# Article information:

Optimistic UI Patterns for Improved Perceived Performance
<https://simonhearne.com/2021/optimistic-ui-patterns/>

# Article summary:

1. Web performance should be rebranded as UXSpeed, as it is about optimizing the speed of user experiences.

2. Optimistic UI patterns decouple user feedback from the network, giving more control over the speed of the user experience and improving perceived performance.

3. Examples of optimistic UI patterns include contextual buttons, search filters, page transitions, and pre-emptive loading, which can have a big impact on user experience with relatively small engineering effort.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Optimistic UI Patterns for Improved Perceived Performance" discusses the importance of user experience design in web performance optimization. The author argues that optimizing the speed of user experiences is more important than technical optimization, and suggests using optimistic UI patterns to improve perceived performance.

The article provides several examples of optimistic UI patterns, such as decoupling feedback from network requests, using interstitial states for filtering results, and introducing page transitions. The author also highlights the benefits of these patterns, including faster perceived performance and improved user satisfaction.

However, the article has some potential biases and limitations. Firstly, it focuses primarily on the benefits of optimistic UI patterns without discussing any potential risks or drawbacks. For example, relying too heavily on optimistic UI could lead to false expectations or confusion for users if their actions do not result in the expected outcome.

Additionally, the article does not provide much evidence or data to support its claims about the effectiveness of optimistic UI patterns. While some examples are given, there is no discussion of how these patterns have been tested or measured in terms of their impact on user experience or business outcomes.

Furthermore, the article may be somewhat promotional in nature as it highlights specific companies and their use of optimistic UI patterns. This could suggest a bias towards certain products or services rather than providing a neutral analysis.

Overall, while the article provides some useful insights into the potential benefits of optimistic UI patterns for improving perceived performance, it would benefit from a more balanced discussion that considers both the advantages and disadvantages of these techniques. Additionally, more evidence and data would help to support its claims and make them more convincing.

# Topics for further research:

* Criticisms of optimistic UI patterns in web design
* Risks of relying too heavily on perceived performance in user experience design
* Measuring the impact of optimistic UI patterns on user satisfaction and business outcomes
* Alternatives to optimistic UI patterns for improving web performance
* Best practices for balancing technical optimization with user experience design
* Case studies of successful web performance optimization strategies

# Report location:

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