

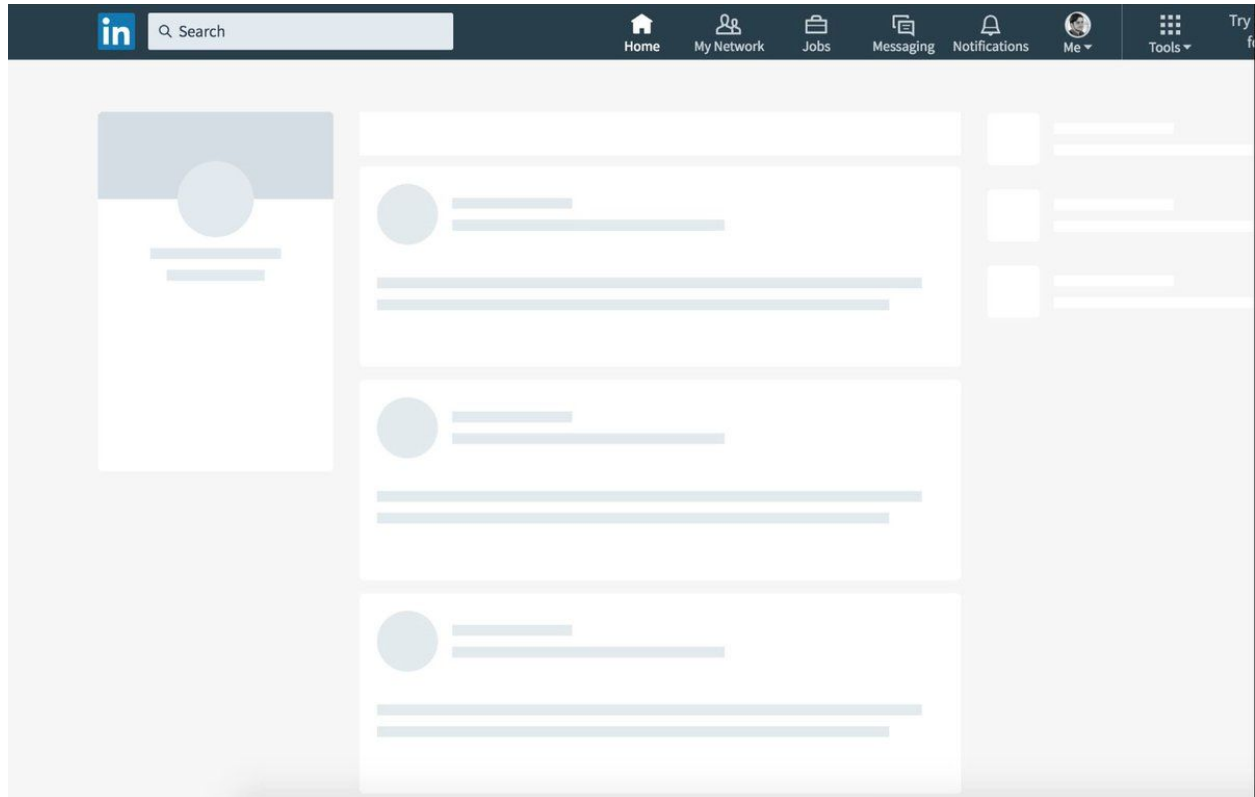
What is Progressive Rendering?

- Techniques to create content for display as quickly as possible
- Popular in the days before broadband internet, but still important in an age of mobile internet connection
 - Many visitors on TK are on mobile devices
- Example of progressive rendering technique:
 - [Progressive JPEGs](#): loading images in waves until it is fully loaded. The image starts off as blurry, but people can see the whole image instead of white space.

Why is it important?

- [Impact of Variable-Rate Progress Bars on Perceived Waiting Time](#)
 - The more the users estimated the waiting time as short, the more their satisfaction score was high
 - Progressive rendering allows us to portray webpages faster than it actually is
 - It is important to have fast load times, it is also important for people to perceive fast load times
 - This is accomplished by displaying content as soon as possible
 - Bonus fact: ease-out (fast, then slows down) motions are perceived to be faster than a linear motion

Proposed Progressive Rendering Technique: Skeleton Screens



LinkedIn skeleton screens on desktop

Benefits of skeleton screens

- Clear sense of progress
 - Content is gradually being shown, rather than a white page for a longer period of time
- Shows what to expect from the web page
 - Skeletons act as an outline for the content
- Perceived to be faster than actual load speed
 - Content shows up quicker

What about TK Spinner?

