

# E

is for  
**ENSHITTIFICATION**

Brought to you by the  
**UX & Product Thinkers**  
at Evans Hunt



A large, stylized flame graphic on the left side of the page. It features a thick, dark blue outline and a textured, stippled interior in shades of blue and purple. The flame has several upward-pointing tongues.

Dedicated to the little ones of  
Evans Hunt. Aram, Aria, Augustus,  
Ciara, Colby, Dallyn, Delilah, Eslyn,  
Felix, Gus, Inanna, Isla, Magnus,  
Maisie, Matty, Maxim, Maxten,  
Nelly, Nyah, Oles, Olive, Riley, Rio,  
Sasha, Sermed, and Zayd. In hope  
of a brighter digital future.

A smaller, stylized flame graphic on the bottom right side of the page. It has a similar design to the larger one, with a dark blue outline and a stippled interior in shades of blue and purple.

Feel like the online world  
just keeps getting worse?

**E is for ENSHITTIFICATION**

helps explain why—or at least  
offers a brief reprieve  
before your next  
doomscrolling session.





**Aa** is for algorithms



**Bb** is for **billionaire**



**Cc** is for **Cory**

**Dd** is for **Doctorow**



The thought leader who  
coined “enshittification”—  
but now we’re getting ahead  
of ourselves

