

Minimal thinking for creation



KORG INC

Japanese government registered
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Product Owners Festival
2018 Summer

KORG INC.

KORG NEW.
MUSIC.
ALWAYS.

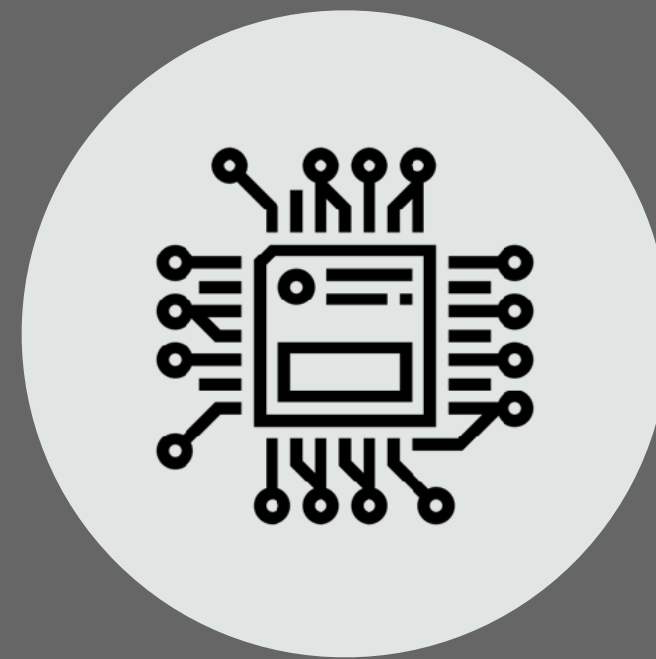


Environment surrounding makers



Decrease of
marginal cost

- Price plummet of memory devices
- Increased processing speed of DSP and CPU



Variety of solutions

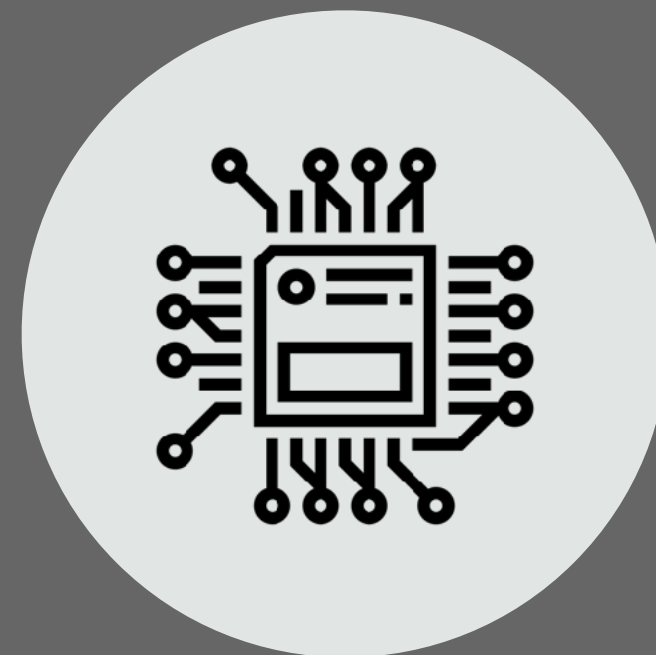
- Advanced technologies
- Open source
- Proto typing