- Multiple spinners on one web page is disorientating

- Skeleton screens works great in cases where multiple components on a web page requires a load state
- No sign of progress
 - How much content has loaded? How much still need to load?
- Period of uncertainty
 - How much time is left?
- Perceived to be slower than actual load speed
 - Like staring at a clock
- Loaded content comes as a surprise
 - People have no idea what to expect after a spinner

Skeleton Screen Guidelines

Color

- \$background-gray-9: #F4F4F4

Server-side Render Content

- Quick, meaningful, and important content
 - This is the initial page load
 - Give people something to look at while client-side content loads
- Content that plays a role in SEO should be server-side rendered
- Skeleton screens should **not** be used for server-side rendered content

Examples of server-side content on [local storefront](#)

- Venue information
- Editorial
- Amenities

Client-side Render Content

- Anything that does not come completely rendered via server-side, or requires an api call and waiting for the data to come in, will have longer load time
- Purpose of skeleton screen is to let people know that something meaningful is coming
- Skeleton screens should not be extremely detailed, just enough to give people an idea on what to expect
 - More skeleton screens = longer load times

Examples of client-side content on [local storefront](#)

- Image carousel
- Request for tour widget
- Pricing calculator
- Reviews

Animation on Skeleton Screens

- <https://codepen.io/jimmybnguyen/pen/proKYb>
- Linear gradient utilizes an ease-out motion
- Animation on skeleton screens act as a subtle indicator that content is loading

Skeleton Screens on Local Storefront

RFQ/RFT

\$\$\$ - Moderate avg cost

Request Quote

Message

Contact for Pricing avg cost

Request Quote

Message

\$\$ - Moderate avg cost

Request Quote

Message

\$\$ - Moderate avg cost

Request Tour

Next available tour times on

MON. AUG 29

2:00 PM 3:00 PM 4:00 PM

Request Quote

Message

Request Quote

Message

\$8,000/140 guests avg cost

Request Quote

Message

\$8,000/140 guests avg cost

Request Quote

Message

\$8,000/140 guests avg cost

Request Tour

Next available tour times on

MON. AUG 29

2:00 PM 3:00 PM 4:00 PM

Request Quote

Message

Request Quote

Message

avg cost
\$8,000
per 140 guests

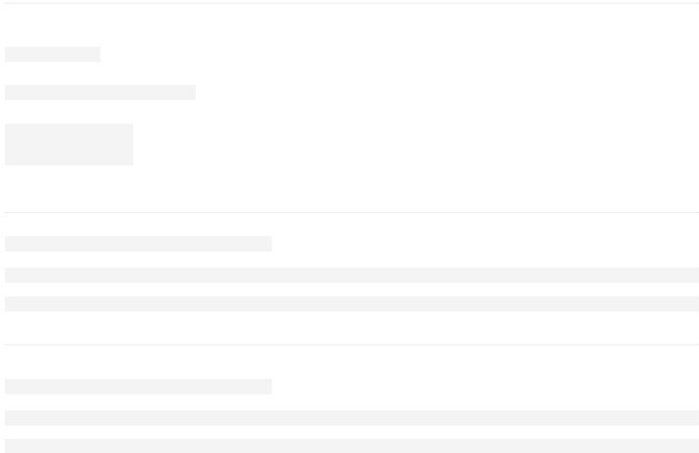
Request Quote

avg cost
\$8,000
per 140 guests

Request Quote

Reviews

Skeleton Screen



Reviews loaded

Reviews

Share your thoughts with other brides

[Write a Review](#)

Sort by 

★★★★★ Reviewed On 9/10/2016 Afton T

Booked our Nov 7 wedding here long before the construction was done but had the most pleasant time working with Lindsey! Guests loved everything about the venue and despite morning rain and a coldfront we were able to do our ceremony outdoors. This venue was built to be a wedding... [Read More](#)

★★★★★ Reviewed On 4/08/2016 Mike G

My wife and I booked with Prospect House just as construction was getting started. As soon as we saw the renderings of the venue, we immediately knew that this was where we wanted to get married. It's a super trendy, modern barn setting unlike anything I've ever seen. This was... [Read More](#)

★★★★★ Reviewed On 12/23/2015 Callie H

Prospect House is a DREAM. I was married here at the end of May and this venue truly embodied my husband and I's personalities perfectly. We were dying to find a venue in the hill country that was more modern and sleek. We toured so many popular venues, and none compared.

