Product-technology roadmap canvas

| Focus: **Product-Market concept (branding)** | Team: | Date: |

Now — Short-term — _ _ 20 _ _ — Medium-term — _ _ 20 _ _ — Long-term — _ _ 20 _ _ — **Vision**

Step 3)
Product-service-system concepts

Brainstorm, cluster & prioritise, focusing on 'the product brochure of the future'

Park technical solutions, capturing benefits to customer

Label product layers with cluster headings…

Do not transfer brainstormed post-it notes to roadmap

Label technology layers with disciplines relevant to product concept

Market drivers
Social
Technological
Economic
Environmental
Political

Step 1)
Market and business drivers affecting sector and business

Business drivers / strategy / model

Product / Service / System
Features
Functions
Performance
Capabilities

Step 4)
Product-service-system strategy, with aligned technology & resource strategy

Define product strategy in terms of short, medium and long term targets, layer-by-layer along with supporting technology programmes and other required resources

Step 2)
Product-Market vision

Core product concept and key customer

Technology
Technical disciplines
Competences
Know-how
- Component
- Design
- Production
- Information
- Organisation

Enablers / Resources

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