

From Blueprint to Roadmap

A focus on innovation inevitably leads to this question: what will be required to bring our service to life? Without a blueprint, identifying the needed projects and necessary changes can be a daunting activity. Current- and future-state blueprints can be compared to identify how the service needs to change and how to accomplish that change. From this understanding, specific projects, owners, timing, and other details can be defined and assigned. In our work, we often create project cards with these details for use in planning workshops where we explore the sequencing and dependencies among potential projects. The result: a roadmap showing how the service will transform over time.

When undertaking this activity, it's best to have a small and influential group of collaborators—ideally the people who will eventually be responsible for overseeing the resulting projects. Engaging the important decision-makers during the blueprint comparison will enable you to move quickly, allowing you to be confident in your choices while speeding up the next steps.

We create project cards with easy-to-fill-out sections, like project title, touchpoint, channel, dependencies, owners, etc., to help with the process of identifying potential future projects. Using project cards ensures that you are capturing similar information for each potential project that you identify when comparing current and future states. This approach also allows you to begin iterating with the project cards immediately, moving on to prioritization and sequencing the activities needed to build an implementation plan or roadmap.

Don't forget to account for projects that will be necessary to train staff and change human processes. You should also include these activities in your implementation plans.

