

# Test your Intuition

Question: How many people are there in the world that cannot tell the difference between UP and DOWN?

Answer: Probably a few - ask Apple - they employ all of them - **As Intuitive UI Designers!**

Forget the direction of the arrow...

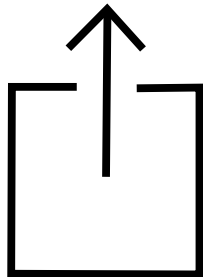
Isn't this a stunningly beautiful piece of art?

Don't you just admire the functionality of this elegantly designed, beautifully simple, uncluttered design?

Don't you smile with an inner joy when you see this Icon?

Aren't you proud to have this on your Wonderfully **INTUITIVE** Easy to Use Apple device?

BTW This Icon means DOWNload you Dummy User!



Icon Idiocy: Has Apple Sucked You Into the Steve Jobs Reality Distortion Field?

Apple's Ignorance and Arrogance means that they will never change their UI widget, no matter how much they are ridiculed.

**Users Detest the Ignorance and Arrogance of:**

- 1) Apple;**
- 2) Microsoft;**
- 3) Google.**