Subdivided
user's needs

- Information-driven society
- Diluted border walls
- Small communities

Environment surrounding makers



Temptations to make product for everyone

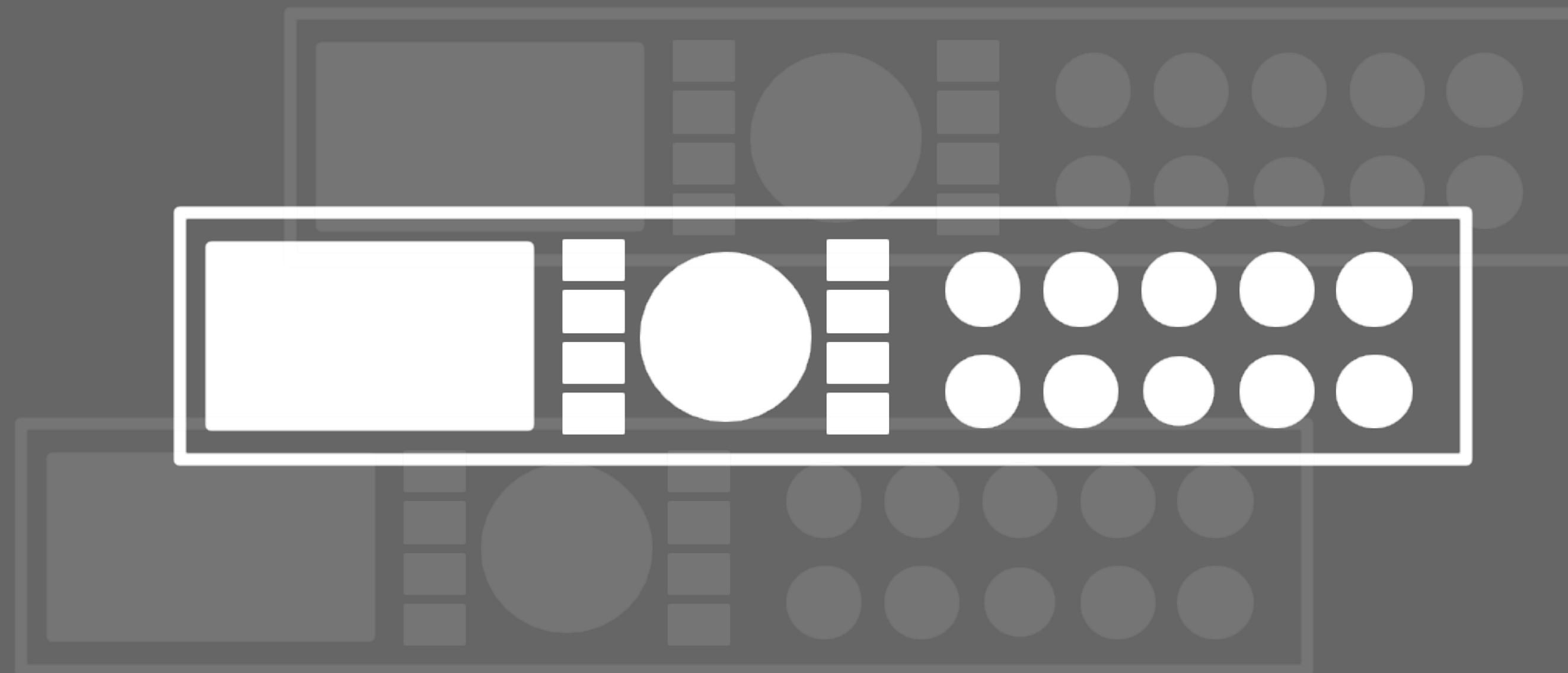
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Effect processor for everyone

- Recreate sound of any existing devices in the world
- Ability of customization of the chosen device models
- Connectivity with multiple instruments and even microphones
- 8 simultaneous effects
- Bundled PC editor

