

2019 Strategic Technology & Innovation Management Programme

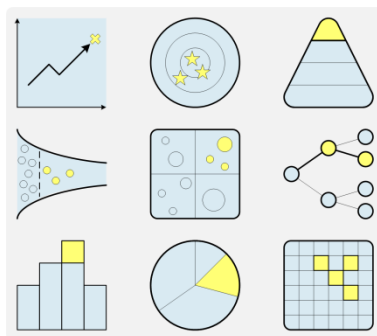
Visualising portfolios

Contact: Dr Clive Kerr

civk2@cam.ac.uk, +44 (0)1223 764833

Industrial/managerial need addressed

Portfolio perspectives are fundamental for managers. Generally, the execution of such visuals is relatively poor. Taking a pragmatic stance that attempts to balance the provision of data with conveying insights for users, this research project will continue the process of developing visual representations for depicting different types and aspects of portfolios.



Approach: Case studies

- Portfolio – Pipeline
- Stages – Filters
- Audience – Intent
- Selecting – Balancing
- Data – Message
- Dimensions – Attributes
- Structure – Utility

How should portfolios be appropriately depicted?

Expected deliverables

- Structured representations/layouts/configured templates.
- Procedural guidance and recommendations on applying the tools.
- Case studies documenting specific depictions/examples/instances.

Engagement opportunities

- One-to-one design guidance, critiques, clinics, workshops and pilots.
- Deep dive case studies (requires commitment from the industrial partner for access, time and interactions with key personnel, and provision of representative data sets).

Approach

Collaborate with industrial partners on a number of deep dive case studies, utilising available data sets and generating worked examples informed by in-company piloting. The resultant learning will be shared through the wider consortium and captured as illustrative reference cases for potential adoption/adaptation by other partners.