

# Jürgen

TERM PROJECT : S&M GROUP

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FOR MR.SUPANUT KAEWUMPAI AS THE INSTRUCTOR OF PROBLEM AND  
OPPORTUNITIES SUBJECT IN BUSINESS ADMINISTRATION

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## Backstory and the start

In 2018, there was a boy named Sumin. He was an average high school teenager studying at a high school named Assumption College English Program or ACEP for shorts. He was a lazy boy. He did not focus on class. He has no goal whatsoever. Although, when he was a child, he used to take piano lessons. He took them for 3 years but then quite due to his lazy nature. He has no passion towards anything. His life is full of laziness and freedom. Until one day, when he was helping his house cleaner, clean the house. She came upon a book, specifically, a piano book. It was his mother's, who had passed away not long ago. His mother was a professional pianist, who was a child prodigy and later became a child conductor. When he opened the book, it was full of piano scores. He did not know any of the pieces, let alone any composers. But most importantly, he saw her handwriting. He was shocked. This might be the only thing that is left of his mother.

He suddenly felt the urge to look through the book and play the pieces his mother played. He started with Beethoven's "Für Elise," one of the most famous pieces. And after he finished a piece, he would move on to other pieces. He began to have fun; he began to have a liking for playing piano. His passion for playing piano grew faster than ever. He would try progressing and playing harder pieces. At this point, he is fully committed to playing the piano. He practices 3-4 hours a day and is still doing so. And that person is me. So, not only do I have a strong liking for playing the piano, but I also have a strong liking for pianos in general. I would get excited every time I come across a piano shop. That is why I have decided to create a piano brand.

For this project, I and Krerkkiat have decided to create a piano brand. We did so because we thought it would be interesting to create a piano brand. I already have a passion for pianos in general and Krerkkiat is interested in creating one.

## Inspiration

Currently, in this world, there are countless piano brands with various names. However, most of the piano brands are not really that different. Most piano brands are just the same typical piano brands. Selling similar qualities and piano materials. Examples of piano companies that stand out from others are Steinways & sons, Yamaha, Kawai Musical instruments, and Fazioli. But these companies are still quite similar and difficult to tell apart, except for Steinway & Sons. They say that Steinway & Sons is the Roll Royce of piano brands. So, I researched the Steinway & Sons company and took inspiration from them. So, my inspiration is the Steinway and Sons brand. Specifically, the one with the paintings and strange designs that are different from the normal grand pianos. I have taken quite a big inspiration from this company and have produced some ideas. Therefore, I will be explaining my ideas and talking about the goals and approach of our company.

## The Name

For our company, I decided to go with the name Jürgen, it is a German name for a boy. The name Jürgen means the son of George. I picked this name up because it sounds

quite luxurious and nice, also, it is suitable for our target and goals. Now, I will explain to you exactly

Why our company is better and different from other piano companies that have been created. The reason our company is different is that we emphasize the design and the beauty of our pianos. What I mean is that, in the Jurgen company, every single piano of ours will have paintings all around the pianos. And every piano of ours will have different paintings around the pianos. Of course, we also care about the quality and sound production of our piano.

## **Target Audience**

For our target audiences, our brand does not specify any gender, age, or wealth. We are going to sell our pianos to whoever wants to buy them. They do not even have to be pianists. If they wanted to buy the piano just for decorations, then that is also all right.

## **What are we going to sell**

So, how are we planning to sell our pianos? We have produced models regarding the type of piano we sell. We are planning to sell only two types of pianos, Grand pianos, and upright pianos. For the grand pianos, there are a total of two types, four models each. The first type contains models GBL, GBR, GWH, and GGR. Each of the model names are acronyms, with the letter Gas Grand for Grand piano, and the following letters are the first two letters of the color. So, GBL is Grand Black, GBR is Grand

