

2020 Strategic Technology & Innovation Management Programme

Applying the Digital Roadmapping Approach

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Industrial / managerial need addressed

Roadmapping has been mainly built upon practices that rely on simple and visual artefacts. It is also largely based on human interaction and communication to enhance performance and achieve more effective results for strategic and innovation planning. However, the digital transformation of organizations has led to a need of introducing digital technologies to roadmapping processes, particularly to address information management and virtual collaboration

Expected deliverables

- Introduce the digital roadmapping approach to companies
- Give STIM members a starting point for digitalising their roadmapping process
- Test and improve the digital roadmapping approach through application in real cases

Engagement opportunities

- Interact in the network meetings or over the project to discuss digital technologies for roadmapping
- Develop a digital workshop for a case of interest
- Analyse how to integrate results from the digital workshop to companies' systems

Approach

- Identify STIM members interested in digital roadmapping
- Analyse potential cases for trying digital roadmapping with interested companies
- Design and prepare the digital roadmapping for the engaged companies
- Develop the digital roadmapping workshops
- Analyse the integration of the digital workshop results to companies' project systems
- Analyse the performance of the digital roadmapping approach and opportunities for improvement

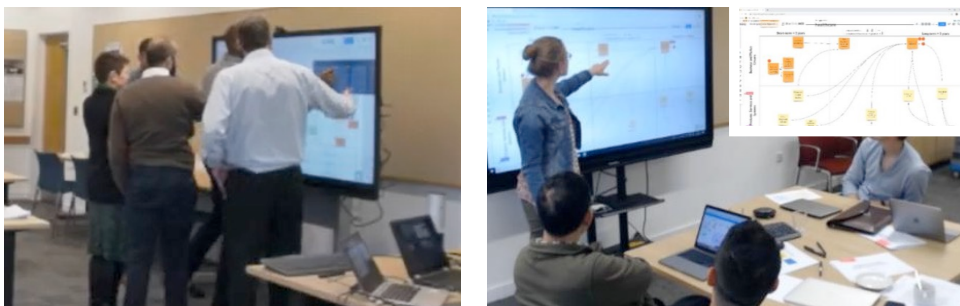


Fig. 1 – Digital Roadmapping Workshop