



By [Karen Clark Cole](#)

On January 26, 2018, our CEO, Karen Clark Cole was interviewed by Mike Adams on his weekly radio show "About Money," which airs in Seattle on KLFE 1590Am, or can be found online.

[About Money](#) is a podcast and radio show hosted Mike Adams. Every Saturday, Adams talks about the latest trends in the market, his theories behind them, and where we've been to determine where we're going. Adams also talks to trendsetters, creators, and business people from all over the Seattle area to learn about the very latest industries and get their take.

On September 14, 2019, he talked to our CEO and co-founder, Karen Clark Cole.

"We really just need to step back and look at it from the users perspective—who's logging in; if they knew nothing about how this company was run or this service, what would they think? The only way to really know that is to ask them, and so this is where the user research comes in...I think we've counted Blink that we've done over 3000 end-user interviews, and those are generally an hour to two hours long, so it's a lot of hours of actually just talking to people.

*That is really the only way you're ever going to know because I'm never the end user; anybody that works for us, we all know too much, and we're never the specific user type, so the best way to find out is to ask the people coming to your website...It's incredible the intelligence that you get just by asking people, 'What do you think?'" — **Karen Clark Cole on About Money Radio with Mike Adams***