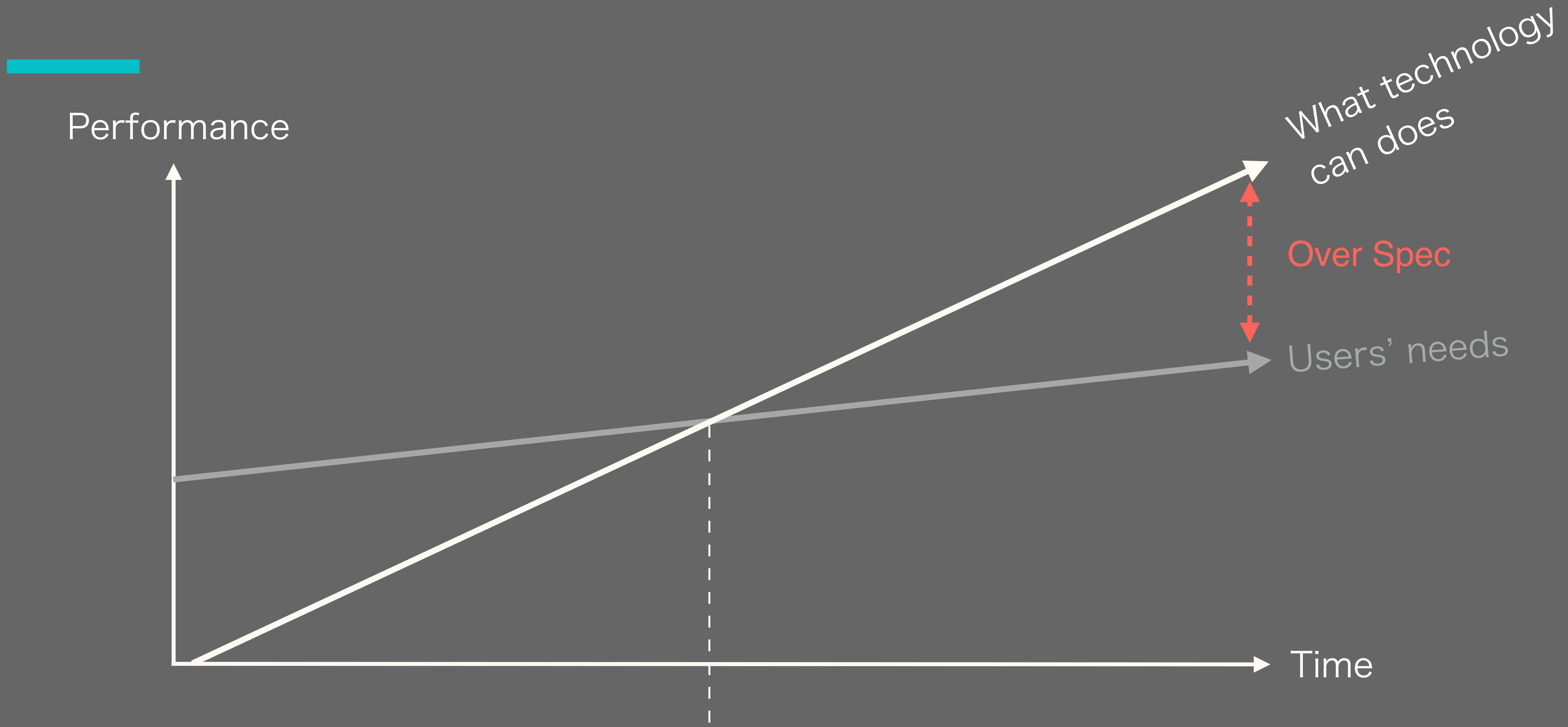


Guitar amp for everyone

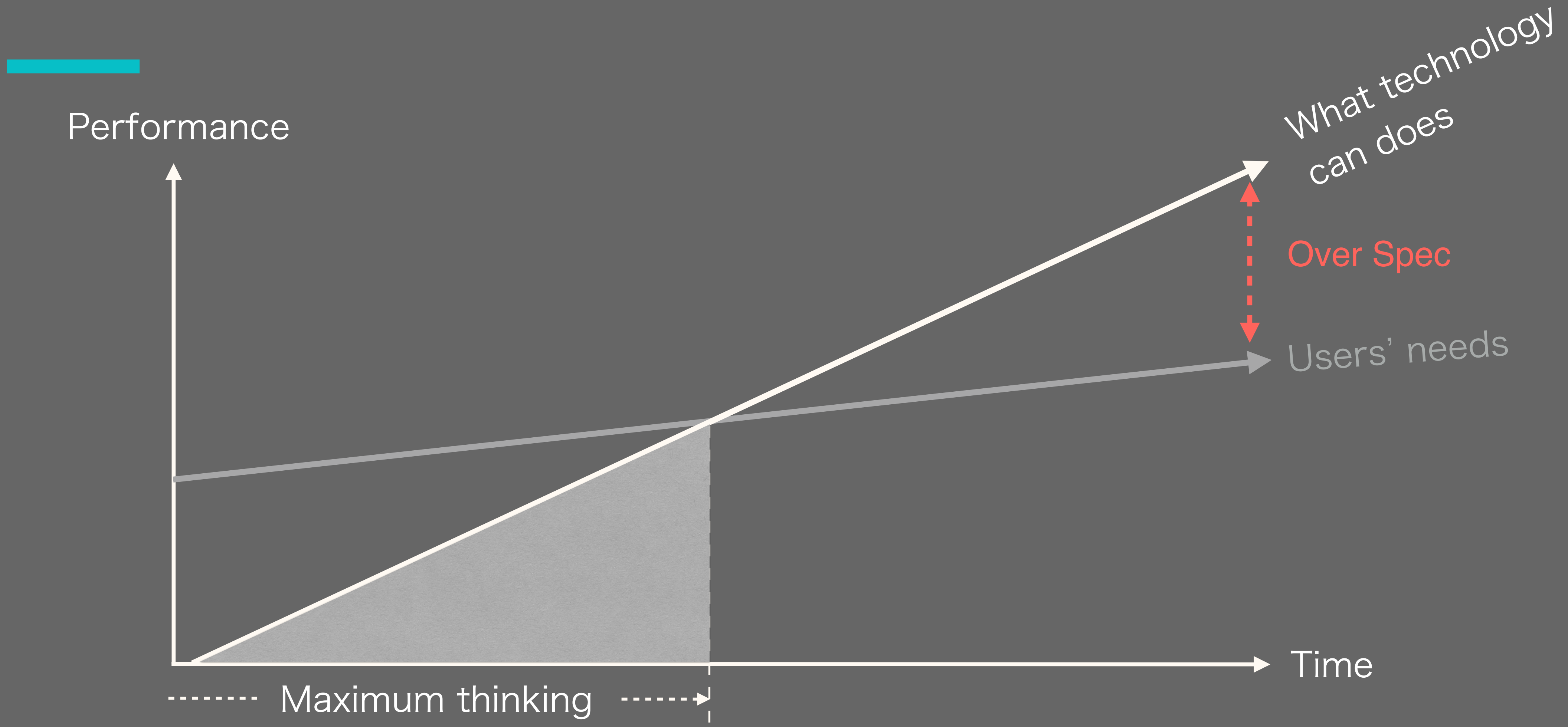
- Emulate any guitar amps' sound existing in the world
- Bluetooth connectivity
- Built in tuning meter
- Built in drum sound