Brown, GWH is Grand White and finally GGR is Grand Gray. The second type is little different from the first, it is made to be played in concerts. The names of the models for the second type are the same as the first except it has the letter C in front, standing for Concert. So, there are CGBL, CGBR, CBWH, and CGGR. Next, is our upright piano. For our upright pianos, we also have four models. Unlike the grand pianos, the upright piano does not have Concert models. However, the way models are labeled for the upright are like the grand. The only difference is that the first letter of the names is labeled as U in front instead of G. And as for the colors, they are completely the same as the grand piano. So, there will be UBL, UBR, UWH, and UGR. I think that the way we name the models is quite simple and easy to understand. Lastly, we have given an opportunity to our customers by adding a Special-Order option. I will explain further about this option. But first we must clarify that changing the paintings that have already been drawn on the pianos is not allowed. With that said, there are two ways our customers can customize our piano. The first way is when the customer already like the design and the paintings but does not like the color. In this case, they have an opportunity to amend the color of the pianos. However, the second way is quite different. Customers can make requests to both the colors and the paintings they want to be drawn on the pianos. Not only that but they can specifically request where they want their desired painting to go and where not to.

## Design thinking

1. Empathize : Piano's brand all around the world are the same and bland. With the same color, same design, simply different prices, and qualities. Even the top brands are quite similar and hard to choose.
2. Define : Pianos need to be treated differently, not as an instrument, but something that is of art. There need to be piano brands that are different and truly make exceptional quality pianos with care. From my research, the best piano brand, Steinway & Sons, make their pianos by hand. They take time on making just a single piano. Steinway and Sons make around 2,000 – 3,000 pianos annually. Compared to Yamaha, Yamaha makes around 200,000 - 250,000 pianos annually. The difference is quite huge.
3. Ideate: I produced the idea to create exceptional quality pianos from handmade, each piano slowly being made to perfection. Handmade paintings on the lid, inner lid and around the pianos. With this, not only has the piano's quality got better and possibly at the same levels as their best brand, Steinway & Sons, but the pianos have become more artistic and beautiful.

***For the 4th and 5th stage of design thinking, we were not able to create or replicate pianos and turn them into physical forms. As a result, we were not able to evaluate our idea.***

## Benefits and Drawbacks

### Benefits

The benefit of our idea is that our idea is quite new and has not been touched before. With each of our pianos being handmade carefully, it is no doubt that our pianos will come out as superior quality products. Meaning, our pianos will be rated as excellent quality piano and will have solid chances of beating other piano companies. There is also a good chance of people buying our pianos due to them being incredibly beautiful. So, chances of people who only want to buy pianos for decorations buying our products are higher.

### Drawbacks

With our pianos being handmade, the number of our pianos being released every year will not be much, like Steinway & Sons. We will need a massive load of money to accomplish our goals. Due to our company also having to paint and decorate, we will need to hire not only piano workers, maker, and mechanics but also painters. Furthermore, the price per piano will be a lot due to the amount of money put into each piano.

**About the services, our company's also offering some services, for example the application with the subscription, the yearly package with technology like learning tools for the learners and the warranty policy to fix the troubleshoot the piano.**



## Warranty And Piano Caring Package

The warranty will come with the piano for one year. The warranty will offer an onsite service for fixing but will not cover the damage to the piano and technician fee. If your piano is damaged and needs some spare parts, we will offer 35% off the technician fee.

About the Piano Caring Package, this caring package will include the technician on-site service and when your piano is damaged, we will be taking care of the cost 100% and including the technician fee too. The piano caring package will taxidermy one of the pianos means this package will cover only one piano per one package and this package's not the subscription but the customer's needs to buy by themselves by online and our show room. The piano caring package will cost 249.99\$ per year/one piano

## The Beginners Subscription

The subscription to offers the beginners course to start playing and practicing the piano with the AI based assistant. This AI based assistant will teach the learners to know the key tones, reading the notes, tips, and tricks and tracking the progress of the learners with many stages. The AI will use their microphone on their devices to listen to the performance of the learners and will analyze and recommend the next song or next assignments to make the learners go beyond the beginner's players. To motivate the learners, the system will show the stage of your skills and compare them to the others to make them motivate and goes on. This application will have some competition to challenge the learners, like having a fight with the same song one by one and the

winners will get the medal. The learners will also have their own choices to pick the song that they want to play. This subscription costs 12.99\$ per month but if the customers buy whole year's subscription will be 149.99\$ that will be cheaper than monthly subscription.

