



Stanford eCorner

Focus on Product Experience

James Freeman, *Blue Bottle Coffee*

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Video URL: <http://ecorner.stanford.edu/videos/4037/Focus-on-Product-Experience>

Blue Bottle Coffee CEO James Freeman explains the importance of focusing on the product and how customers feel about it. In his industry, Freeman says even core business concepts like marketing, branding and logos can serve as mere distractions.



Transcript

- The one thing that I loved about the farmer's market is you go to see Farmer Little at the Ferry Plaza Saturday Market, and he has the best potatoes, and he's got a 10 by 10 easy up and he has his potatoes under them. You go to see Farmer Olsen when it's clementine season, and he's got the best clementines, he's got a 10 by 10 easy up and he sells under them. Amada Farms, same. There's not a lot of marketing budget if you're at the farmer's market. There's not a lot of branding that goes on. What are they focused on? Whole, and primarily, and that is their product. Their product is absolutely primary. And that was a great lesson for me, that's how I felt about our coffee, that's how I still feel about our coffee, is that experience of drinking our coffee is absolutely primary. There's nothing more important than giving people that experience. Everything else, you know.

Sure, we have to think about how the logo looks, what color the walls should be, and that kind of thing. But everything is about removing obstacles. Everything in terms of design, branding, that word. Everything is about removing obstacles to that primary experience of giving people this product.