Designing for Flow in Online Fashion Retail

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Flow

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

- Customer Interface
- Flow
- Interactivity
- Telepresence
- Challenge
- Focused Attention
- Control
- Skill
- Exploratory Behavior
Product Experience

[Diagram showing relationships between product experience and flow factors such as variety, presentation, information, availability, search-ability, interactivity, telepresence, challenge, focused attention, control, and exploratory behavior.]
Customer Support