#### Benefits:

- AI Teacher-Based Assistant
- Analyze The Skills of Learners One by One
- Unlimited Songs and Piano Sheets

## The Premium Subscription

The premium subscription will offer whole of beginner's subscriptions and the damaged courses with the materials like the song sheets, tips and tricks from our co-partners institutor and including the onsite service to fixing the piano immediately within two hours without any charges but if your piano gets damage, this subscription will not including the spare part for fixing and we will not charge you the technician fee. The learners will also get online support 24/7 by chatting with our employee to help to fix the problems by themselves this subscription package will cost about 24.99\$ per month and the yearly package will cost about 289.99\$ per year.

#### Benefits:

- AI Teacher-Based Assistant
- Analyze The Skills of Learners One by One
- Unlimited Songs and Piano Sheets
- Downloadable Song sheets as PDF Files (Premium Only!)

- Lessons Video from Co-partners institutor (Premium Only!)
- Onsite Piano Fixing Service Without Technician Fee (Premium Only!)
- Online Support 24/7 (Premium Only!)

## **Business Design Process of Subscription Service / Planning**

### **Steps:**

1. Let the customers buy the piano
2. Give them 3 months Trial of premium subscription to make them addictive to our service, in case If they forgot to cancel the subscription so we will charge them as the monthly package
3. If they are addicted to our services, offers more services like the piano caring package
4. Loop back to Number Two

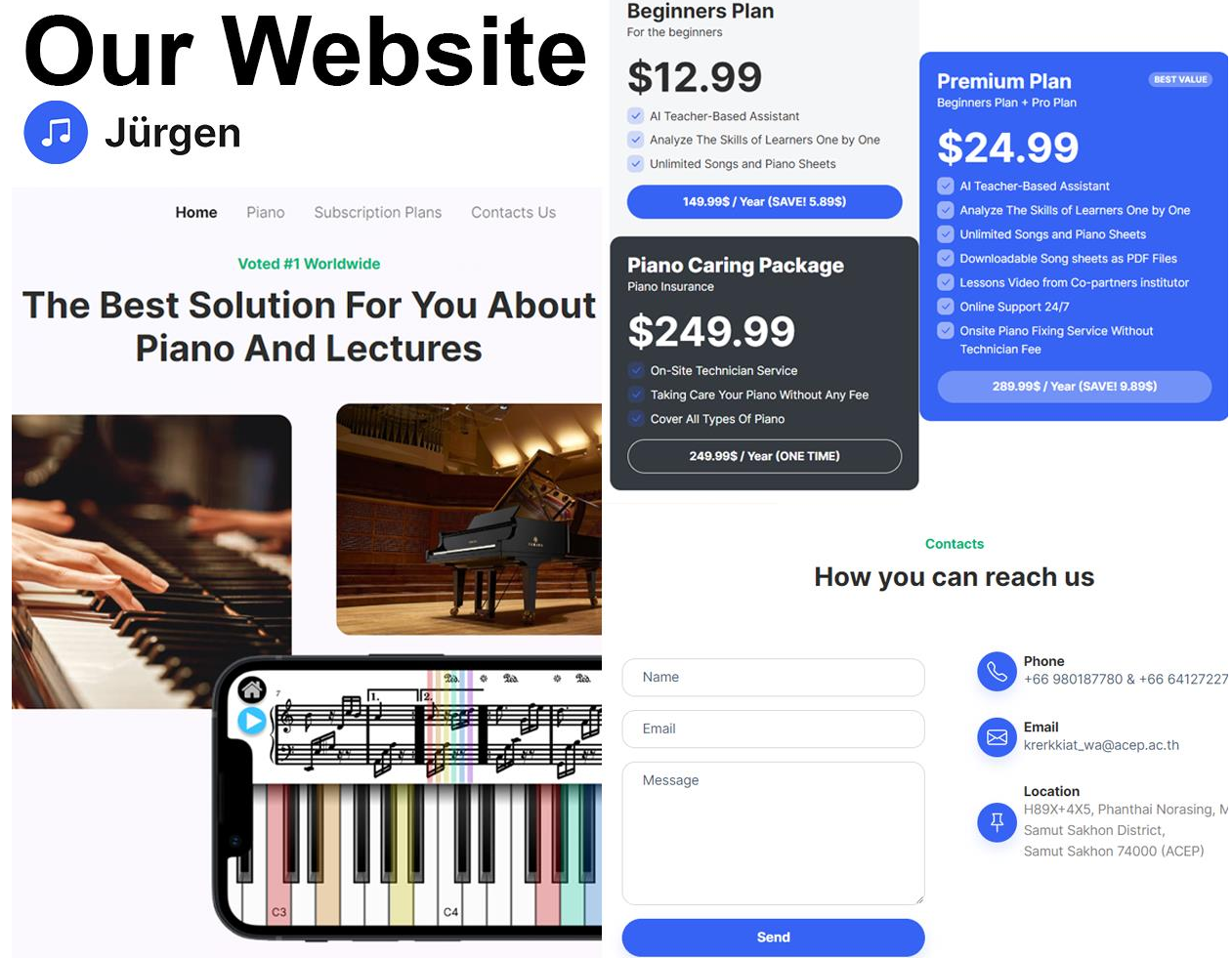
## **Robust Design Of UX/UI (User-interface And User-experience)**

