

1. Thinking Like a UXer - 1.2: A History of User Experience Design

# UX Immersion

## **Task 2: Product UX Analysis**

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# Product UX Analysis: Yamaha Piano



The story of Yamaha Piano began back in Japan in 1887 when Torakusu Yamaha, a medical equipment technician, was asked by a primary school principal to repair a broken reed organ. He later went on to build his own organs after having studied it for a couple of years and finally founded his own company.

Today, Yamaha is regarded as one of the largest musical instrument manufacturers in the world. What exactly has made Yamaha Instruments such a product that the user have trust for generations?

# Yamaha: Reed Organ (1887)



Yamaha Reed organ was considered the company's first ever product after having made successful attempt to repair one for a school principal.

This type of organ was needed because it was more compact than that of regular piano, and therefore was easier to carry around. Small churches where there meetings were not regular, and military services needed it for some ceremonies.

As trend changes, its popularity dropped.

# Yamaha: Upright Piano (1900)



By late 1890s, the popularity for reed organ has declined. Upright piano has been the new status symbol in the US.

By 1900, Yamaha started building its first model of Upright Piano to feed the trend where people could afford this status symbol.

Owing to its consistency and quality, Yamaha upright piano remain the brand of quality to this day.

# Yamaha: Grand Piano (1902)



In 1902, just 2 years after building its first upright piano, Yamaha started manufacturing its first grand piano.

People who could not afford Grand Piano or had not enough space still buy upright piano. However, the fact that grand piano has been designed to expose the sound wave from the strings to the audience's ears as directly as possible, therefore grand piano were necessary for stage performances even to this day.

It is also preferred by advanced pianists.

# Yamaha: Electone (1958)



Despite Yamaha being very successful in manufacturing and selling of musical instruments, it was not the first to produce an electronic organ. Instead, Hammond Organ Company built and sold its first electric organ back in 1935.

Yamaha Electone having had debuted in 1958 created realistic instrument sounds. Later models have also included digital bars and Yamaha sound system. Yamaha simply added new features on top of existing electric organs!

# Yamaha: Synthesizer (1974)



With the rise of popularity in digital music, Yamaha came up with its first version of Synthesizer by adding what was called 'key assigner'. With digital circuitry, the keyboard can generate a variety of digital sound waves in a more affordable way than the oscillators in its earlier Electone model.

Synthesizers then evolved into smaller size, lighter weight, which allows easier portability for a cheaper price

# Yamaha: Midi Controller (1985)



When computer usage surged in the 1980s, making music by means of digital became much more common. This is especially accelerated via the use of Midi sequencer.

While it was not important for live artists to use multiple instruments at once, the midi controller enabled this capabilities. This has made the use of midi controller very much more popular towards the later half of the 1980s.



# Yamaha: Silent Piano (1993)



In 1993, Yamaha introduced its first 'Silent Piano' to meet the pianists' need of private uses at home by simply wearing a headphone while playing. With Yamaha's sound muting system, pianist can play piano without disturbing the peace of the neighbours.

The concept was so simple, yet satisfying at the same time as different private households have different definition of 'disturbance' .

# Yamaha: Stage Piano (2009)



Although there has already been many versions of portable, quality pianos produced and sold by Yamaha, since 2009 the company has been constantly improving the quality of portable piano.

Not only this would be useful for artists, especially the musical bands, but also students and hobbyists alike. They can play multiple instruments with just one device with possibility of being able to move it around.

# Yamaha: TransAcoustic Piano (2015)



As recently as 2015, Yamaha has introduced a piano that allows pianist to play piano with the sound quality of a grand piano while being able to adjust the volume as desired.

Not only is this great for artists who are passionate about the natural piano sounds, students can limit their music within their own environment without the need to wear any headphones.

# Citation

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**- Thank You -**