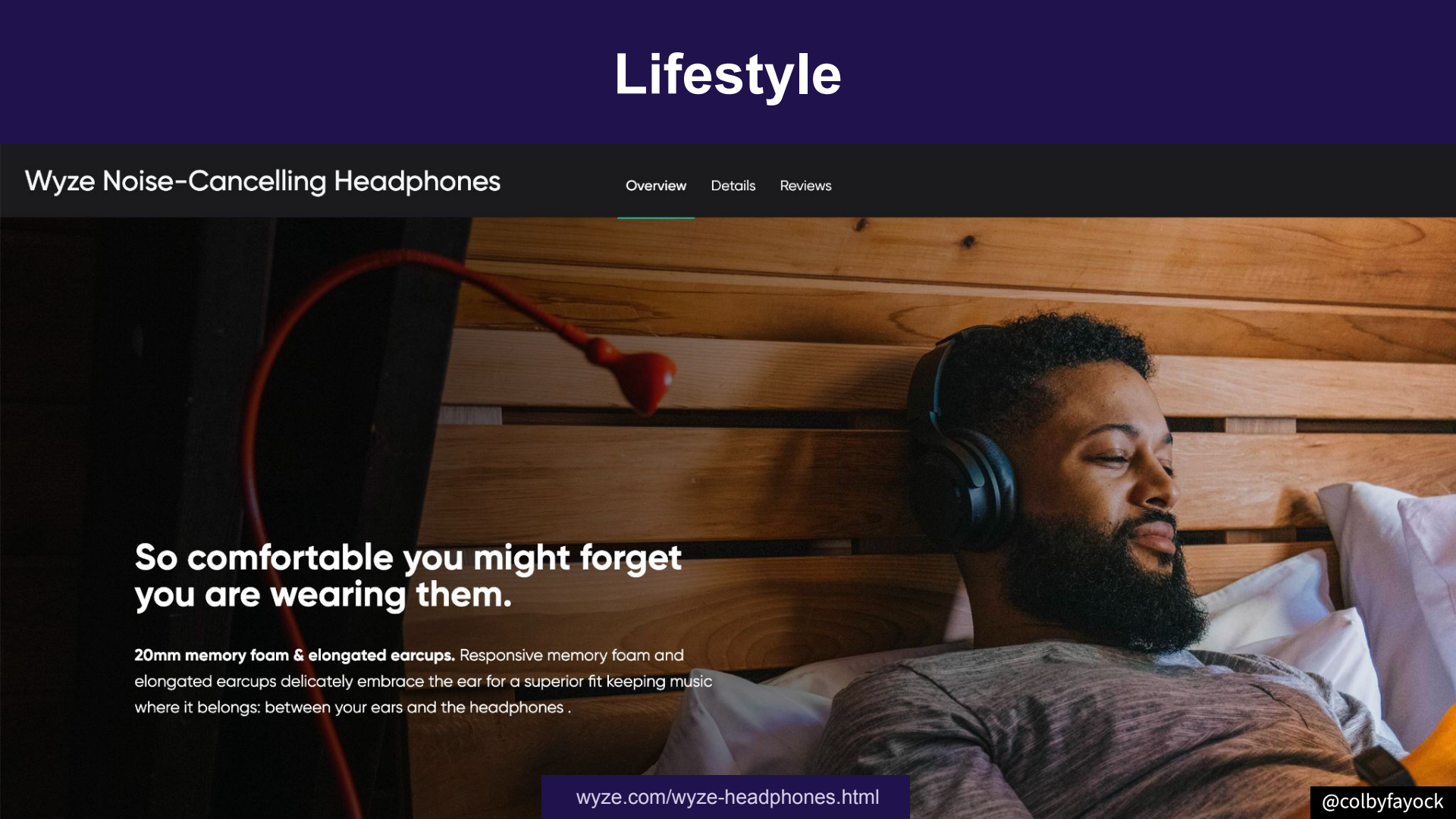


Lifestyle



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

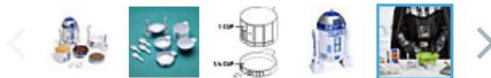
Office & School Supplies

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



WATCH THE VIDEO



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

@colbyfayock

Lifestyle



Video



Roll over image to zoom in



VIDEO

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

Brand: Megapro

★★★★★ 870 ratings

\$28⁵²

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

\$28⁵²

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.](#)

