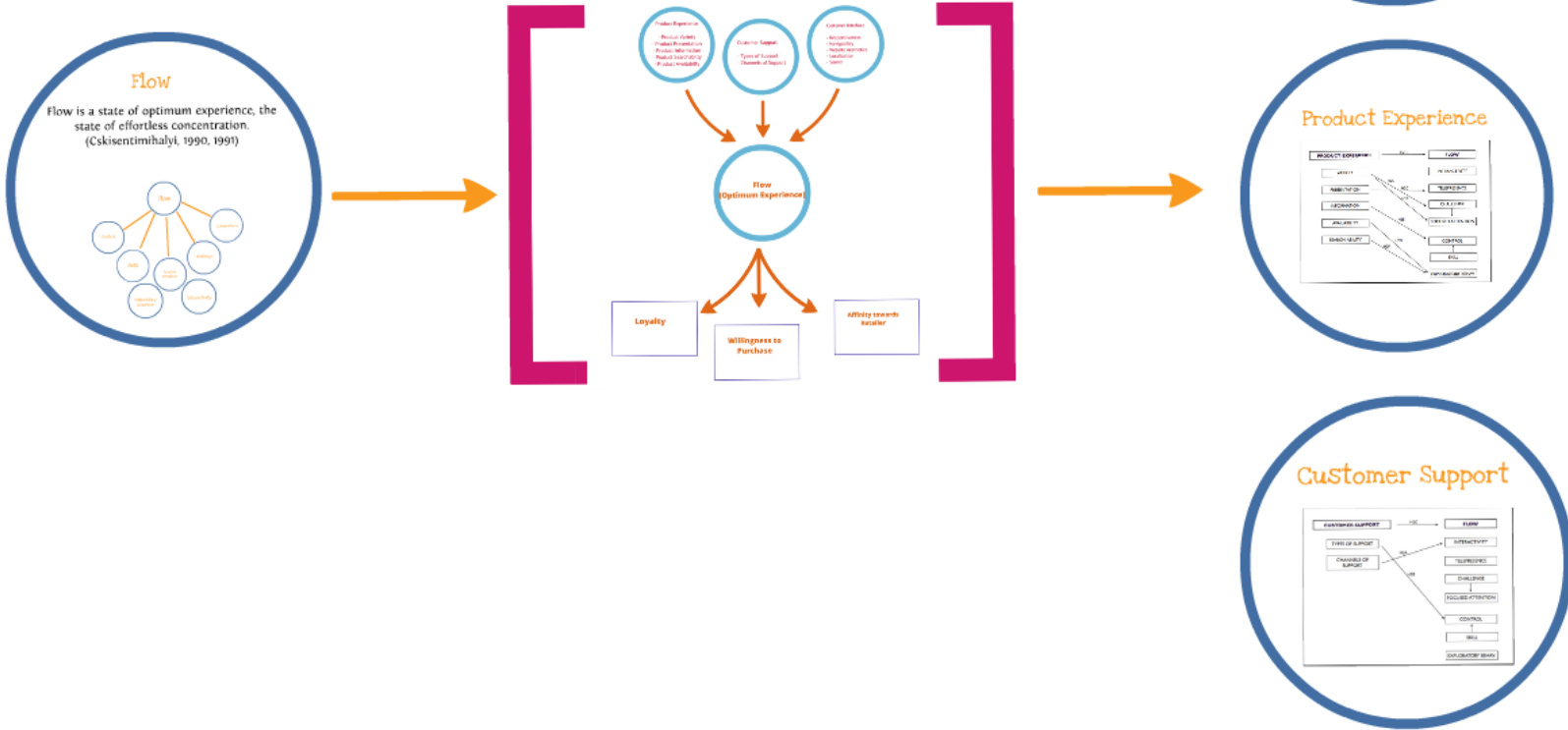


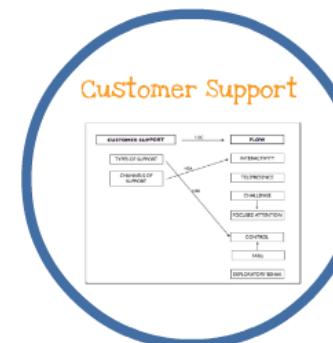
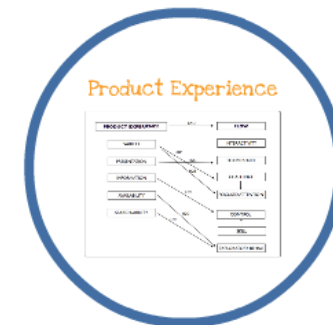
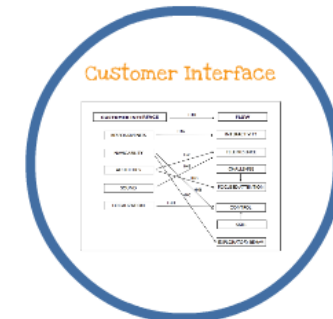
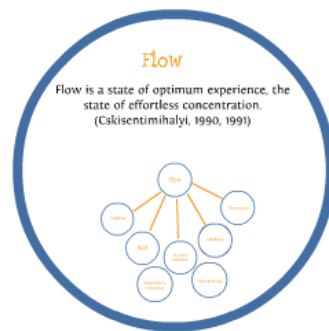
Designing for Flow in Online Fashion Retail

