



# Stanford eCorner

## Every Detail Matters

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Video URL: <http://ecorner.stanford.edu/videos/2977/Every-Detail-Matters>

Fortune magazine Senior Editor Adam Lashinsky shares examples of how Apple, and late co-founder Steve Jobs, obsessed over the smallest product details.



### Transcript

Apple has made famous sweating the details, you'd think that sweating details would be something that all businesses do, but I'd submit that most are bad at it. Jobs famously wanted, he was very concerned about the makeup of the screws on the inside of the original Macintosh, which sort of build his reputation. Why in the world would you care about what the screws were like on the inside that nobody was going to see, but as we've come to understand that if you obsess over details like that, that leads to excellence. I like to recount the story of a package design room on the Apple campus where in the early days of the iPod, before the iPod was released, a package design engineer spent a great deal of time with hundreds of prototype boxes making sure that the little piece of adhesive tape that closes the box was put in just the right place, and this person would open and close and open and close and open and close over a period of weeks. Now this sounds like strange behavior or something that might seem like a detail that you could maybe let slide a little bit, unless anybody in the room in recent memory has purchased an iPhone or an iPad or an iPod and you can remember what it felt like to open that little piece of tape and open the box and you saw your device placed there neatly stepped on top of the literature and you took your device out, and it lifted out because there is a little spring in there and you held it in your hand and you felt like a better person for it. And you understand the attention to detail at Apple for something as mundane as a box and the adhesive tape that closes it.