- Deep and many layers of graphics on the control panel
- Recording capability on a USB memory
- Updatable firmware to keep adding features



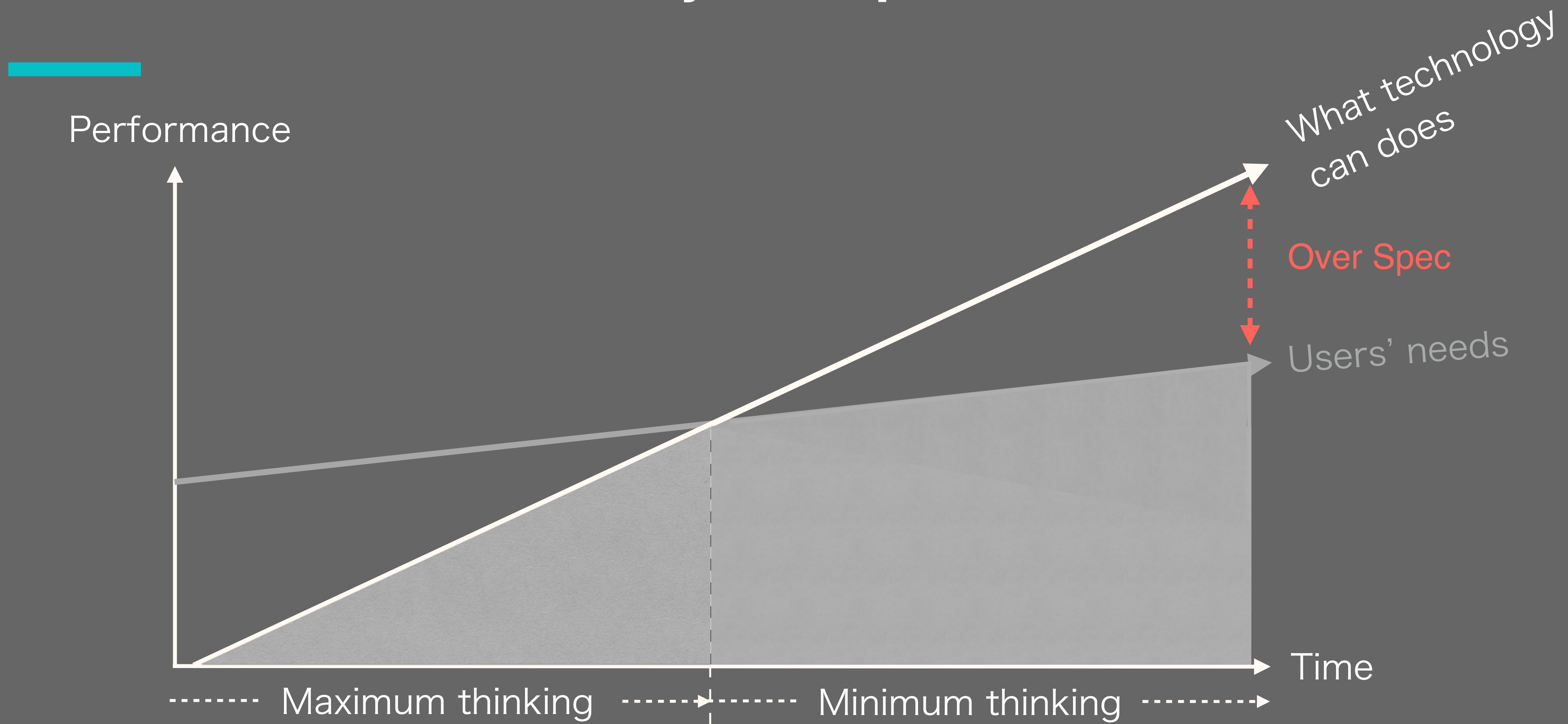
Mechanism of “how everyone’s product is born



