

# The six steps to developing a Smart design strategy roadmap

**Step 1 - User classification**  
Starting with user classification, in which you look for the end-user of your smart design roadmap. This can be a group of people or a single person depending on your project.

**Step 2 - User class description**  
This step is taking a look at the specific user needs and product objectives. The objectives already include the challenges that come with the development of a smart design roadmap. The challenges being: connecting the new product service solutions to the company, improving internal company communication, emphasize stakeholder values and making the roadmap adjustable. These challenges can function somewhat as a measurement tool. If the smart design roadmap doesn't tackle the challenges it will have to be adjusted.

**Step 3 - Object modelling - scope**  
Object modelling of the scope consists of two parts. First creating a list of functional requirements, which the smart design roadmap must be able to perform. Secondly you look at what content must be integrated in the smart design roadmap. Due to the methods of Lianne Simonse (2018). The smart design roadmap should at least contain the following eight aspects:

- trends
- value drivers
- future vision
- product service solution
- technology
- solution development
- external ecosystem
- the relation model

**Step 4 - Object modelling - structure**  
To model the structure of the roadmap you'll have to model the complete platform containing all its layers and you have to model the structure of all layers separately. So there are two types of structure you must determine.  
For the structure of the complete platform of the smart design roadmap, you'll have to make all layers being returnable to the actual smart design roadmap layer. And for the smart design roadmap layer you want to make sure it contains a filter, aspect, horizon and title section.

**Step 5 - Navigational design**  
Navigational design aims at the flow through the layer. How are you moving from one layer to the other. What buttons can you press. This is best to be done with a flowchart on how you want to move through the layers.

**Step 6 - Implementation design**  
The final step of the guideline is giving the look and feel to the smart design roadmap. What platform fits best with the company you're creating the smart design roadmap for. You can look for the right platform by filling in a matrix. And according to research the platform matrix should at least contain the following three features: adjustability, connectivity and accessibility.

