



## Stanford eCorner

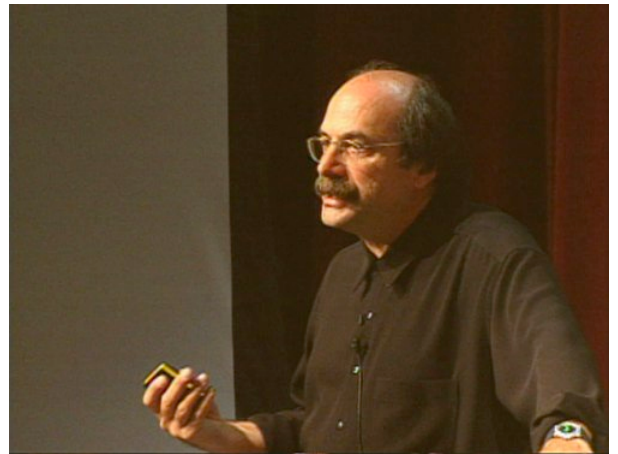
### The Value of Usability Studies

David Kelley, *IDEO*

October 03, 2001

Video URL: <http://ecorner.stanford.edu/videos/696/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