★★★★★ Reviewed On 11/10/2015 Amelia T

I LOVE PROSPECT HOUSE! I hope I know more people who get married here in the future so I can keep coming back to this gorgeous venue. We toured this venue when it wasn't completely finished, but I knew it would be amazing and it definitely is. I'm so happy we got married there.... [Read More](#)

★★★★★ Reviewed On 11/08/2015 Ashley L

I'm beyond excited to be the first bride to book at Prospect House, and I couldn't imagine getting married anywhere else. I've visited the site numerous times, and it's just beautiful. The landscape, the atmosphere, and the hill country setting is exactly what my fiancé and I... [Read More](#)

★★★★★ Reviewed On 12/23/2015 Callie H

We booked our wedding at Prospect House before it was built, and it is even more beautiful in person than in the architectural renderings. It looks like a contemporary barn on the outside, but inside it has a very modern gallery feel. There's a ton of natural light, and the venue is beautiful.

[View More](#)

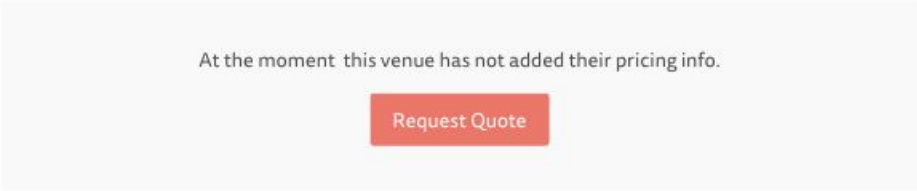
Pricing Calculator

Skeleton Screen



No pricing calculator

Pricing



Pricing Calculator Loaded

Pricing

The average wedding cost at Midtown Loft and Terrace for a Saturday night is \$6,000 for 100 guests.


Get a Price Estimate

WEDDING DATE	GUEST COUNT
<input type="text" value="01/27/2018"/>	<input type="text" value="100"/>

Your Wedding Price Estimate*

\$6,000

*This pricing estimate calculator and the estimate herein are being provided for your convenience only. Estimate is based on the options that you have selected for a venue. Actual pricing may vary. Pricing is subject to change based on availability and time of booking.

Midtown Loft 10 Hours Rental Package	\$6,000 Event
<hr/>	
Event Spaces	
Midtown Loft	✓
<i>Standing Capacity of 300, Seating Capacity of 180</i>	
Staff + Services	
Doorman	✓
Event Manager	✓
Freight Elevator Operator	✓
Facilities + Equipment	
In-house Furniture	✓
Illuminated Bar	✓
Professional Sound System	✓
Clean Up and Touch Up 	✓
Midtown Terrace 10 Hours Rental Package	\$6,000 Event
Midtown Loft And Terrace 10 Hours Rental Package	\$9,000 Event

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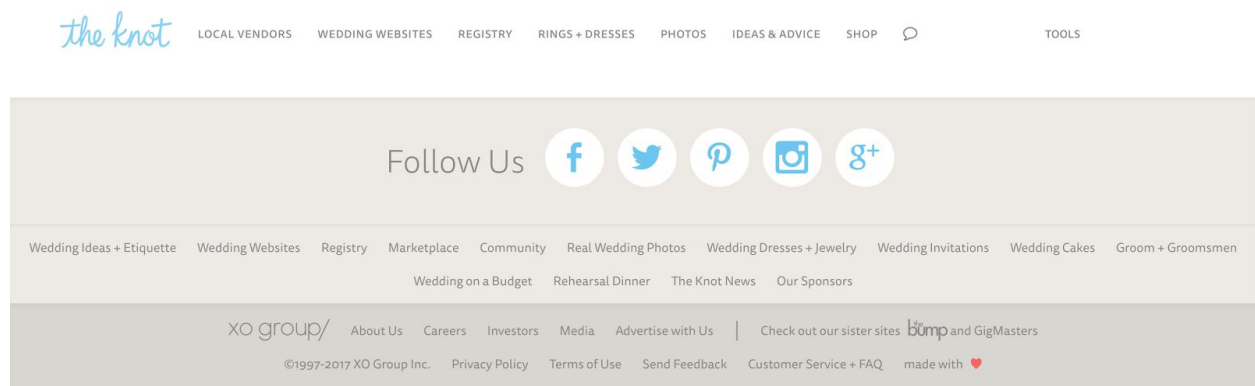
The Plan