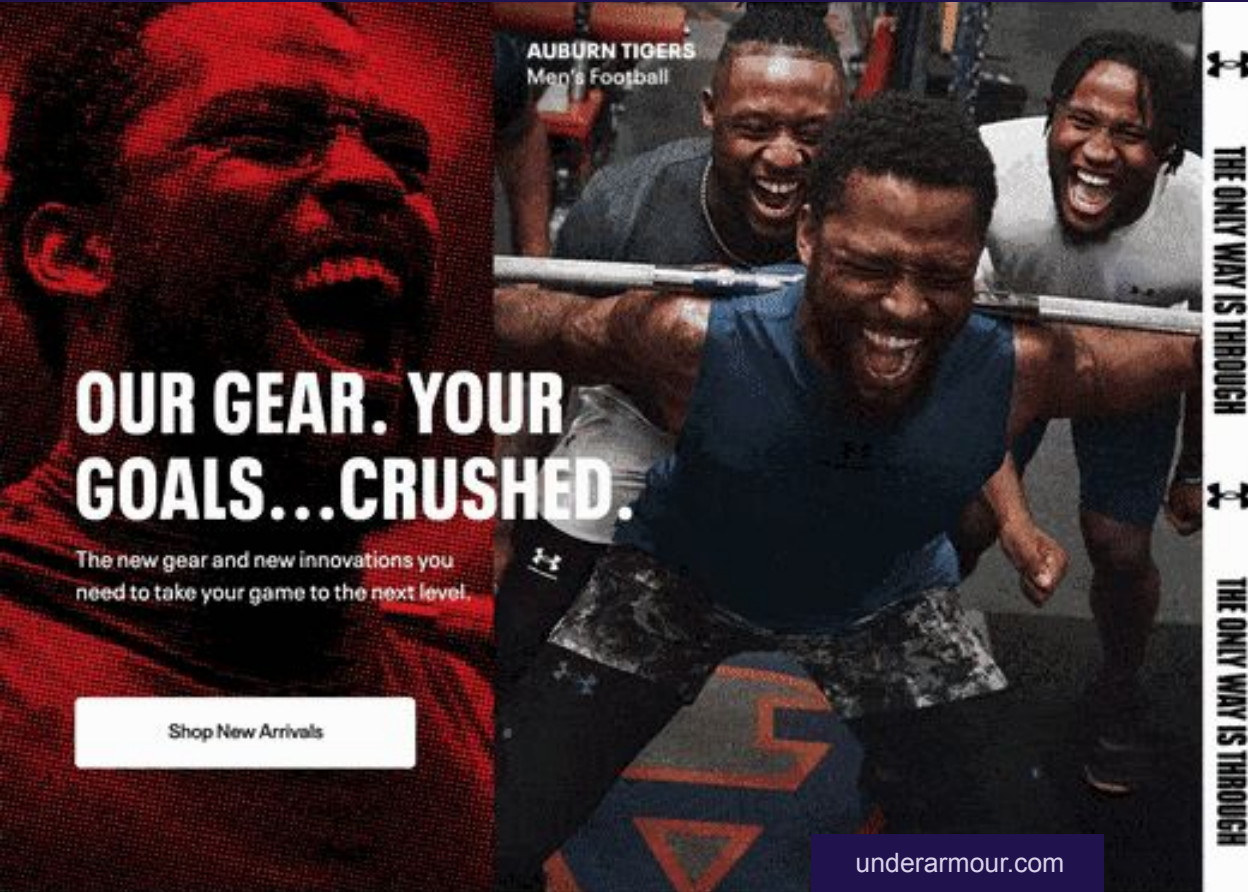
Add to List

Add to Wedding Registry

amazon.com/gp/product/B004VJY0ZM

@colbyfayock

Video



AUBURN TIGERS
Men's Football

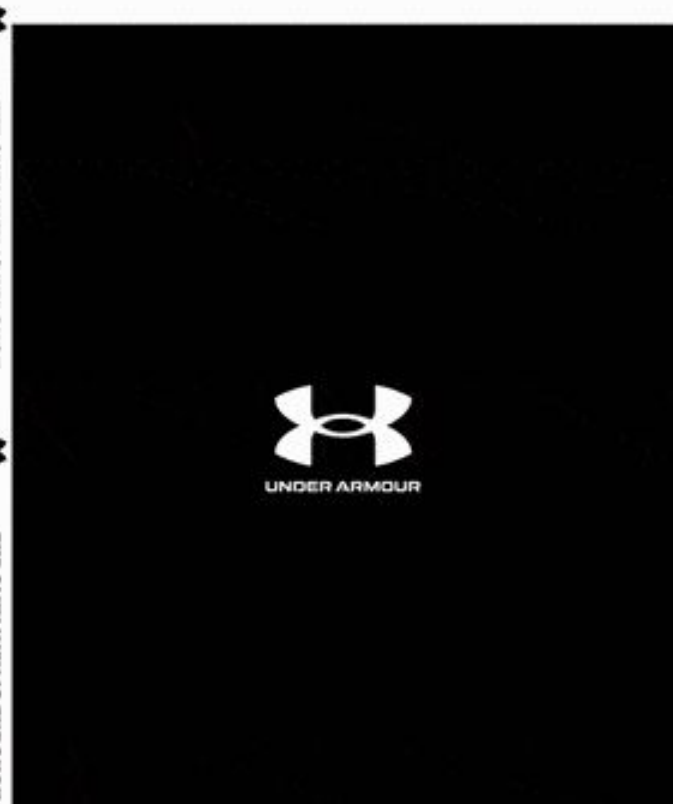
OUR GEAR. YOUR GOALS...CRUSHED.

The new gear and new innovations you need to take your game to the next level.

Shop New Arrivals

underarmour.com

THE ONLY WAY IS THROUGH



Shoppable Video



LIGHTWEIGHT
& P

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

Qty : 1

ADD TO CART



FIND IN STORE

@colbyfayock

Feedback

Large, Clear Images & Video



HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

\$14.90

Color : 03 GRAY



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Size Chart



Qty : 1

ADD TO CART



FIND IN STORE

@colbyfayock

Feedback

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](#)

Large, Clear Images & Video



HEATTECH KNITTED GLOVES



4.1 (7)

[write a review](#)

\$14.90

Color : 03 GRAY



Size :



Size Chart

Qty : 1

ADD TO CART



FIND IN STORE

@colbyfayock

Feedback

Large, Clear Images & Video



HEATTECH KNITTED GLOVES

Not Actual Code

```
<style>
.my-container {
  position: relative;
}

.my-container img {
  position: absolute;
}
</style>

<div class="my-container">
  
</div>

<script>
  const image = document.querySelector('.my-container img');
  image.style.top = `[Dynamic based on Cursor Position]`;
  image.style.left = `[Dynamic based on Cursor Position]`;
</script>
```