1. In the application, the user-interface must be interesting and easy to use
2. Make the user addictive by colorful design and minimal style
3. Make the user feel satisfied like “Pressing the button and feels comfortable”
4. No Bug, No Error and Freeze.
5. When the users are using it, the application must be smooth and reflective to the user.

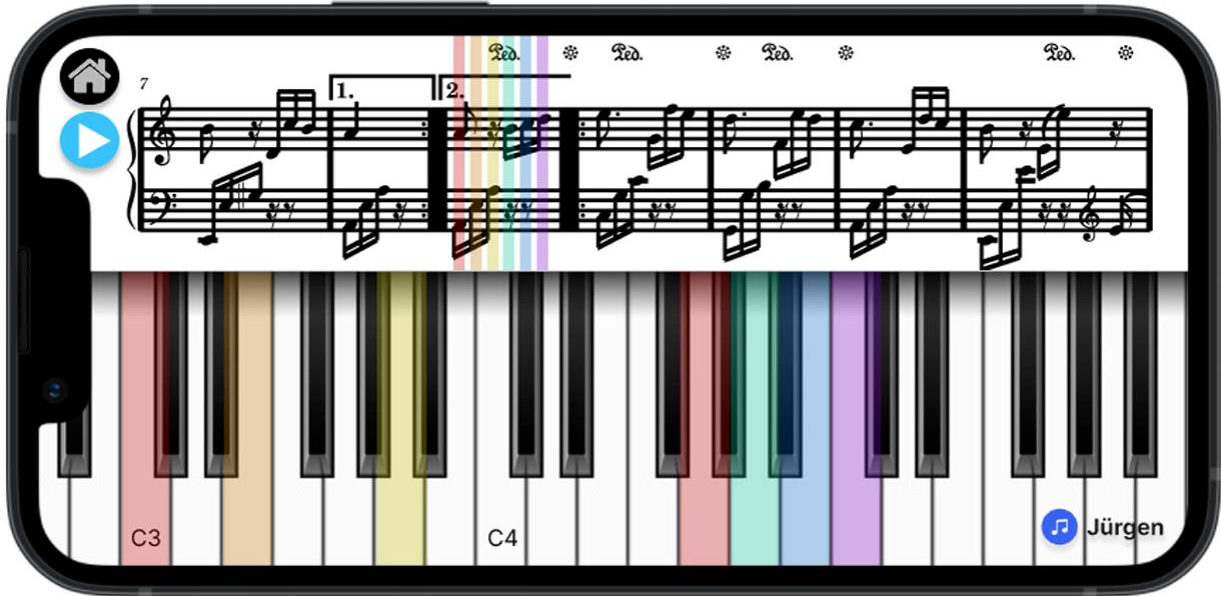
6. About the graphic design, making the UI (User-interface) looks great and friendly to the users in every age and generation.

## INFOGRAPHIC & PROTOTYPE

Website : <https://jurgen.bss.design/>



# Jürgen



**UX/UI**  
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