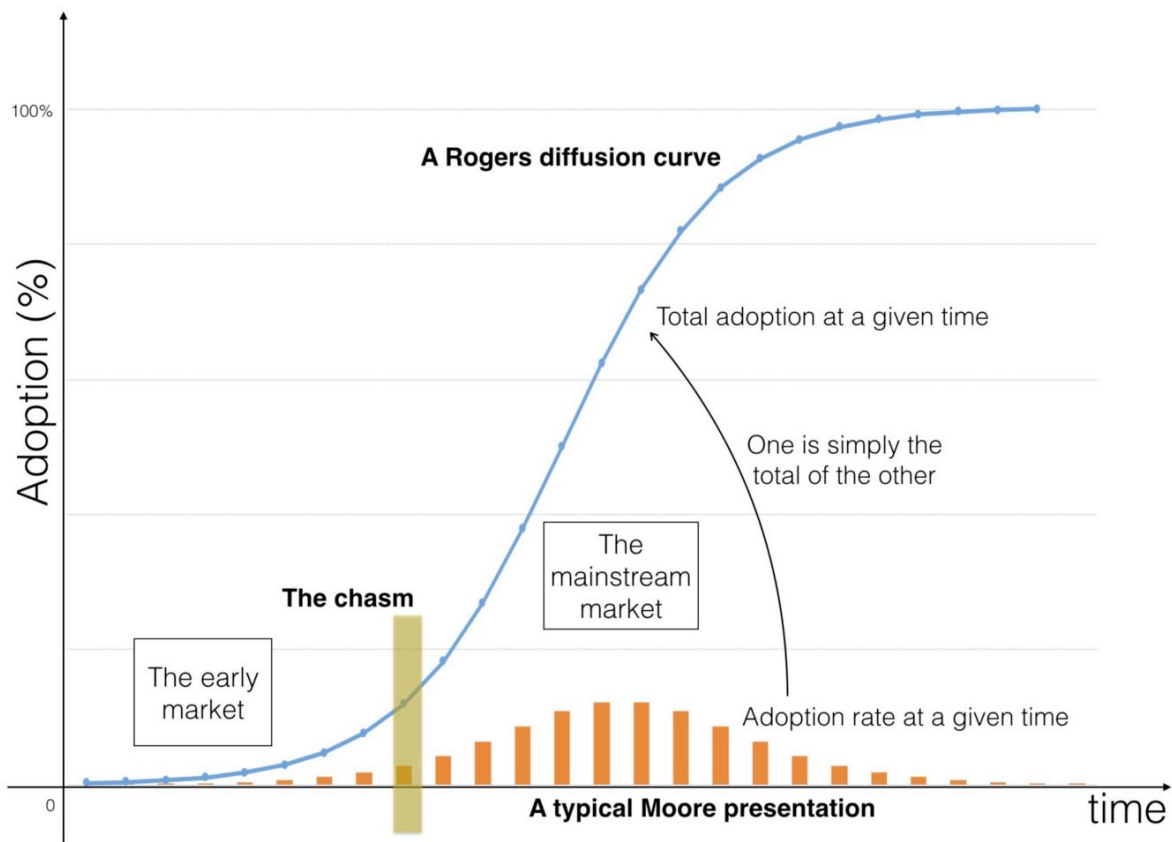


Figure 72 — Diffusion curves and Moore's crossing the chasm



It seemed self-obvious to me at that time that if something diffused, crossing the chasm on the way to the mass majority then it would become more of a commodity. All I had to do was find at what percentage of adoption did things on a diffusion curve start to evolve i.e. at what percentage did it become a product or a commodity? — see figure 73.

Figure 73 — When does a diffusing thing evolve?