FIND IN STORE

@colbyfayock

Features & Details

Telephoto

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

Ultra Wide

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

Wide

26 mm focal length



Features & Details

Telephoto

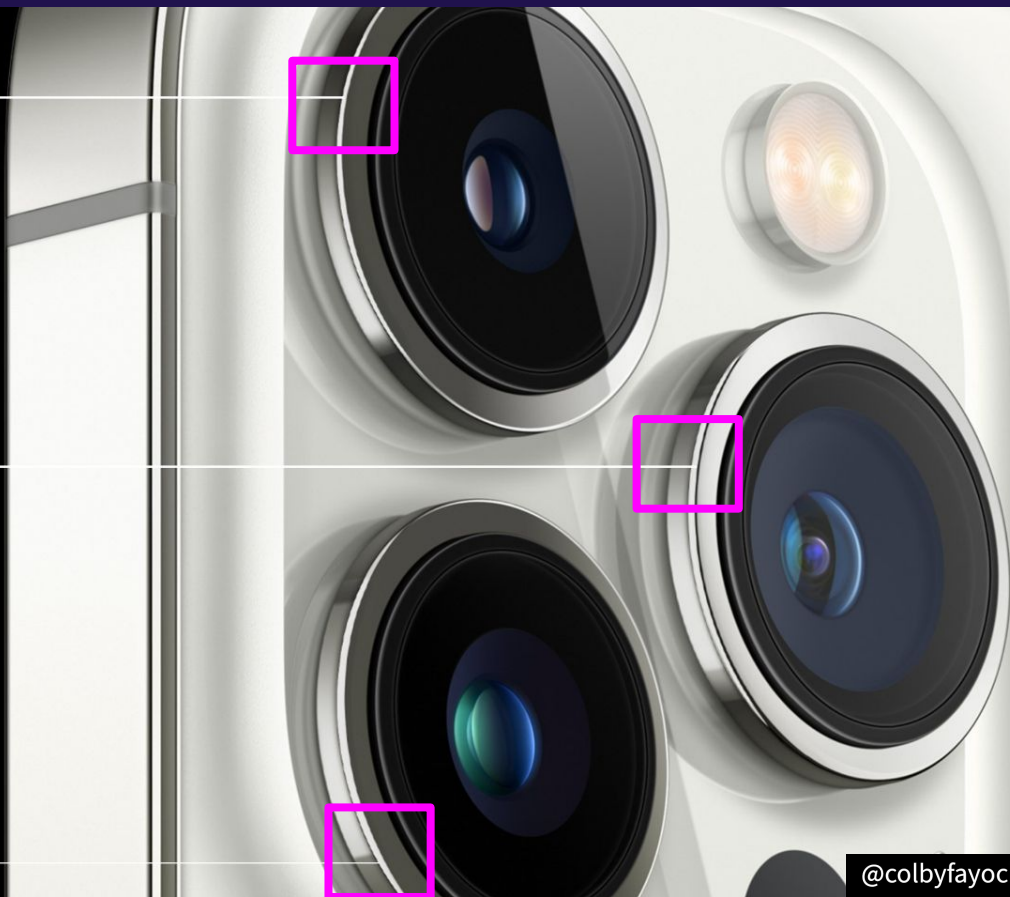
77 mm focal length
3x optical zoom
 $f/2.8$ aperture
Focus Pixels
6-element lens
OIS

Ultra Wide

13 mm focal length
 $f/1.8$ aperture
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Telephoto

77 mm focal length
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Ultra Wide

