

*30 Day Free Trial!*

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*Draw*

DISK 1

*NeXT Version 1.0*

**Draw**

**YOU ARE BUILDING A FLOPPY DISK**

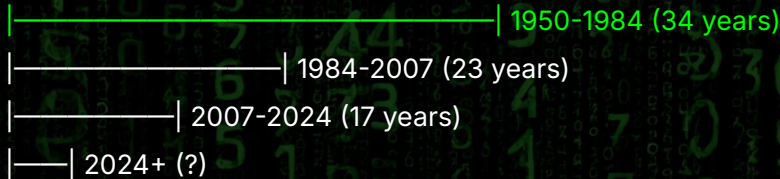
// 1950 - 1984

You typed the machine's language.

Exact syntax. Exact commands.

One wrong character, it broke.

You adapted to the machine.



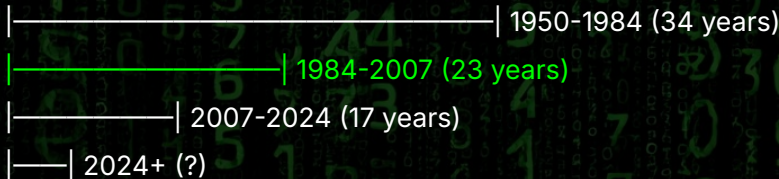
// 1984 - 2007

The mac. Windows. Icons you could click.

Easier. Friendlier. Still the same deal.

You learned which menu. Which folder. Which button.

You still adapted to the machine.



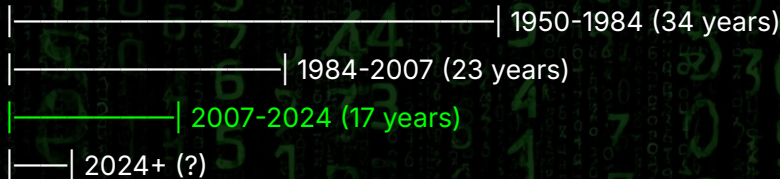
// 2007 - 2024

The smartphone. An icon for everything.

Uber. DoorDash. Delta. Gmail.

You learned which app did what.

More subtle, but still you meeting the machine half way.



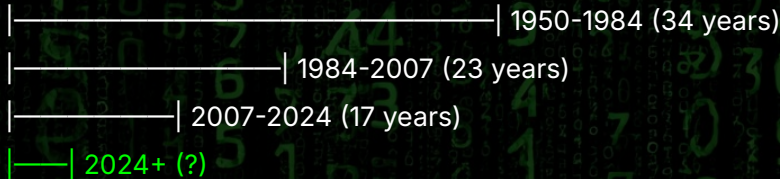
// 2024+

You just say what you want.

The machine handles the how.

No syntax. No icons. No apps.

The machine adapts to you.



## // THE PATTERN

Each era got shorter. Each era removed friction.

Each era shifted the burden from you to the machine.

Anything that requires you to learn its interface is just scaffolding.

Scaffolding always disappears once the next layer is stable.

// YOU'VE SEEN THIS BEFORE

& Apps are next.

Search was a website.

Then a bar.

Then everywhere.

Now you just ask.

## // THE CONSOLIDATION

AI surfaces will quietly replace most apps.

Cloud ate servers. Thousands became three.

Thousands of apps. A handful of AI platforms.

The screen migrates to whoever owns the conversation.

// WHAT YOU BECOME

Not an app. A mode.

Brand X doesn't have an app.

Brand X has a mode you can summon anywhere.

You're not a destination. You're summoned.

## // THE QUESTION

What do you have that AI can't rebuild by Tue?

If you're a task, you're toast.

If you hold context, you get summoned.

## // THE DISINTEGRATION

The brand doesn't disappear. The steps do.

OpenTable still has the inventory.

Calm still has the mindful content.

But nobody walks through a 12 step user journey anymore.

The AI does the steps. The AI calls the backend.

Your app becomes invisible plumbing.

## // THE STREAMING WARNING

Why the wrapper phase won't last.

Netflix won. Then everyone built their own.

Dozens of streaming apps later, users are exhausted. Bundles are back.

The AI layer is fragmenting just like that.

It will bundle too. A handful of surfaces. Everyone else plugs in.

You don't get your own front door. You get summoned through theirs.

// THE REALITY

The UI layer gets eaten.

Build to be summoned. Not visited.

If your product disappeared into an AI interface tomorrow, what would make it worth summoning?