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When and Why To Start a Hardware User Research Program (White Paper)

Read "When and Why To Start a Hardware User Research Program" to learn how hardware user research can help you create an inclusive, commercially successful product that people use, love, and remember.



By [Blink Staff](#)

In an era where 88% of consumers look to online reviews before purchasing a product, a fumbled release can tarnish reputations and hinder the adoption of new experiences. One way to avoid these mistakes is to engage in hardware user research throughout the product development lifecycle.

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