Thanks, Cory



**Ee** is for **enshittification**

Ff

is for **FAANG+**



...and all their  
magnificent friends



**Gg** is for **gated content**



Peak of inflated  
expectations

Plateau of  
productivity



Trough of  
disillusionment



is for **hype cycle**

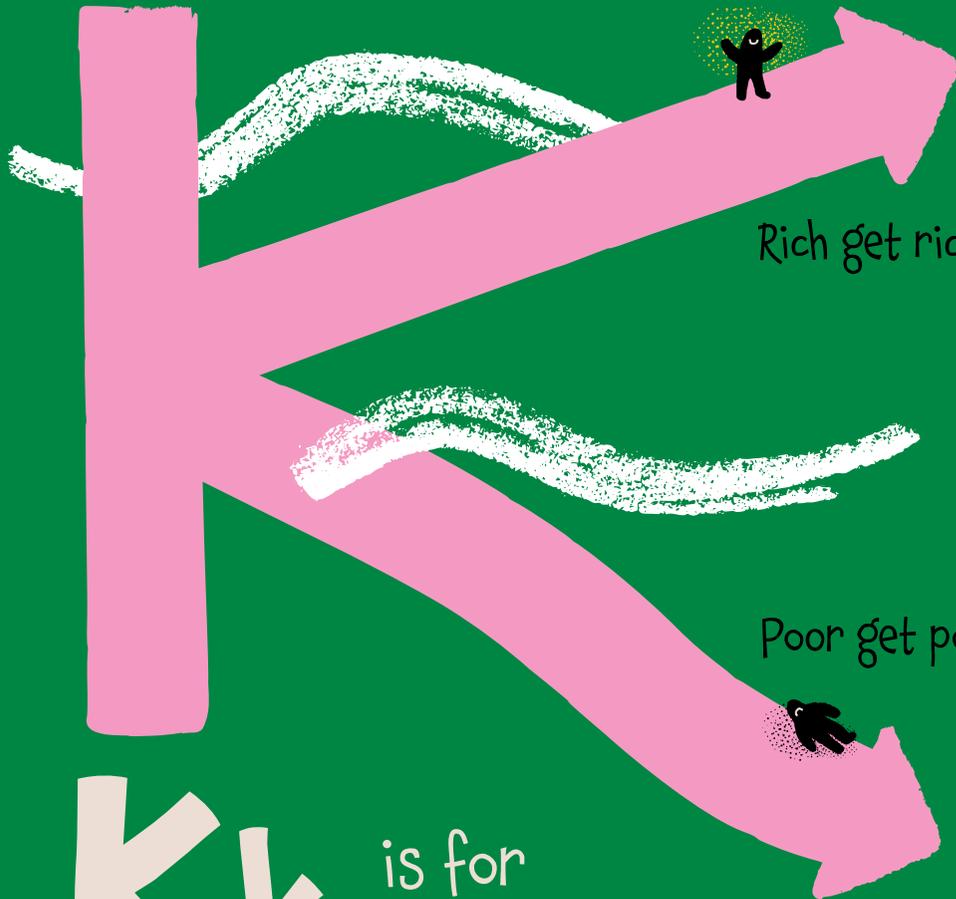


is for **investors**



Jj

is for junk mail



Rich get richer

Poor get poorer

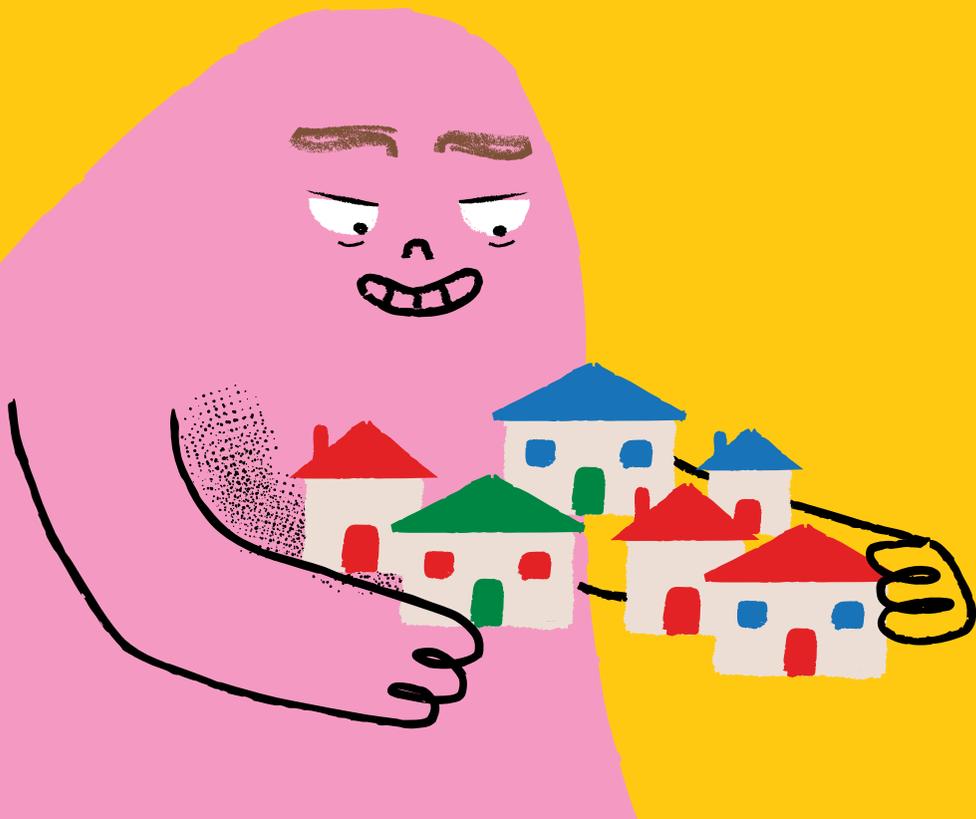
**Kk**

is for  
**k-shaped economy**



**L** is for never-ending **layoffs**

**M** **m** is for **monopoly**

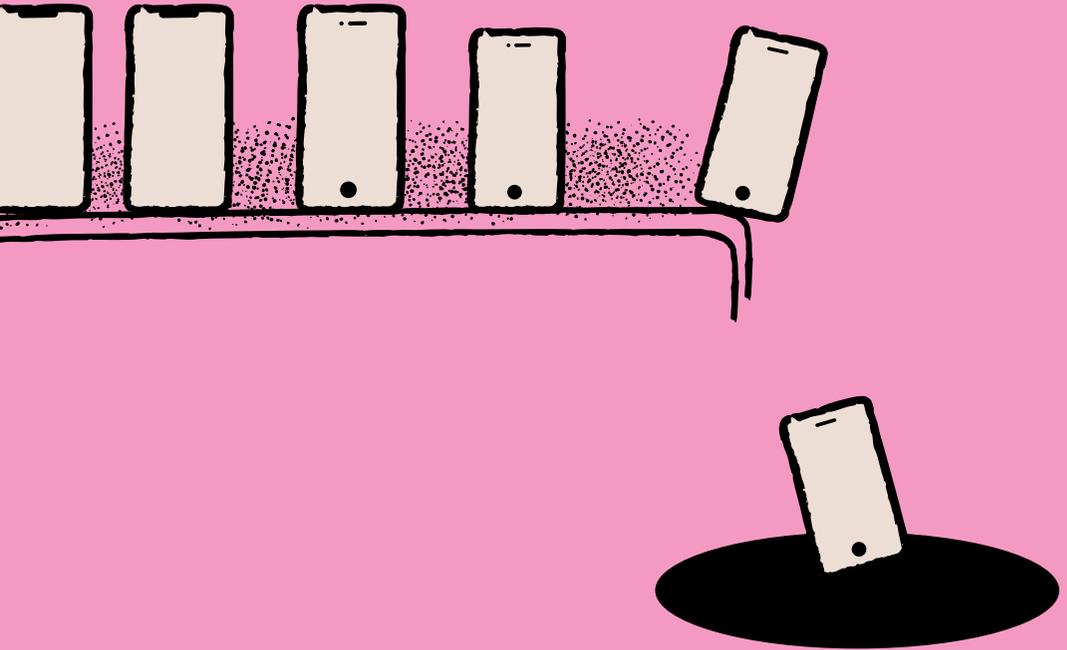


**Nn** is for **network effects**



Oo

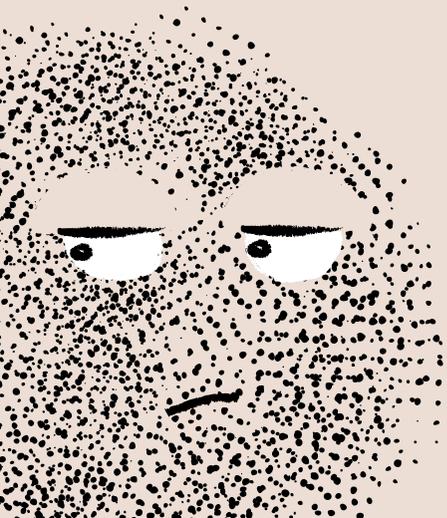
is for planned  