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

Wide

26 mm focal length

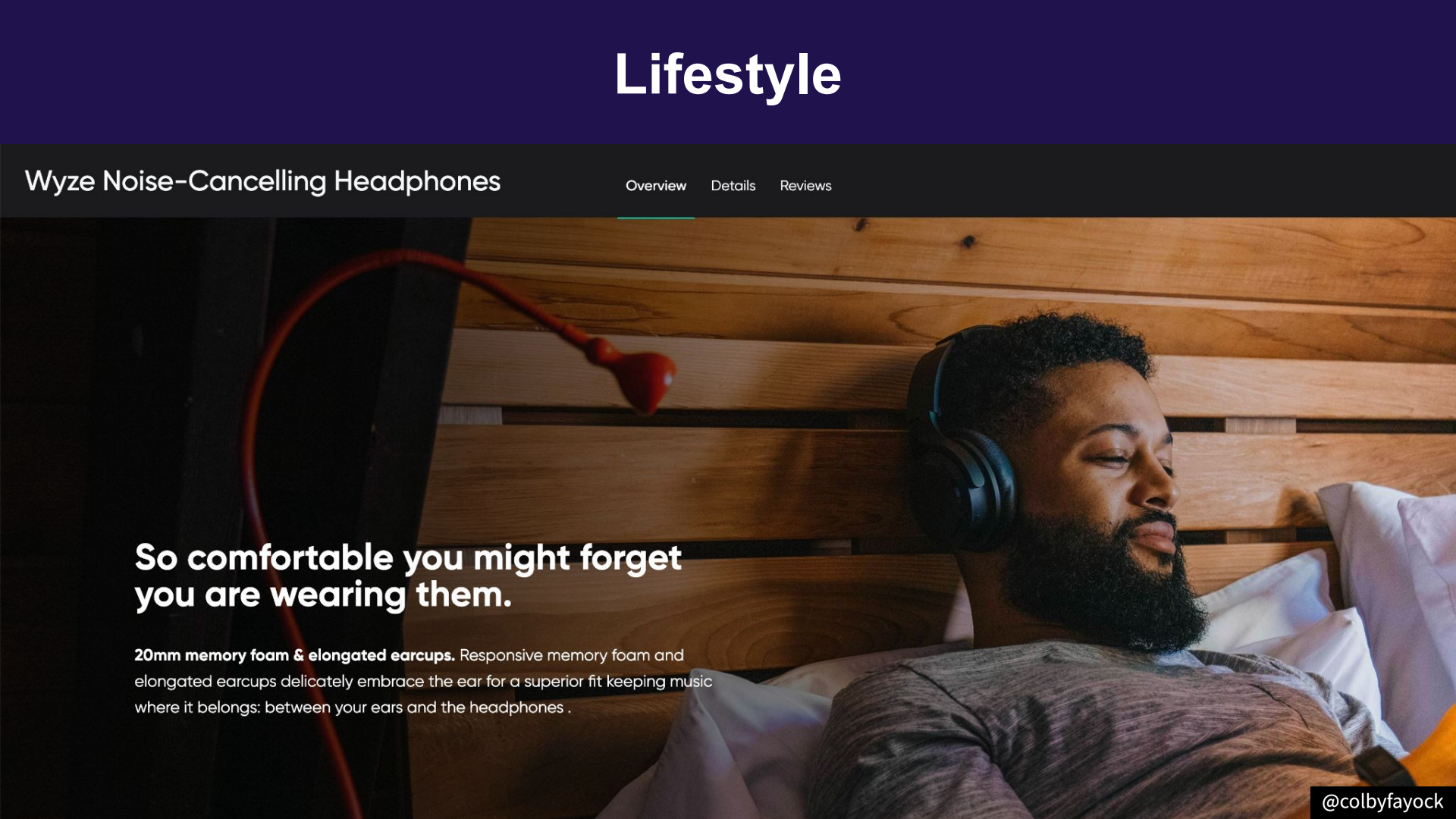
```
<div class="my-container">
  <p class="my-text">
    My Cool Image
  </p>
  
</div>
```

Not Actual Code

```
<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>
```

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 .

Lifestyle

