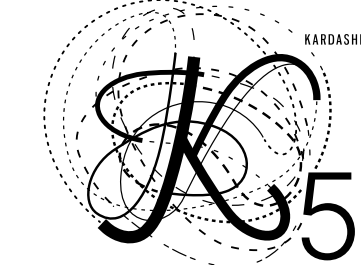
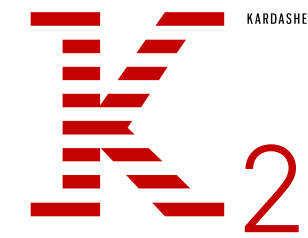
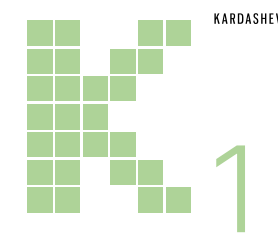


KARDASHEV
SCALE 1 TO 5



BEING DIGITAL
MEANS

CONTENT
WEBSITES

WEB 2.0 /
MOBILE

SOCIAL +
COMMERCE

PRODUCT
EXPERIENCES

GENERAL
AI

BEING A DESIGNER
MEANS

WEB
DESIGNERS

UI + ux
DESIGNERS

UX + ui
DESIGNERS

AI & PRODUCT
DESIGNERS

TIME TO
MOVE ON?

APT MOVIE
ANALOGY



| 2020

90s

00s

10s

20s

30s

2040

PHRASE OF
THE TIMES

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

"e-Business?
What's that?"

"Where did the
good ole Web go?"

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

"Open the pod bay
doors, Hal!"

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