Strategic **T**echnology and **I**nnovation **M**anagement Programme 2019

Touching the Digitalisation of Roadmapping

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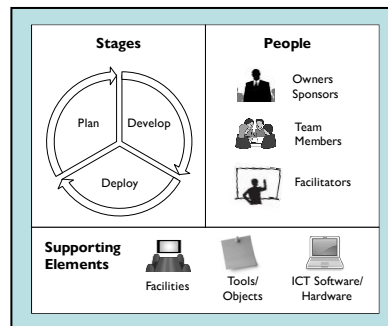m.j.routley@cranfield.ac.uk

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Context

Organisations are asking for digital tools in roadmapping to enhance data processing and allow for more effective work in virtual teams. However, there is a lack of understanding of how technologies could be employed to support roadmapping.

Aims

This project explores the application of digital tools to roadmapping workshops in a way that they could leverage the interaction of participants and improve data processing.

Progress

This project achieved its main goal of exploring the use of digital tools in roadmapping workshops. First, a survey was conducted to collect information about roadmapping customers. Then, two workshops were executed during STIM meetings, helping with collecting information about the digitalisation of roadmapping and also giving members opportunity to experience a digital roadmapping approach.
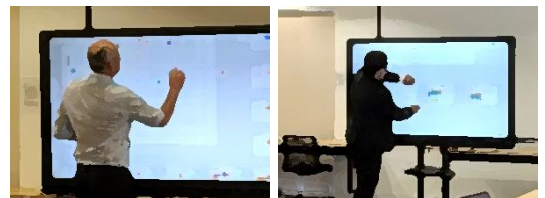
Results collected are currently being analysed as part of a CTM research project involving the digitalisation of roadmapping, supporting future publications and other projects.

Deliverables

A workshop was offered to analyse dimensions related to the digitalisation of roadmapping. Participants had opportunity to analyse a framework proposal and relate it to their own organisations.

A digital roadmapping workshop was conducted and participants had opportunity to use an interactive display and a digital whiteboard. At the end, a discussion was held to help with understanding the adoption of these technologies for roadmapping workshops.

A research report was shared considering results from this and other projects involving the digitalisation of roadmapping.

Future Research

For next steps, the research team is going to look for firms interested in applying the digital roadmapping approach developed in this project. In addition, other digital technologies are going to be analysed to explore their potential support to the digitalisation of roadmapping.