Wyze Noise-Cancelling Headphones

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So comfortable you might forget you are wearing them.

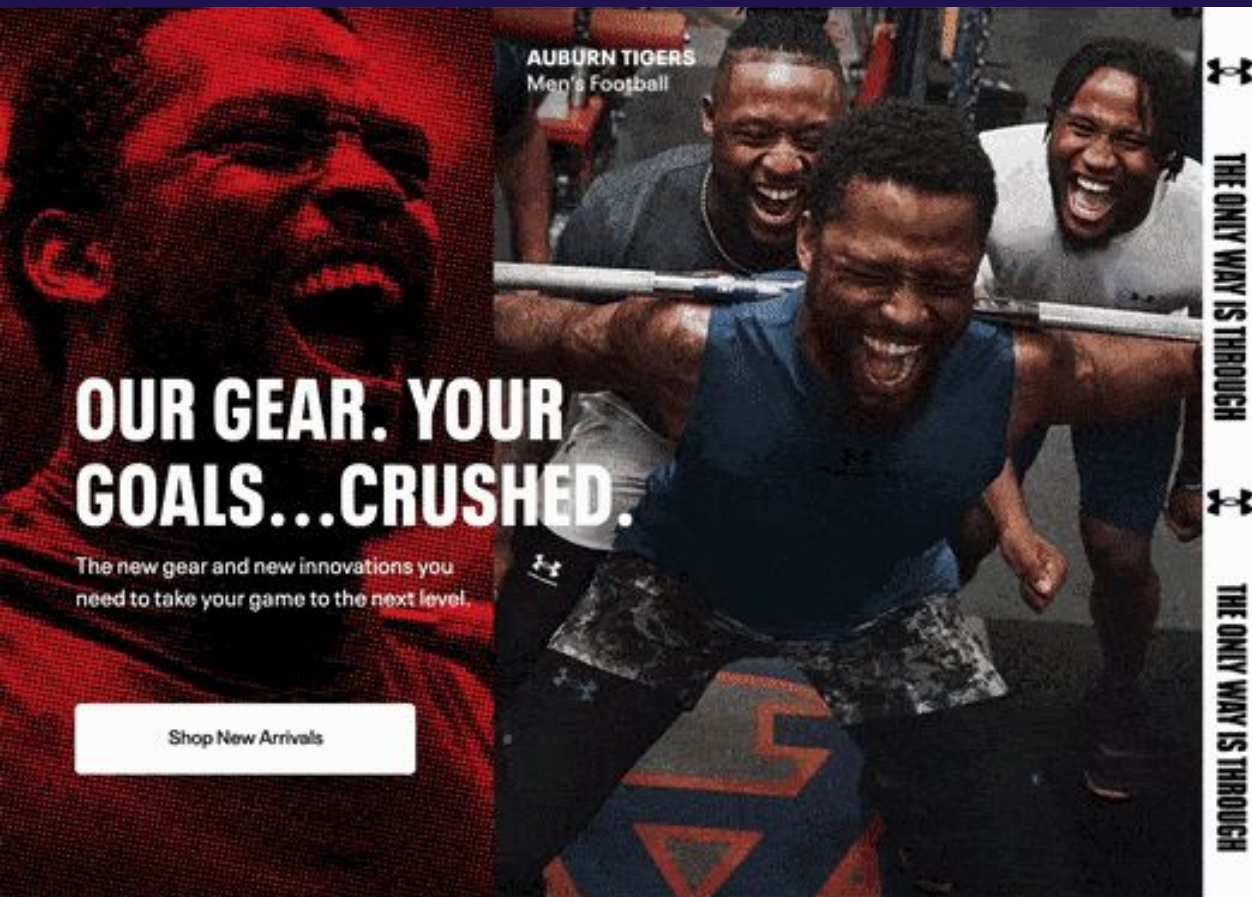
20mm memory foam & elongated earcups. Responsive memory foam and elongated earcups delicately embrace the ear for a superior fit keeping music where it belongs: between your ears and the headphones .

