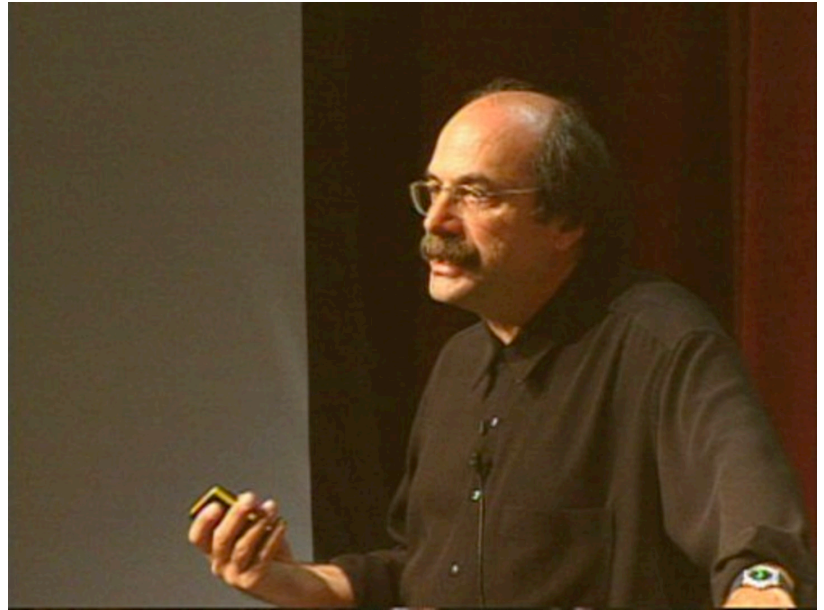


URL: <https://stvp.stanford.edu/blog/videos/the-value-of-usability-studies>

Kelley feels that the reason why companies lay-off their usability groups during hard times is because they are not aware of the value of usability studies. "Revolutionary products... come from understanding users."



Transcript

English subtitles are not available for this media..