Nimrita Bassi, P.A Smart, Fredric Ponsignon
ISR, University of Exeter



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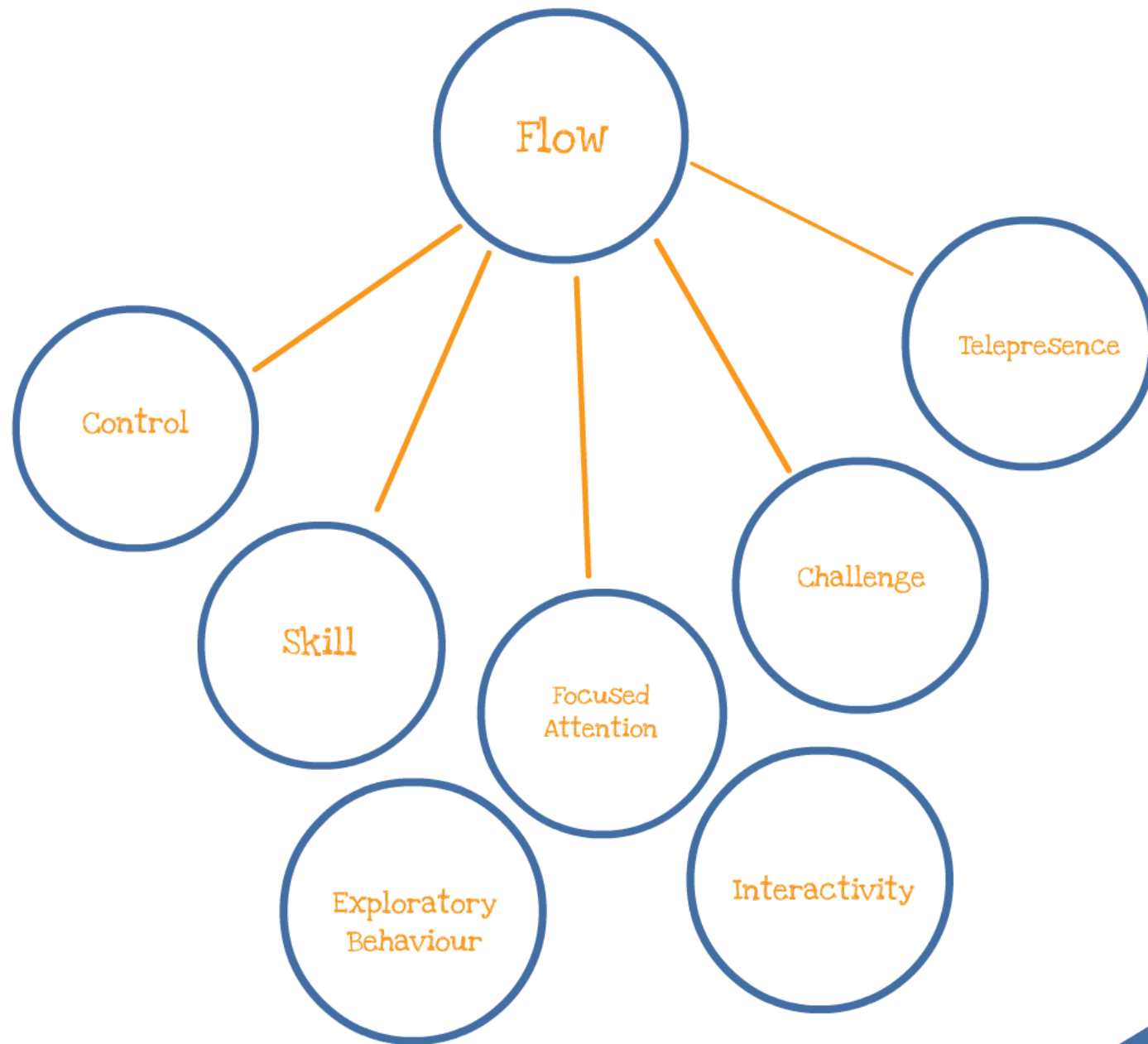
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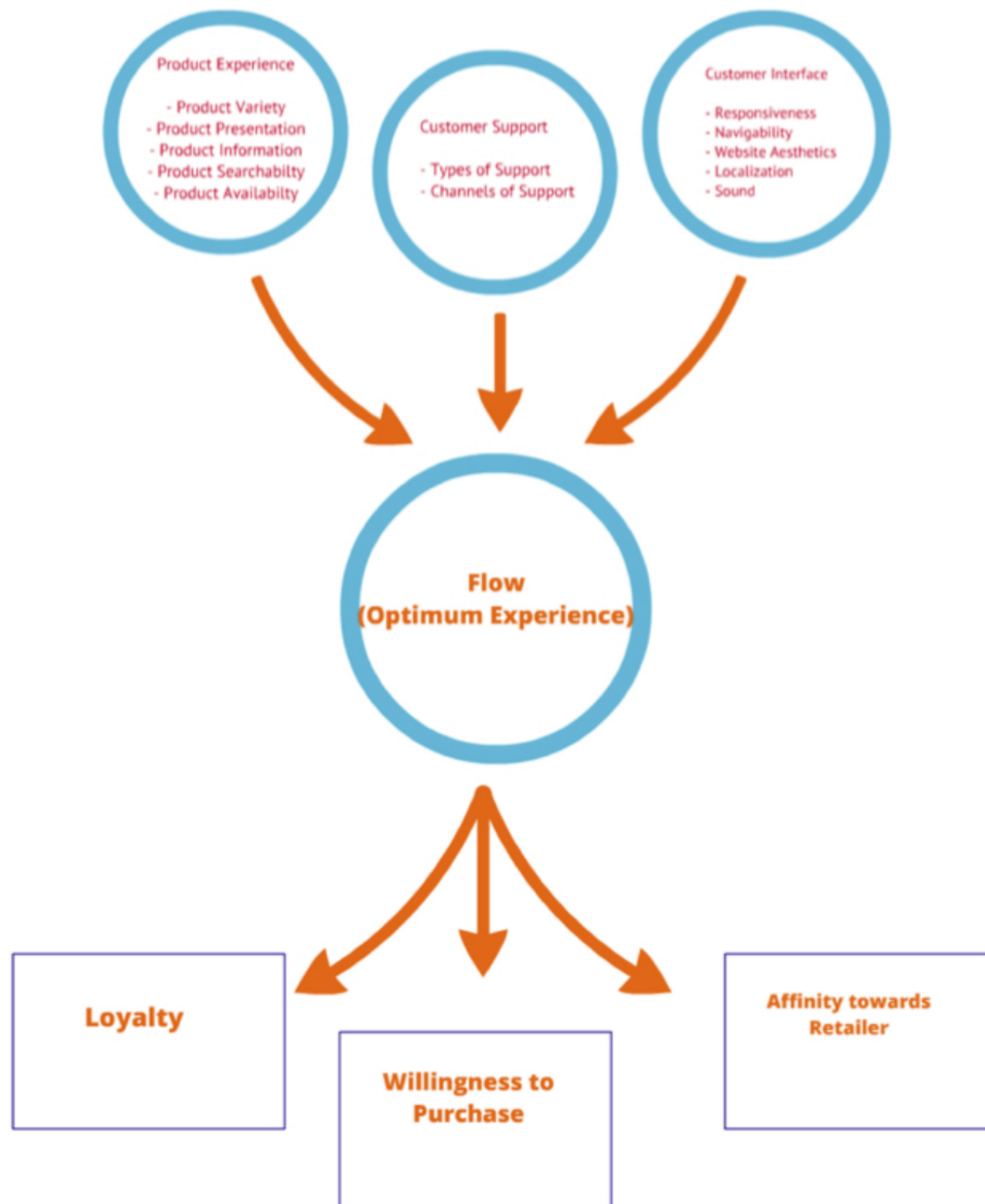