**obsolescence**





**Pp** is not for **privacy**

**Q q** is for **quiet quitting**





**R** **r** is for **revenue**

**S** **s** is for **slop**





**Tt** is for **you know who**



**U** **u** is for **user experience**

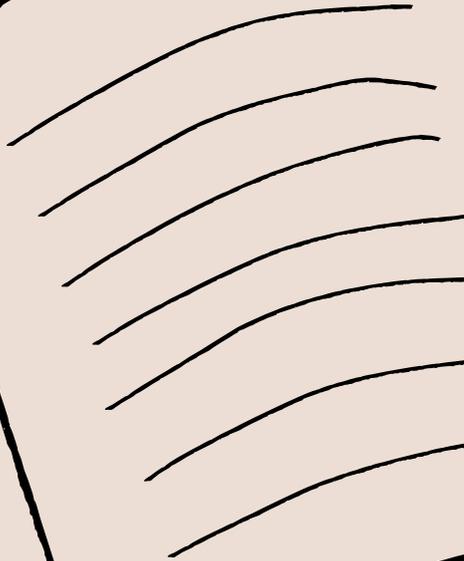
Vv is for

## **verschlimmbessern**

fɛʁʃlɪmbɛsɛn

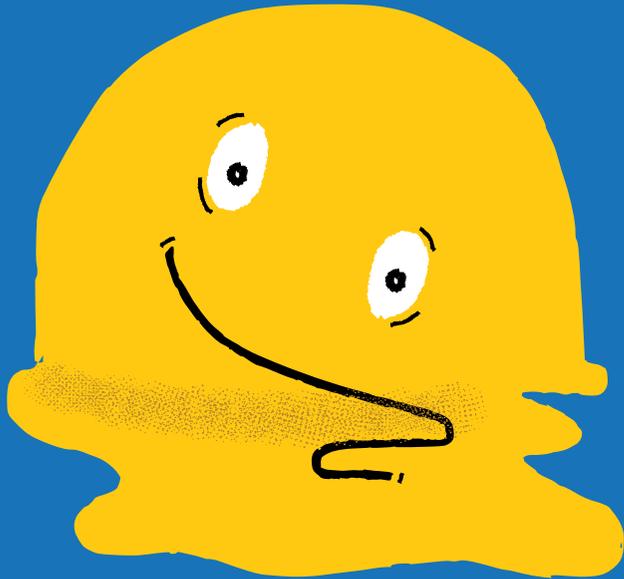
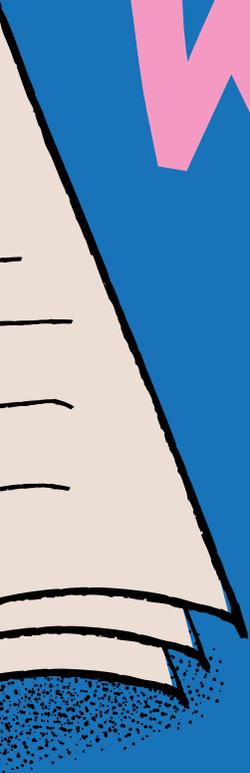
**To make something worse  
while trying to improve it.**

**A portmanteau of  
verschlimmern (to make  
worse) and verbessern  
(to improve).**

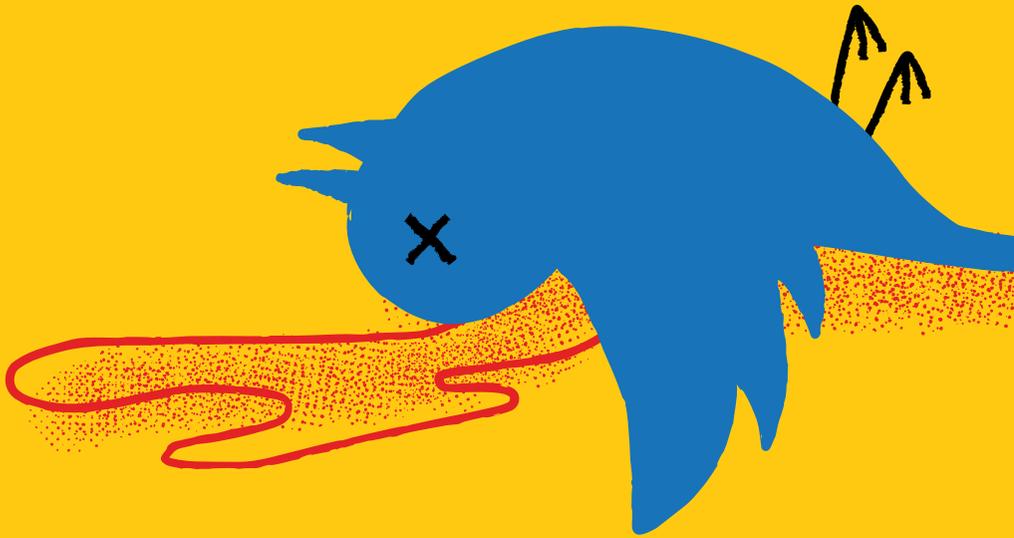


Ww

is for everything  
getting **worse**



Xx is for **Twitter**



Rest in peace, sweet bird



Wait, not those  
kind of cookies :(

**y y** is for “yes” to cookies



**Zz** is for **Zuckerberg**

A large, stylized yellow flame illustration on the left side of the page. It features thick, wavy outlines and a stippled texture. The flame is oriented vertically, with its base at the bottom and its tip pointing upwards.

Written by Monique Germain  
Illustrated by Britny Samuelson  
Direction by Andrew Turnbull  
Inspired by Cory Doctorow

A smaller, stylized yellow flame illustration at the bottom left of the page, mirroring the style of the larger flame on the left. It has thick, wavy outlines and a stippled texture.A stylized yellow flame illustration at the bottom right of the page, mirroring the style of the larger flame on the left. It has thick, wavy outlines and a stippled texture.



Learn more at  
[evanshunt.com/enshittification](https://evanshunt.com/enshittification)



**An irreverent read great for**  
digital marketers, tech professionals,  
savvy toddlers, and tired adults alike

