Introduction

In this lesson we're going to look at why Windows 10 is so popular.

It was released July 29th of 2015 and it has been an invading the media like a pack of hungry zombies. This will help you to understand some of the magic behind Microsoft's most ambitious creation.

My wife and I used to live on Long Island, specifically, in Queens. And we would often traverse the Cross-Island Parkway. I remember on one occasion it was completely back-to-back with traffic. Bumper-to-bumper and traffic was at a complete standstill.

And whenever traffic is frozen like that you start to wonder, you contemplate: what's going on right? Is there just too much congestion? Perhaps there is construction? Maybe there's an accident? Maybe there's a detour? You know: what gives!?

So after battling traffic for about an hour, we arrived at the head of the traffic: that is the part where traffic was starting to flow at normal speeds again.

And I remember, in the periphery of my eye, I saw the familiar red and blue siren of a police officer. So I turned my head over to the right, and I noticed a car pulled over. And then I looked at the passenger; she was standing out of the car, and she was quite attractive.

A blond with a red dress and red pumps and I remember thinking to myself: okay, maybe she did breach the law in some way – perhaps she was speeding? Maybe she didn't signal before changing lanes?

Or maybe this police officer was after something other than her license and registration. I don't know!

The point is Windows 10 is roughly analogous to the blond in heels because everything is clamoring over Windows 10. It's an extremely popular operating system and in this lesson I want to give you some of the reasons why I think it's so popular. And also, try to explain the logic behind Microsoft's mysterious skip of version 9.

In this lesson.

In this lesson we're going to look at exactly how popular is Windows 10. And also why Windows 8 sucked. Why did it categorically suck? I mean, we all know why but I just wanted to review it briefly. And then we're going to look at five theories why Microsoft skipped over version 9.

By the numbers

So let's look at the numbers: there are currently over 270 million active Windows 10 devices. When you consider that there is roughly 320 million Americans in the United States of America, that is prodigious sum of Windows 10 devices.

You also can look at the data that shows that Windows 10 is actually outpacing Windows 7 by 145% for the same time period. That shows the trajectory; the acceleration of Windows 10; the adoption is very fast and that is a noteworthy statistic.

Not to mention that people have collectively asked Cortana over five billion questions. That is nuts considering that there are about 7 billion people on the globe; five billion is huge! Not only that, but people have spent over 75 billion hours using Windows 10 so it's clearly a popular operating system.

Now granted these stats are from Microsoft and, you know, Microsoft, I don't know how much you trust Microsoft but if you trust it as much as I do then you might be dubious about some of these claims; take that for what it's worth.

What's the big deal?

The bottom line is: what's the big deal? Windows 8 was a failure and this will help you to understand why Windows 10 is doing so well.

The problem with Windows 8; there were several problems; but one: it felt like it was made for five year olds. It felt like it was crafted for your grandkids; the garish color s; the jovial squares; the just, clunky interface was positively annoying. You know, I mean – and not to mention that it was extremely difficult to close an application. Where's the X?

Now notice I said application; I don't mean a program but apps; these metro apps; that Windows 8 inaugurated. It was very difficult to figure out how to close them out. Not only to close them out but how to even close the computer out; how would you even power the computer off?

How do you do these common mundane things? That was the question and it pissed off a lot of people.

Microsoft Skipped 9

So Microsoft said alright "We're going to come out with a new version. Windows 8.1"

Then Microsoft said we're going to come out with a new version "Windows 8… no". Not 8.2. Not 9.0.

Now this is why I think Microsoft skipped over version 9. There are a couple of reasons but one possibility is that Microsoft wanted to distance itself as far from Windows 8 as possible because, there were bad memories with Windows 8. It left a bad taste in everyone's mouth and by skipping an entire integer, going from 8 to 10, skipping over 9, you're creating a gap there.

Also, it's possible that Microsoft didn't want to offend the Japanese. My understanding is that the Japanese word for 9 is ku which is roughly analagous to anguish or death. And considering that Microsoft does a lot of

business in Asia it perhaps didn't want to offend any of its Asian business partners which could definitely hurt business there. So it just skipped over 9 for that reason.

It's also possible that Microsoft wanted to avoid a code glitch. So if you look at this Reddit article that was published a while ago, you'll see this piece of pseudocode. Now you don't have to be a programmer to understand what's happening here; essentially, Windows is just searching for the first digit of the operating system and therefore, since Windows 9 and Windows 98 and 95 all begin with 9, but the code is telling it behave according to Windows 98 and 95, you could break applications that were built in 9.

So, it's possible that Microsoft was trying to avoid a backwards compatibility thing.

It's also possible that Microsoft just wants to associate itself with perfection. You look at Dancing with the Stars everyone gets a perfect 10. You look at The Walking Dead or the Game of Thrones, most people will say those TV shows are perfect 10's and so Microsoft just wanted to ride on that.

And the other possibility is that Microsoft just has the hots for Apple. It's got a crush on Apple. It's digging Apple. I mean, who doesn't dig Apple?

Apple has been version 10, or X, since 2001 and it's worked so… maybe Microsoft just said "Let's do what works. We're going with 10."

The Bottom Line

So the bottom line here is that Windows 10 is quickly becoming ascendant. It is becoming the most popular version of Windows yet; surpassing Windows 7 and XP in rate of adoption.

And Windows 8 was a huge mistake.

And Microsoft justified Windows 10 by completely revamping the operating system from the ground up. It's a complete new operating system as you're about to see in the next lessons.

Coming Up

Coming up: I'm going to show you how Windows 10 differs from Windows XP. And if you're still using XP, you're going to definitely going to want to look at the next lesson. So stay tuned I've got a lot in store for you.