

2019 Strategic Technology & Innovation Management Programme

Touching the Digitalisation of Roadmapping

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Industrial / managerial need addressed

Roadmapping is a widely accepted approach for supporting many strategic and planning activities. To support its further adoption, organisations have started to demand the application of digital tools to enhance data processing and to allow for more effective working in virtual teams. This project intends to explore the application of digital tools to roadmapping workshops in a way that they could leverage the interaction of participants and improve data processing.

Expected deliverables

- Prioritisation of roadmapping activities using a customer-oriented perspective.
- Organisation of an experimental roadmapping workshop using digital tools.
- Insights regarding the application of digital tools to roadmapping workshops.

Engagement opportunities

- Companies are invited to answer a short online survey to analyse their needs as roadmapping customers and to understand their most important roadmapping activities.
- Companies are invited to give ideas and feedback about digital tools to apply to roadmapping workshops.
- Companies are invited to participate in a one-day pilot of a digital workshop to acquire experience and insights concerning the digitalisation of roadmapping.

Approach

- Focus on within workshop practices
- Collection of industrial feedback regarding current applied digital practices
- Prioritisation of workshop practices for each industrial partner
- Development of an experimental roadmapping workshop using digital tools

