We have all turned to digital commerce as a lifeline during the lockdown. As crazy as the pandemic has been, it is good to make light of crazier things that should not happen. The Media Trust and RH-ISAC are exploring some of those things in this series, *Crazy Things That Happen in your Online Store Every Day*.

Crazy Things #3 – Slow Response Time

Long lines everywhere.

She is finally able to leave the house for a few hours, to do some shopping for the holiday season and to get a new coat for the winter. She walks into her favorite retail store, excited about the holiday sales and ready to buy gifts for friends and family.

Then she spots it; a cream-colored winter hooded wool midi coat. She tries to get to the coat, but all aisles are crowded, and she can't reach it. She looks around frantically and even calls for help but none arrives. After a period of time she makes a second attempt to get to the coat. Then a third. Finally, noticing others around her also look quite unhappy, she joins them in heading to the exits to make her purchase elsewhere.

On her way out, she passes people queued up in other aisles and sees long checkout lines at each register, at the returns counter, at the customer service desk, and even at the fitting room with the store staff just slowly plodding along with seemingly no sense of urgency. She abandons the store, vowing never to return.

Seems crazy, right? But this happens on many online retail websites!

Retail websites that are slow to render content or execute a transaction will drive away potential customers...the longer the delay, the greater the number of abandonments. Key factors impacting site speed include the site's architecture, third-party activity and the code that executes the site:

- **Large JavaScript code** - Most online sites contain a significant number of JavaScript files that execute the site's functions. Unfortunately, there is a lot of inherent technical debt in these JS files, a lot of poorly written code and redundant functions. It is not unusual to find JS files in excess of 30KB whose actions take 3$^+$ seconds to load.

- **Number of domains and calls** - Two factors combine to impact website speed: the number of domains operating on the site and the number of calls each domain makes to execute. Most online retail websites have 100$^+$ domains executing on their website - if each domain averages a large number of server calls to execute, your site speed will be impacted.

Overcoming crazy isn't an insurmountable feat.

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