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• Custom conditions

• stale data... maybe? 🤪

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

Why change this?

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- No direct control over data fetching, dispatch to Redux
- Custom data revalidation on mutations
- Stale data... maybe? 🤔
- Global Redux had turned into quite a beast
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Why not use...?

- Prior experience with Remix
- react-router already the app's backbone
- Momentum towards a Remix-y react-router
- Shopify had just acquired the Remix team
- Remix team's development approach – future flags etc.