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

A photograph of three Auburn Tigers football players celebrating a victory. They are wearing blue jerseys and are in a state of intense joy, with their mouths open in screams. The player in the foreground is wearing a blue jersey with the number 12. The player behind him is wearing a grey jersey with the number 10. The player to the right is wearing a white jersey with the number 10. They are all wearing Under Armour gear. The background is a blurred stadium setting.

AUBURN TIGERS
Men's Football

OUR GEAR. YOUR GOALS...CRUSHED.

The new gear and new innovations you need to take your game to the next level.

[Shop New Arrivals](#)

THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH



UNDER ARMOUR

Video

```
<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>
```

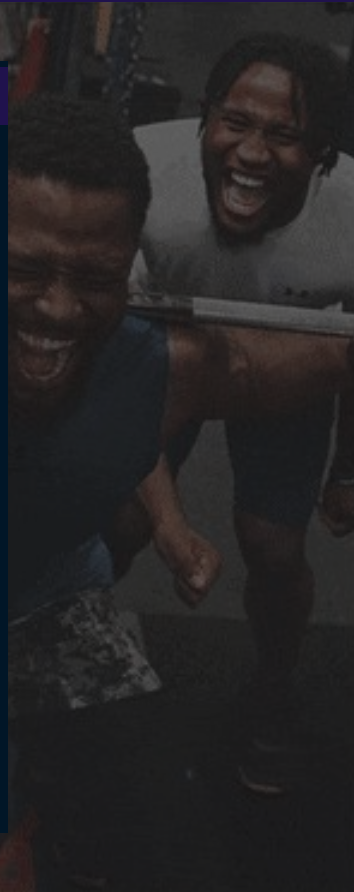
```
  <video autoplay loop>
```

```
    <source src="myvideo.mp4" type="video/mp4">
```

```
  </video>
```

```
</div>
```

