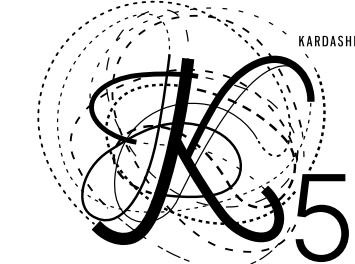
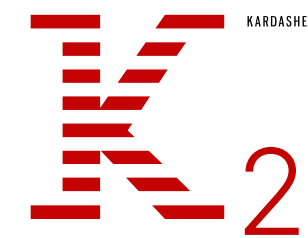
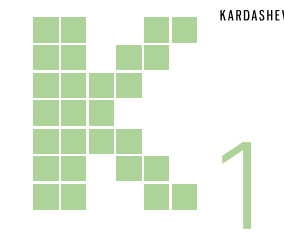


| 2020

KARDASHEV SCALE 1 TO 5



APT MOVIE ANALOGY

90s



00s



10s



20s



30s



2040

BEING DIGITAL MEANS

CONTENT WEBSITES

WEB 2.0 / MOBILE

SOCIAL + COMMERCE

PRODUCT EXPERIENCES

GENERAL AI

PHRASE OF THE TIMES

"Hey! Can you get me on the WWW?"

"e-Business? What's that?"

"Why are FAANG and BATX ahead of us?"

"Big Tech's run fast and furious. Bye-y!"

"Open the pod bay doors, Hal!"

NORTH STAR BIZ METRICS

PAGEVIEWS, VISITORS

INSTALLS, ★ RATINGS

MAU / DAU, CAC / ROAS

LTV, AI ETHICS

?

BEING A "DESIGNER" MEANS

WEB DESIGNERS

UI + ux DESIGNERS

UX + ui DESIGNERS

AI & PRODUCT DESIGNERS

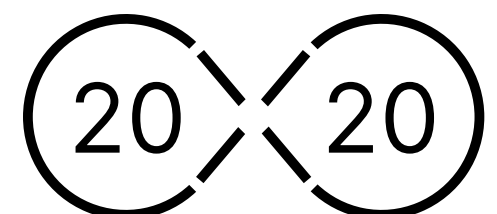
TIME TO MOVE ON?

ASPIRATIONAL COMPANY



I've been looking for an easier way to explain Digital Transformation, and I think the Kardashev Scale metaphor works pretty well. Let me try to create a kind of decoder ring for the various levels to see if that sticks.

Source: @johnmaeda EPIC2014 Googlezon Netscape BlackBerry Amazon Tencent The Matrix Iron Man The Social Network Mad Max 2001



C X . R E P O R T