

# ***Fast-Start Technology Roadmapping***

***[Company]***

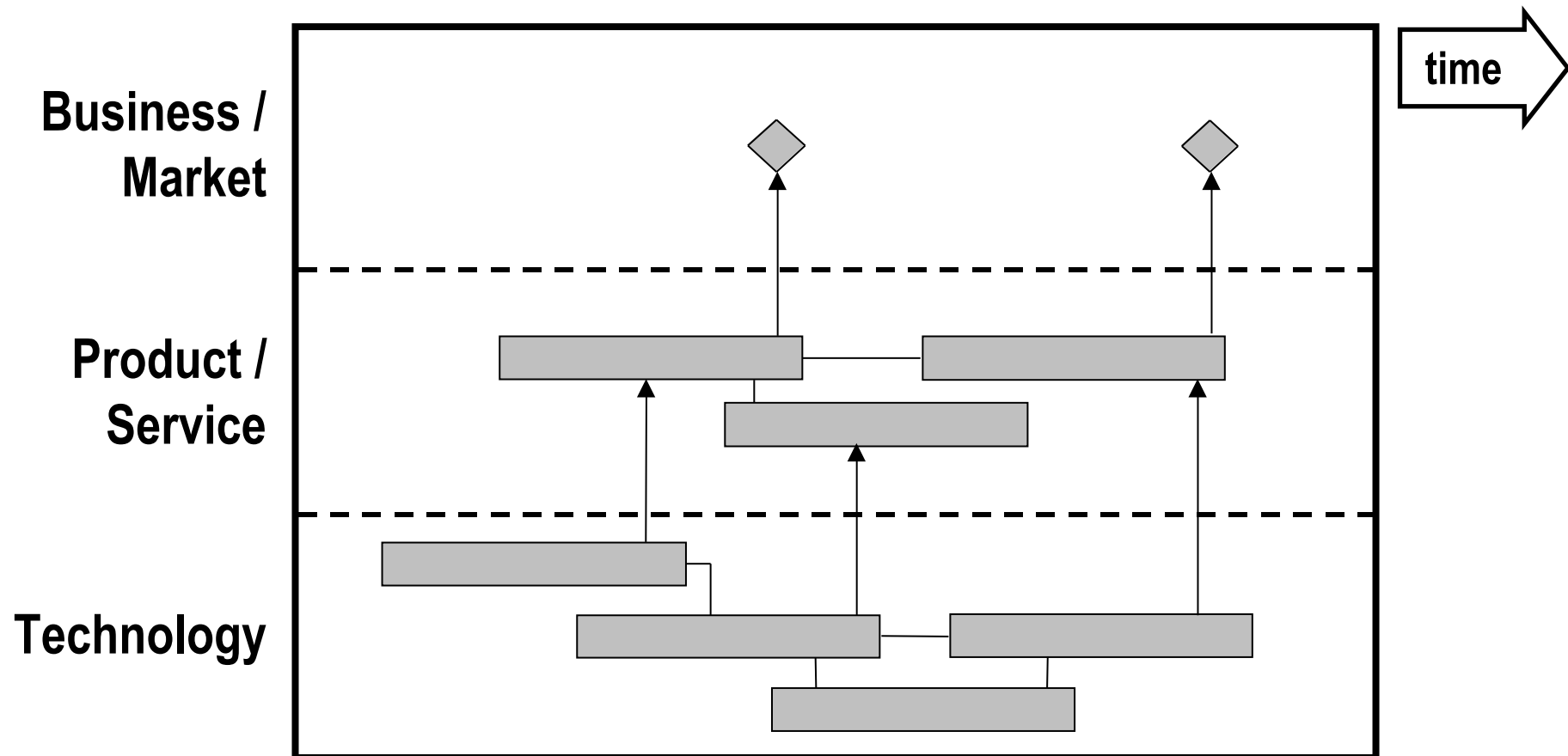
***Workshop 2***  
***(Product)***

***[Date]***

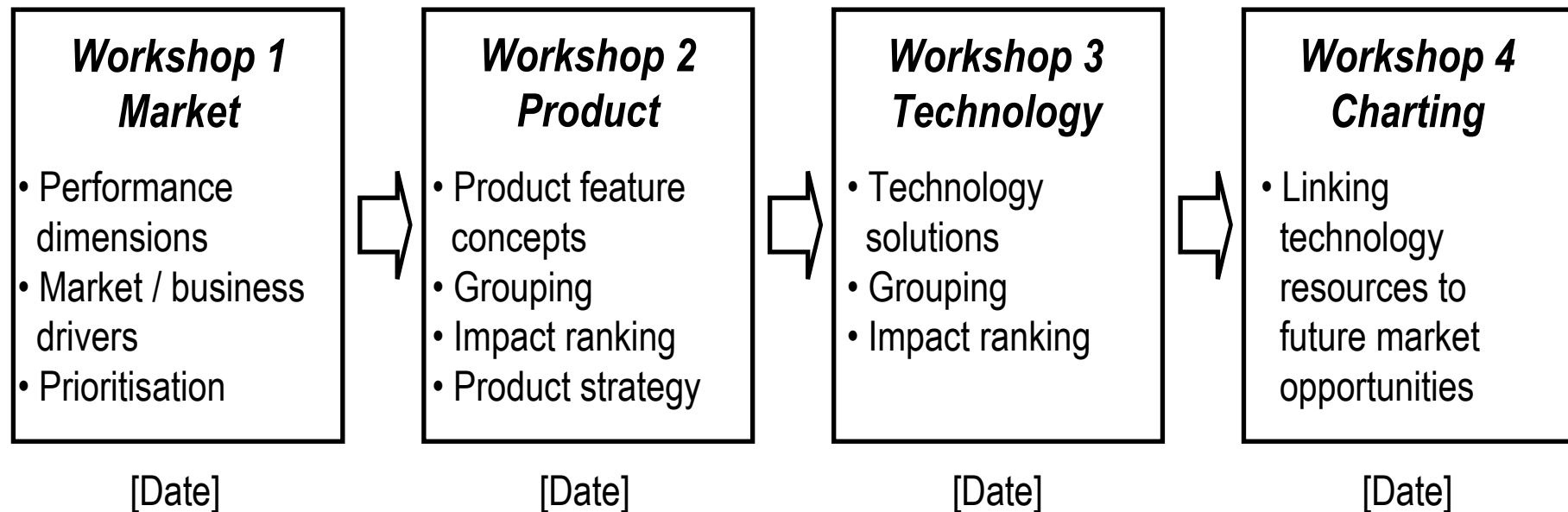
## ***Workshop Overview***

- **Introduction**
- **Product feature concepts**
- **Impact of product feature concepts**
- **Product strategy**
- **Gaps**