Not Actual Code



THE ONLY WAY IS THROUGH



THE ONLY WAY IS THROUGH



Shoppable Video



Shoppable Video

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

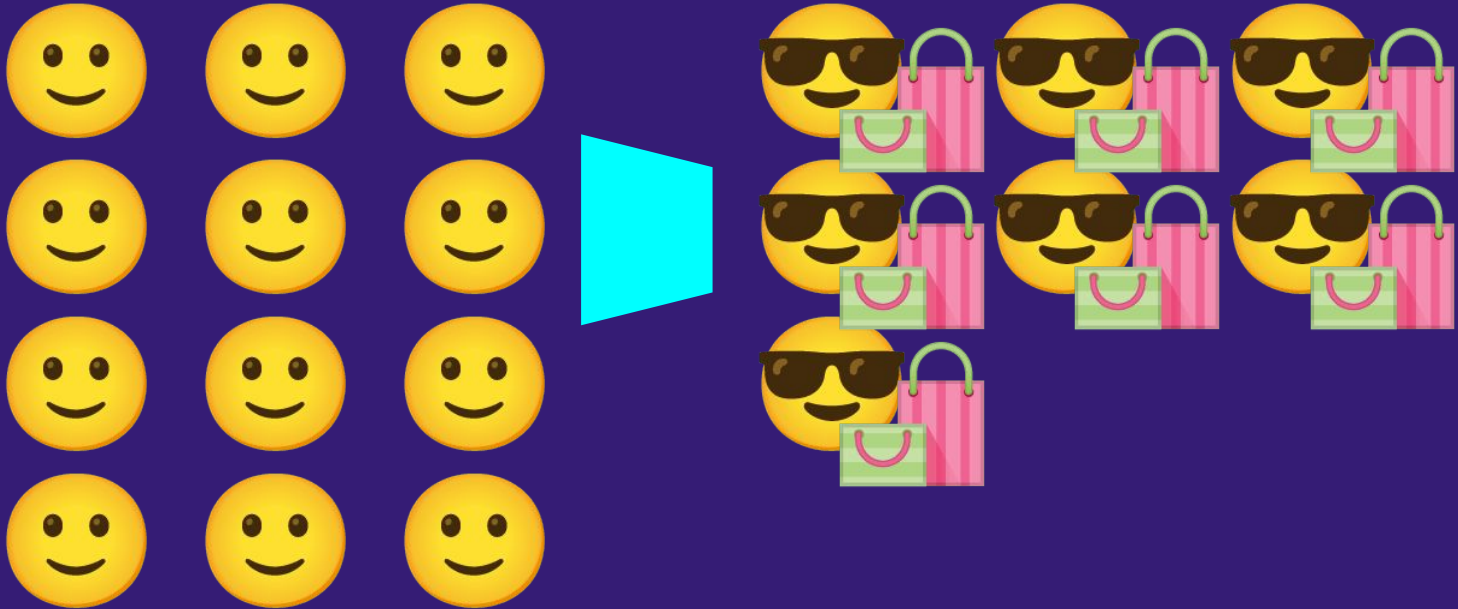
Not Actual Code

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



Performance & Optimization

Conversion Rate



7/12 or 58.3%

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

Improvement in load time

0.5%

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

The image shows a screenshot of the StarCadet website and its network performance data. The website features a black hoodie with the StarCadet logo and a 'Shop Now' button. Below it is a pink banner with the text 'FINAL SPACE' and another 'Shop Now' button. The network tab in the browser's developer tools is open, showing a list of requests. A pink box highlights the summary row at the bottom of the network tab, which indicates 97 / 146 requests, 232 MB / 232 MB transferred, 231 MB / 234 MB resources, and a finish time of 12.2 ms.

Name	Status	Type	Initiatio	Size	Time	Waterfall
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	702 ms	
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	621 ms	
FIRST_TIME_EVE...	200	gif	lazys...	16.5 MB	1.17 s	
FIRST_TIME_EVE...	200	gif	Other	16.5 MB	424 ms	
NeverStopLookin...	200	gif	lazys...	8.2 MB	421 ms	
NeverStopLookin...	200	gif	lazys...	8.2 MB	234 ms	

97 / 146 requests | 232 MB / 232 MB transferred | 231 MB / 234 MB resources | Finish: 12.2

7/12 or 58.3%

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 1.0 mb



High Quality @ 85

854 kb

Name	Sta...	Domain	Type	Size
 jellyfish_qjeelr.jpg	200	res.cloudin...	docu...	854 kB



Low Quality @ 30

125 kb

Name	Sta...	Domain	Type	Size
 jellyfish_qjeelr.jpg	200	res.cloudin...	docu...	125 kB