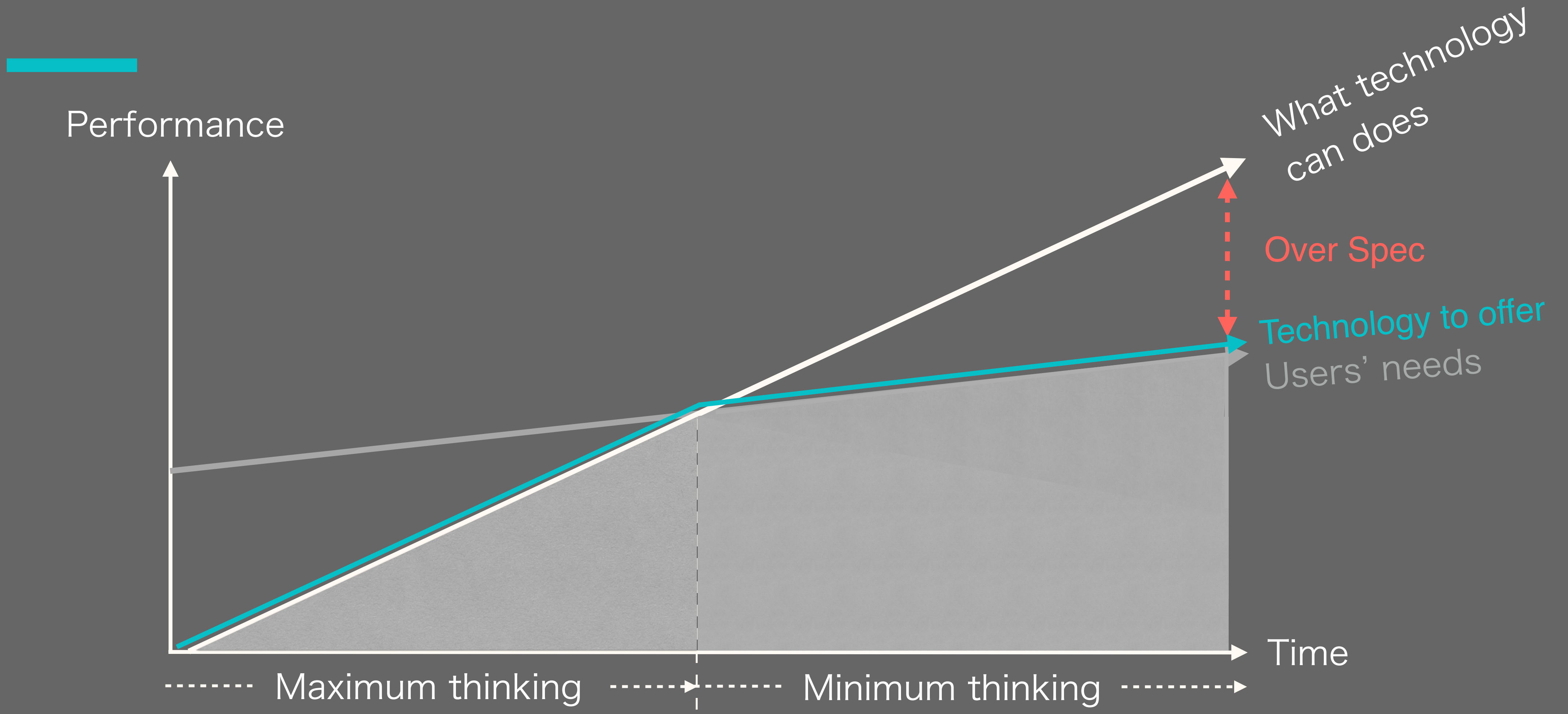
Mechanism of “how everyone’s product is born