- Implement & test skeleton screens on local storefront
 - If perform well, start thinking about rolling it out to other part of TK


Other Potential Use Cases


Wedding Website


Initial page load, only global nav and footer is shown



Side-bar loaded, spinner is shown




the knot LOCAL VENDORS WEDDING WEBSITES REGISTRY RINGS + DRESSES PHOTOS IDEAS & ADVICE SHOP  TOOLS

Jimmy and Test 
March 16, 2018 in Seattle, WA

www.theknot.com/us/jimmy-and-test 

Add A Custom Domain

Preview Website

MY DASHBOARD

> THEME

> WEBSITE PAGES

PHOTOS


REGISTRY

RSVP

> GUEST LIST


SETTINGS


Loading



Content is loaded



Jimmy and Test 
March 16, 2018 in Seattle, WA

www.theknot.com/us/
jimmy-and-test 

Add A Custom Domain

Preview Website



MY DASHBOARD

> THEME

> WEBSITE PAGES

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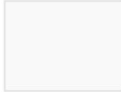
SETTINGS

Add your story. Guests want the scoop!

20%

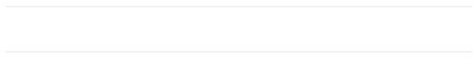
Dashboard

Our Wedding Website

Theme	Our Wedding
 <p>Floral Border Change Theme Customize Theme</p> <p>+ Add Cover Photo</p>	<p>+ Add Your Story</p> <p>+ Add Wedding Info</p> <p>+ Add Other Events</p> <p>+ Wedding Party</p>
Registry	Details
<p>+ Add Registry</p> <p>+ Add Charity</p>	<p>+ Add Accommodations</p> <p>+ Add Travel & Transportation</p> <p>+ Add Things To Do</p>
Guest List	
<p>+ Add Guests</p> <p>+ Collect Addresses</p>	

Inspiration

Initial page load



Most content is loaded, waiting for bridal salon locations



LOCAL VENDORS WEDDING WEBSITES REGISTRY RINGS + DRESSES PHOTOS IDEAS & ADVICE SHOP TOOLS

Engagement Rings Wedding Dresses Bridesmaid Dresses Mother of the Bride Dresses Wedding Rings Menswear Hair Accessories Shoes

Wedding Dresses



**Tony Ward for
Kleinfeld**

Bel

\$4500-\$4999

WEBSITE

Find It Near You

Current Location (New York, NY)



VIEW MORE

Wedding Dress Details



Description



All content is loaded

The Knot

LOCAL VENDORS

WEDDING WEBSITES

REGISTRY

RINGS + DRESSES

PHOTOS

IDEAS & ADVICE

SHOP

🗨️

TOOLS

Engagement Rings

Wedding Dresses

Bridesmaid Dresses

Mother of the Bride Dresses

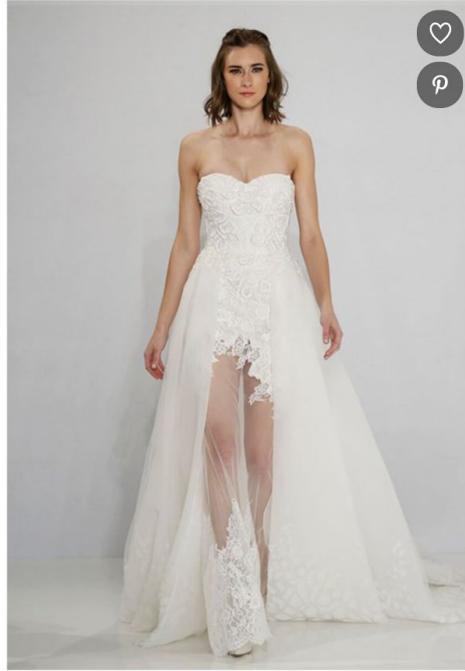
Wedding Rings

Menswear

Hair Accessories

Shoes

Wedding Dresses



Tony Ward for Kleinfeld

Bel

\$4500-\$4999

WEBSITE

Find It Near You

Current Location (New York, NY)