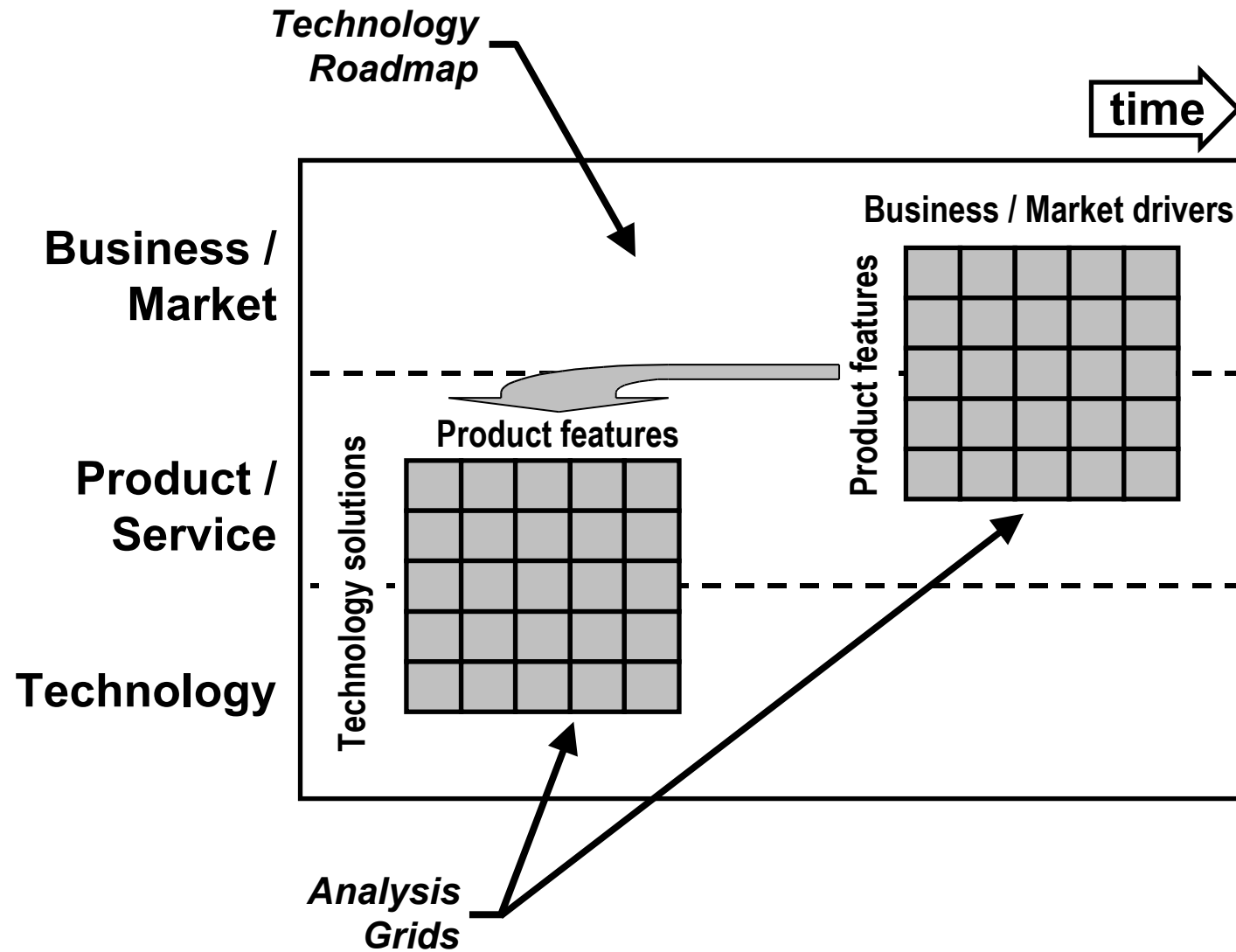
## *Technology Roadmap (TRM) - Schematic*



# ***T-Plan: Fast-Start Technology Roadmapping Procedure***



# Roadmap Input Data Development



# ***Fast-start technology roadmapping at [Company]***

## ***Objectives***

1. ...

2. ...

3. ...

4. ...

5. ...

## ***Product feature concepts***

- These are key product / service features or concepts which have the potential of addressing the market and business drivers
- ***Examples:*** modular; easy to install; lowest cost of ownership

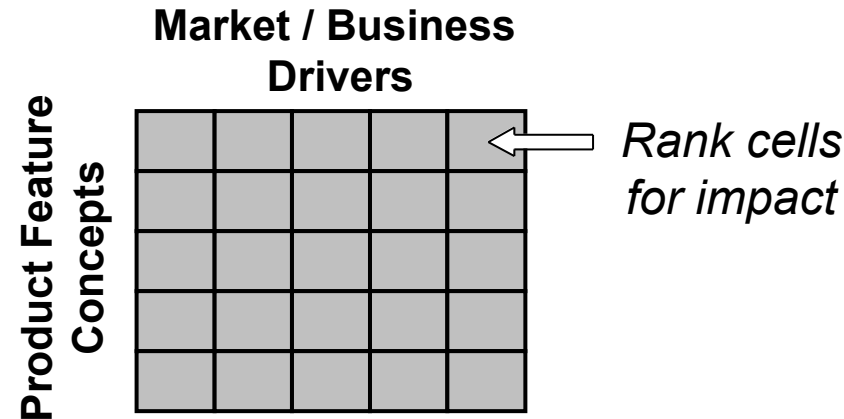
- Brainstorm product / service feature concepts
- Group (10 max)
- Rate risk / complexity / effort for product feature concepts\*
- Identify areas of synergy with current products & technology\*
- Map links to performance dimensions\*

\* optional

- ***Consider performance dimensions***
- ***Think about future product brochure content***
- ***Reuse of:***
  - ***architecture***
  - ***technology***
  - ***knowledge***
  - ***code***



# Impact of product features



- For each product feature concept, rank 'impact' on each market / business driver in turn
- Use √ for low, √√ for medium, and √√√ for high impact
- Identify key product features that have high impact across multiple drivers (synergy)\*

- *Impact is defined as the 'potential for satisfying the driver'*
- *Use 'X' if the impact is negative*
- *'Cross-impact' grids can be used to explore dependencies*

\* optional

# T-Plan

		Market								[Company]				
		1.	2.	3.	4.	5.	6.	7.	8.	A.	B.	C.	D.	E.
Product Feature Concepts	Market / Business Drivers													
	1.													
	2.													
	3.													
	4.													
	5.													
	6.													
	7.													
	8.													
	9.													
	10.													