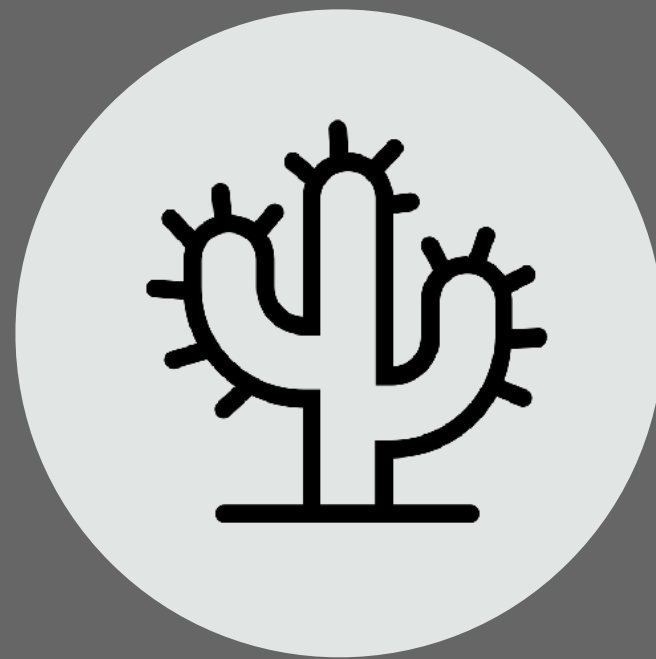
Mechanism of “how everyone’s product is born



Mechanism of “how everyone’s product is born



Why do they make “everyone’s product”?



Innovation is a thorny path

- Organizational inertia
- Needs to disrupt existing success model
- Backlash from stake holders



Trap of comparison chart

- No existing of users
- Ignorance of qualitative value
- “More” is generally considered good thing



Planner’s diffidence

- Can not visualize user’s face
- Building consensus become ends
- Add features for conscience' sake

Abuses of “everyone’s product”

- 📌 Diluted product concept
- 📌 Deterioration of user experience (UX)
- 📌 Absence of target users
- 📌 Increasing risk of defects
- 📌 Deterioration of easiness of user’s merchandise choice
- 📌 Lengthening of development time

Perspective at “maximum thinking” phase



Needs



More



Product's Value



Scalability

Perspective at “minimum thinking” phase



Needs



Less



Product's Value



Focus

Effect processor controlled by one finger = mini-KP

- Limited number of knob (up to 1)
- Removed LCD display
- No connectivity with PC
- Touch pad to control effect ON/OFF and 2 parameters
- Battery powered
- Palm top size



Guitar amp specialized only for practice = amPlug

- No speakers
- No speaker cabinet
- No guitar input
- No DC jack (battery powered)
- Pocket size



Maximum thinking

- Data research
- Value number of samples
- Analysis basis
- Moment basis
- TODO list

Minimul thinking

- + User research
- + Value depth of analysis
- + Experience basis
- + Context basis
- + NOT TODO list

Brought by maximum from minimum

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