Flow

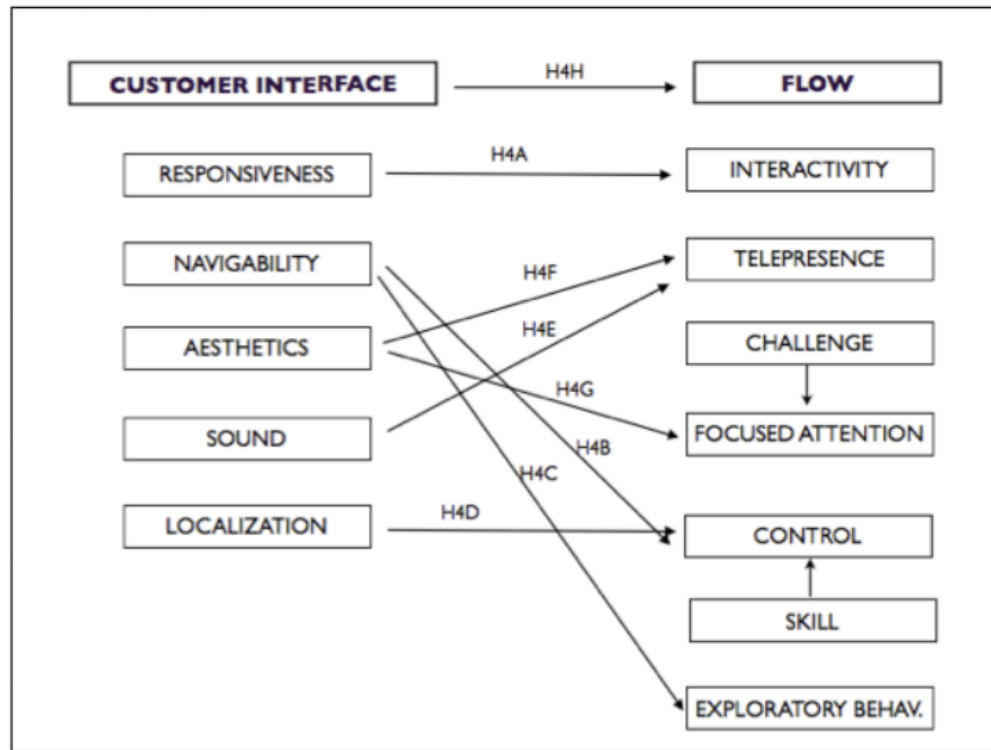
Flow is a state of optimum experience, the state of effortless concentration.
(Csikszentmihalyi, 1990, 1991)



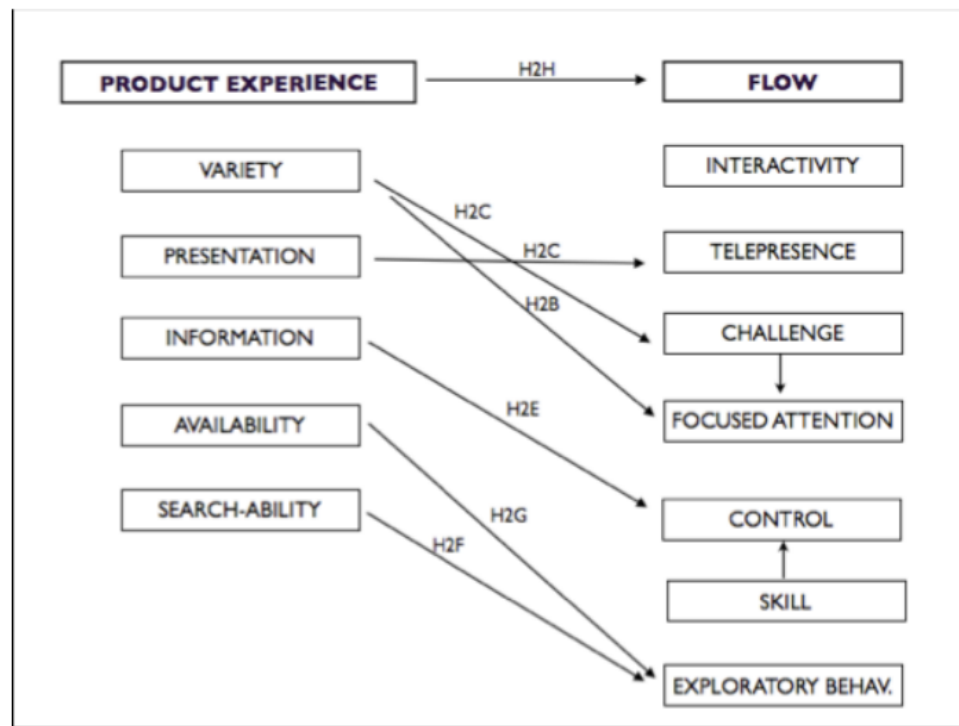




Customer Interface



Product Experience



Customer Support