Auto

559 kb

Name	Sta...	Domain	Type	Size
 jellyfish_qjeelr.jpg	200	res.cloudin...	docu...	559 kB

With only quality changes via Cloudinary, no other optimizations

Responsible Sizes



5475×3849 (Original)

1.3 mb

Name	Sta...	Domain	Type	Size
 flower_lkd6s0.jpg	200	res.cloudin...	docu...	1.3 MB



200x141

9.2 kb

Name	Sta...	Domain	Type	Size
 flower_lkd6s0.jpg	200	res.cloudin...	docu...	9.2 kB



1200x844

87.9 kb

Name	Sta...	Domain	Type	Size
 flower_lkd6s0.jpg	200	res.cloudin...	docu...	87.9 kB

With only size changes via Cloudinary, no other optimizations

All Together



JPG / 95 / 4928x3280 (Orig.)

4.3 mb

Name	Sta...	Domain	Type	Size
 satellite_n18tjw.jpg	200	res.cloudin...	docu...	4.3 MB



AVIF / Auto / 1200x801

51.2 kb

Name	Sta...	Domain	Type	Size
 satellite_n18tjw.jpg	200	res.cloudin...	docu...	51.2 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.



SWITCH URL

RUN AUDIT

Opportunities

Opportunity

Estimated Savings

▲ Serve images in next-gen formats		141.1	▼
		8 s	
▲ Properly size images		108.0	▼
		3 s	
▲ Efficiently encode images		106.9	▲
		8 s	

Optimized images load faster and consume less cellular data. [Learn more.](#)

URL		Resource Size	Potential Savings
	Vintage Leather Bag <pre></pre>	...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	



Website Image Analysis Tool

**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

Other page assets



C photo-1642690040885-9b81adfad24d.jpg

JPEG  354.6 KB Current

Potential Smart Compression

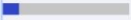
 **86.6%**

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%)



C photo-1642674118857-96af9148757b.jpg

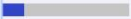
JPEG  293.8 KB Current

Potential Smart Compression

 **84.3%**

websitespeedtest.cloudinary.com

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%)

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

Breakpoints generation settings

Resolution ? From To
50 200 480 1080 2180 3840

Size step ? Size (KB)
5KB 25KB 45KB 65KB 85KB

Maximum images ? Quantity
3 10 18 25 33 40

Retina resolution

☒ Include double resolution (DPR 2.0) images

Or select one of the predefined images

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

ORIGINAL ASPECT RATIO

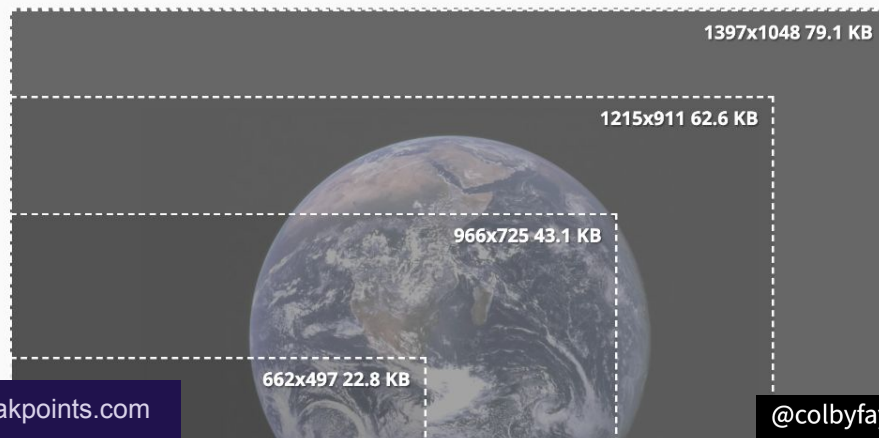


** Try and resize the browser window to see responsive behavior*

HTML5 img tag example

```
<img  
  sizes="(max-width: 1400px) 100vw, 1400px"  
  srcset="
```

Nº	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



Demo

Demo - Optimization



Beach



City



Earth



Galaxy

Demo

Demo Recap



Beach



City



Earth



Galaxy



Colby Fayock

Sr Dev Experience Engineer

 Cloudinary

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Thank You

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