I then modelled this delta between what I was expecting to get and what I got over time. The model I used made lots of horrible assumptions, it's uncomfortably close to voodoo and is about as solid as a tower of jelly. At some point in the future, I might go and revisit this but I don't normally mention this little side journey. However, there was one remarkable thing about the delta expectation curve over time — it resembles a Gartner hype cycle — see figure 231.

**Figure 231 — delta expectation over time (the expectation curve).**
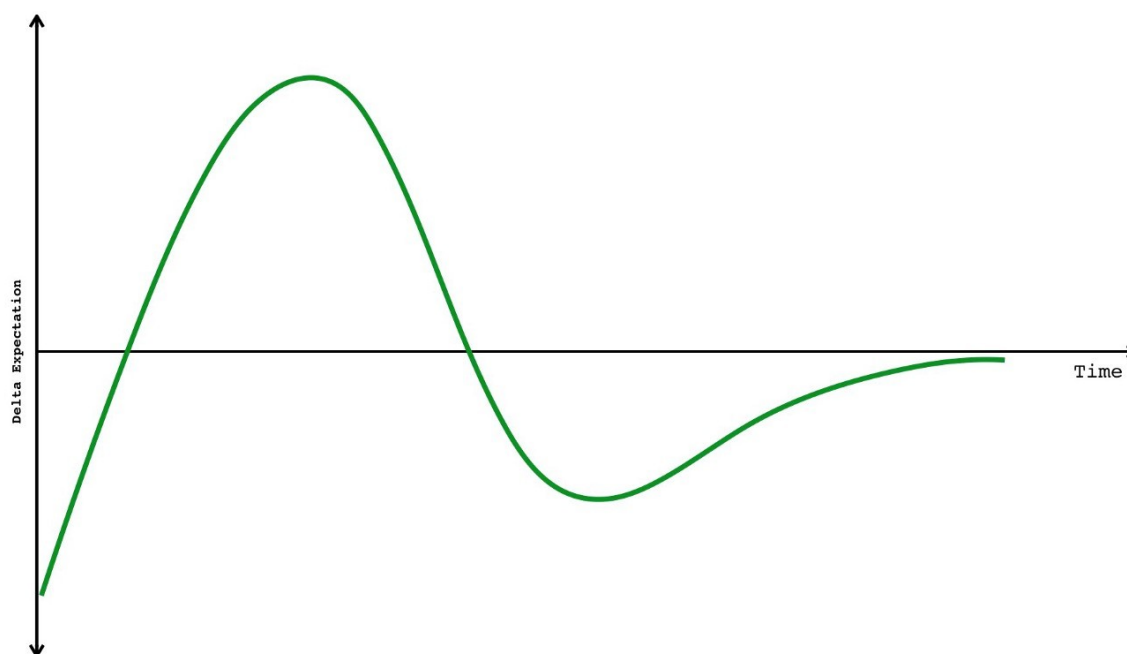


We have the same peak of inflated expectation and the same trough of delusion. My first reaction was horror.

The evolution curve on which mapping is built uses ubiquity versus certainty. If I can model from Gartner's hype cycle to evolution then I can take the points on a hype cycle and measure precisely where