- Prior experience with Remix

- `react-router` already the app's backbone

- Momentum towards a Remix-y `react-router`

- Shopify had just acqui-hired the Remix team

- Remix team's development approach – future flags etc.

- I had already ~~seen the light~~ built better UI/UX with Remix

Why not use…?

Why not use...?

- Prior experience with Remix

- `react-router` already the app's backbone

- Momentum towards a Remix-y `react-router`

- Shopify had just acqui-hired the Remix team

- Remix team's development approach – future flags etc.

- I had already ~~seen the light~~ built better UI/UX with Remix

Seeing the light 🧐

WTF are you talking about?

- Control of the network gap

- Use the web platform

- Simple patterns

- Progressive enhancement

- Browser functionality plus magic JS fairy dust ✨