

Make checkout forms respond faster

Slow form fields on login, cart and checkout put **\$14.4M** a year at stake, the largest initiative in progress.

STATUS	METRIC	PLATFORM	EFFORT	CREATED	OWNER	TICKET
○ In Progress	Responsiveness	Browser	Medium	Jun 30, 2026	Not assigned	Not linked

ANNUAL OPPORTUNITY

\$14.4M estimated

#1 of 11 initiatives in progress, **16%** of the \$88.3M in-progress portfolio.

Reported annual opportunity estimate · Oct 6, 2026 snapshot · not a range; no confidence supplied.

EXPECTED RESULT · SOURCE

Recover \$14.4M in lost revenue by reducing the interaction latency for the checkout form input.

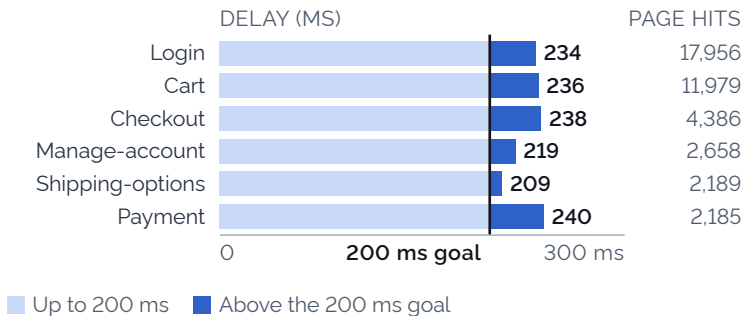
WHY IT MATTERS

Shoppers wait on the fields they need.

Delays while entering information interrupt login, cart and checkout. Faster responses help customers complete these steps without frustration. The source puts the current baseline at **238 ms** at the 75th percentile, above the 200 ms goal.

PROOF

All six form-heavy pages miss the 200 ms goal.



Delay per page, top pages by hits, 41,353 page hits in total. Measurement period not supplied.

THE PLAN

Unblock the page while people type.

- 1 Audit the event listeners on the shared form input and find heavy synchronous work.
- 2 Refactor blocking logic into asynchronous patterns.
- 3 Move non-critical third-party tracking to idle time (requestIdleCallback or setTimeout).

DONE WHEN

- ✓ p75 delay below **200 ms** on every listed page
- ✓ Non-essential input-event scripts load asynchronously
- ✓ Less main-thread blocking during login input

RISKS & OPEN QUESTIONS

The value is a model, not a measured result yet.

- **No realized revenue.** \$14.4M is the reported opportunity; realized amount is blank.
- **No trend history.** Before/after periods are not supplied.
- **Estimate, not audited.** No range or method window.
- **No owner or ticket.** Neither is set in the snapshot.

DECISION NEEDED

THE ASK

1 owner

Name an owner and agree the measurement window before we claim \$14.4M.

The work is scoped (Medium effort) and the evidence is in hand. What is missing is accountability and a before/after period that turns an estimate into a reported result.

Illustrative demo data. Blue Triangle demo snapshot, Oct 6, 2026. Reported opportunity \$14,447,436.26; not verified, realized or overlap-adjusted. Evidence tables label the metric First Input Delay while the recommendation measures INP. Source claims a 0.5s reduction, more than the 238 ms measured delay; claim omitted. Source: Input Field INP Latency Reduction · rec-11