Strategic **T**echnology and **I**nnovation **M**anagement Programme 2015

Roadmap Architecture Design

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A step-by-step process approach to support the configuration of roadmap structures appropriate to strategic context.

Aims

The aim of this project is to explore the design of roadmap architectures for supporting strategy and innovation. This was achieved by reviewing the literature and practice of roadmapping, and through interviews with roadmapping practitioners and experts in industry and IfM. The project aims to develop recommendation note to support the configuration of roadmap structures appropriate to strategic context.
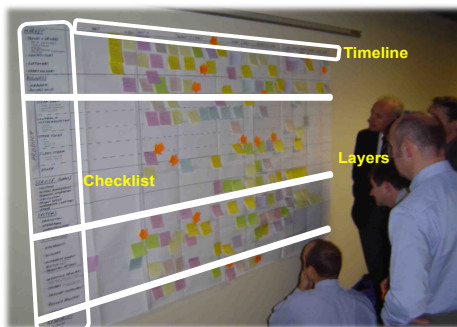

Roadmap architecture example

Timeline

Checklist

Layers

Progress

• Literature review (roadmapping)

• Research workshop (scalability issues)

• Focus group (scalability issues)

• Practice review (impact of roadmap structure in workshops)

• Design process visualisation

• Review session with roadmapping experts (IfM)

• Next step: draft recommendation note

Deliverables

Recommendation note that explains:

1) Why (& when) designing roadmap structures in a systematic manner could be important for roadmapping users.

2) How roadmap structures could be designed by using the step-by-step process approach.

3) Practical implications for roadmapping users.

Design Process (Ver.3)