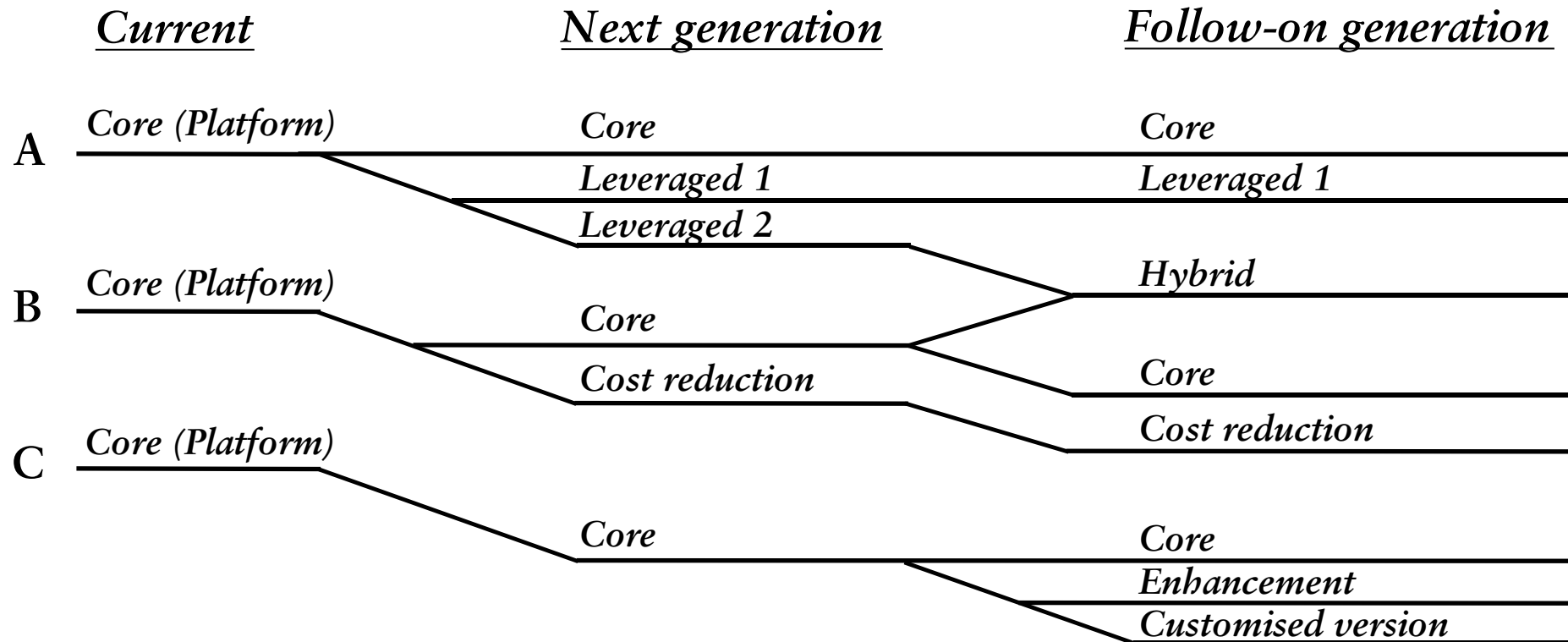
## ***Product strategy***

- **What alternative ‘product strategies’ might satisfy the range of market & business drivers in the future?**
- **Platforms? Evolution?**

- *e.g. low cost vs. high cost options*
- *Remember that drivers may change with time, and may depend on market segment*
- *A product platform is the collection of assets that are shared by a set of products:*
  - *components*
  - *processes*
  - *knowledge*
  - *people & relationships*

# Product Platforms

“A product platform is a set of subsystems and interfaces that form a common structure from which a stream of derivative products can be efficiently developed and produced”



“...the key to efficiently designing and producing a product family is to develop common product & process technology platforms for the core technologies of the product.”

# *Gaps*

- Identify key ‘gaps’ in current knowledge

- *e.g. customer requirements*
- *Consider sources of information and mechanisms for filling gaps*