

Roadmapping Approach: Impacts Analysis and Comparative Study

Lei Wang

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A literature survey revealed that the single word "roadmap" has surfaced as a popular metaphor for planning resources for science and technology development. The variant term of "roadmapping" is a new verb that describes the process of roadmap development.

In this paper, the impacts of roadmapping are investigated in a context of product innovation. How roadmapping process contributes to innovation process is explored by looking into nine functional dimensions of roadmapping approach. And then to classify vast of types of firm-based roadmaps, a taxonomy is established. With this classification, firms can quickly catch the image of each type of roadmap, understand the contribution of it to either strategic level or operational level, and conversely know the appropriate context for each one to be used. As an approach born in the Western, the introduction of roadmapping approach to Japan would surely need great efforts and time. To support those who are going to introduce but still confused about the distinction between roadmapping and others, a comparative study of methods used at firm level is provided. Three approaches frequently questioned, namely *Roadmapping*, *QFD (quality function deployment)*, *Scenarios Planning*, are discussed. The result serves as a source for consulting when the firm is going to make the decision about whether to take or not and if take, what kind of stance is supposed to be most appropriate to face so many management tools. Finally, I present some enlightenment which roadmapping approach could bring about and give some suggestion as conclusion.

As an emerging approach, the field of roadmapping is still under development. The approach needs further systematized theoretically as well as further disseminated practically. The impacts analysis and classification of this study can contribute to the systematization of the field, and the comparative study, to some extent, contributes to the further promotion of the approach.