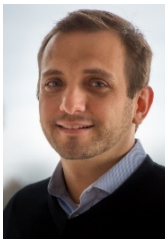


## Strategic Technology and Innovation Management Programme 2020

# Applying the Digital Roadmapping Approach



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The digital transformation of organizations has provided new challenges and opportunities for roadmapping, particularly to address information management and virtual collaboration.

## Aims

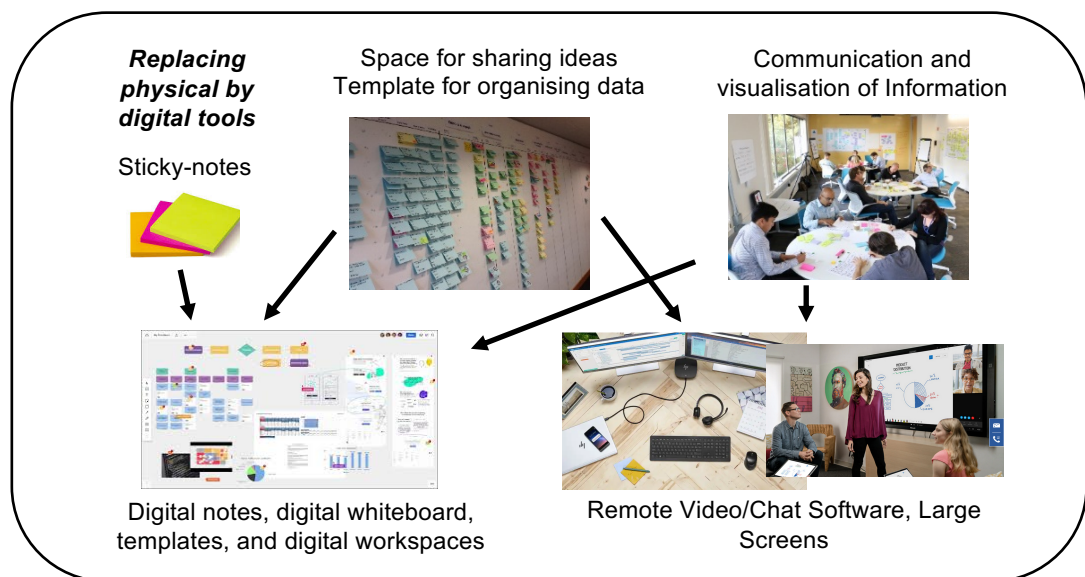
This project aims to support the development and application of digital roadmapping processes into organisations, based on the learnings from the STIM 2019 edition.

## Approach

Analyse and design digital roadmapping processes and workshops in collaboration with companies.

Analyse the integration of digital roadmapping results into companies' project systems.

Analyse the performance of digital roadmapping and opportunities for improvement.



## Deliverables

Co-located roadmapping workshop in the March Network meeting based on the roadmapping game, and remote digital roadmapping seminars on the April and July meetings.

Presentation and support for digital roadmapping in interested companies.

Initial investigation of digital roadmapping practices, motivated by the Coronavirus Pandemic

## Future research

Results from the STIM 2020 edition provided learnings to progress towards a more robust understanding of digital roadmapping practices, opportunities and challenges. As a result, three research lines are scoped for further investigation in the STIM 2021 edition under the new project title "Pushing the Digital Roadmapping Transformation":

1. Digital roadmapping methodologies
2. Application of Digital Tools to Roadmapping
3. Augmented Roadmapping