Kleinfeld Bridal Salon

★★★★☆ | 2.0 mi

Wedding Dress Details

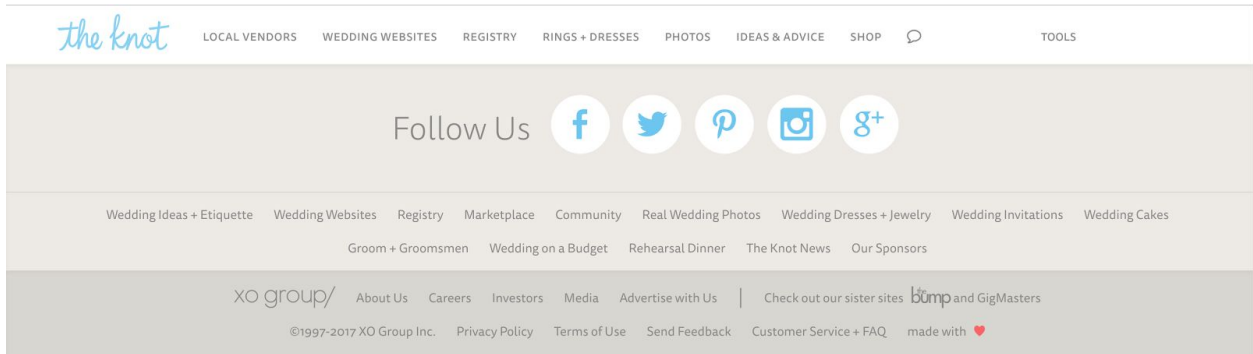


Description

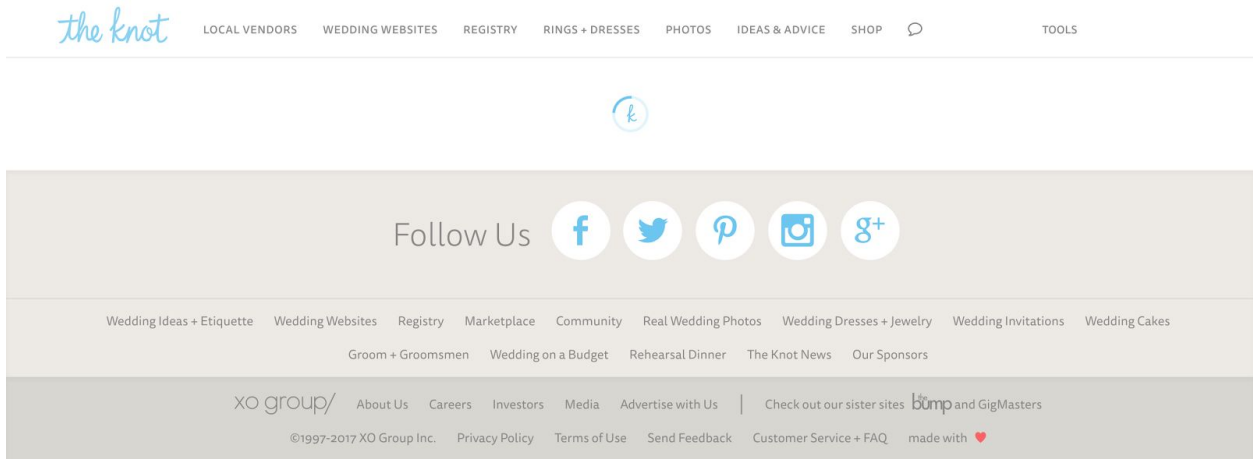


Guest List

Initial page load



TK Spinner










































Content is loaded

the knot LOCAL VENDORS WEDDING WEBSITES REGISTRY RINGS + DRESSES PHOTOS IDEAS & ADVICE SHOP TOOLS

Wedding Event Summary Import List Export List

Search Show / Hide Columns Add Guest

NAME II	CONTACT	INVITE SENT	RSVP	MEAL	GIFT	THANK YOU SENT	NOTES
10	...   		No Response	▼			
11	...   		Accepted	▼			
12	...   		No Response	▼			
13	...   		No Response	▼			
14	...   		No Response	▼			
15	...   		No Response	▼			
16	...   		No Response	▼			
17	...   		No Response	▼		