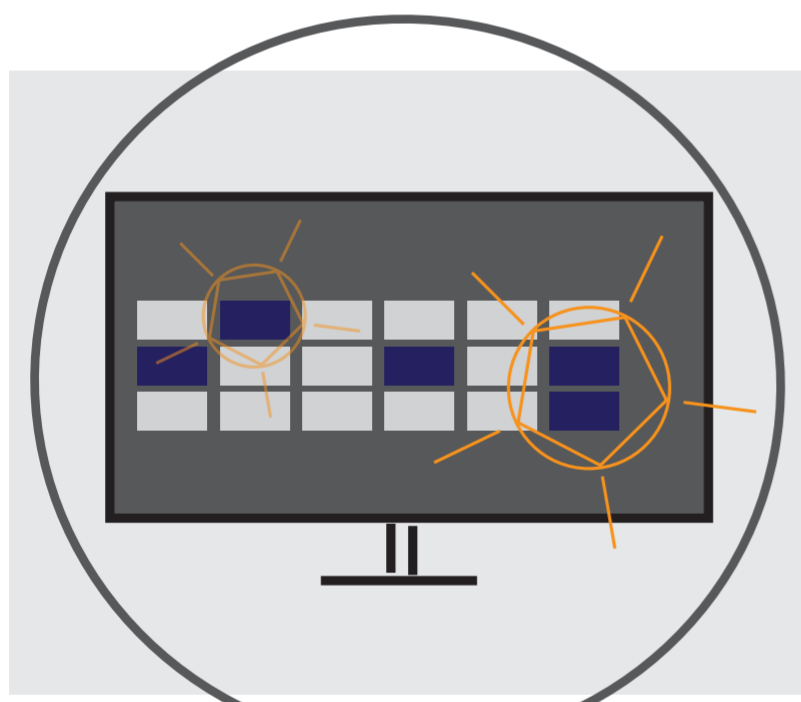
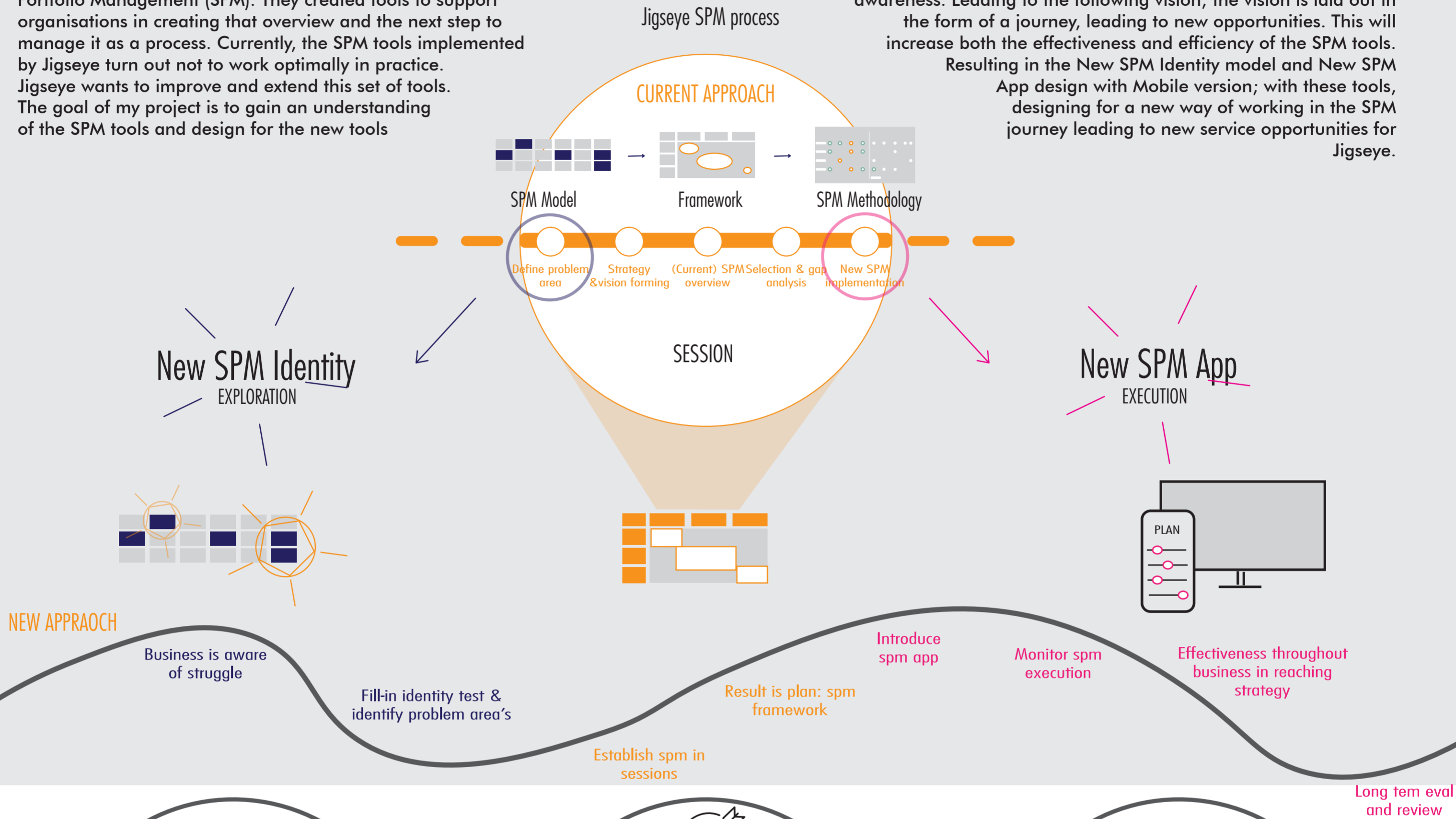


SPM journey

Creating the new journey into Strategic Portfolio Management and successful implementation through new tool design for useability

Organisations have a lot of trouble with managing their portfolio. The portfolio is the set of projects the company is currently running. The consultancy Jigseye provides tools for that purpose called Strategic Portfolio Management (SPM). They created tools to support organisations in creating that overview and the next step to manage it as a process. Currently, the SPM tools implemented by Jigseye turn out not to work optimally in practice. Jigseye wants to improve and extend this set of tools. The goal of my project is to gain an understanding of the SPM tools and design for the new tools

with orientation on useability and ease of use. In the research phase, I did extensive user research analysing the SPM tool resulting in user needs for functionality accessibility and the new purpose of creating strategic awareness. Leading to the following vision; the vision is laid out in the form of a journey, leading to new opportunities. This will increase both the effectiveness and efficiency of the SPM tools. Resulting in the New SPM Identity model and New SPM App design with Mobile version; with these tools, designing for a new way of working in the SPM journey leading to new service opportunities for Jigseye.



SPM Identity: explore & introduce to SPM

The new SPM identity design bridges the gap into starting with SPM, making taking the first step more accessible and fun to do.

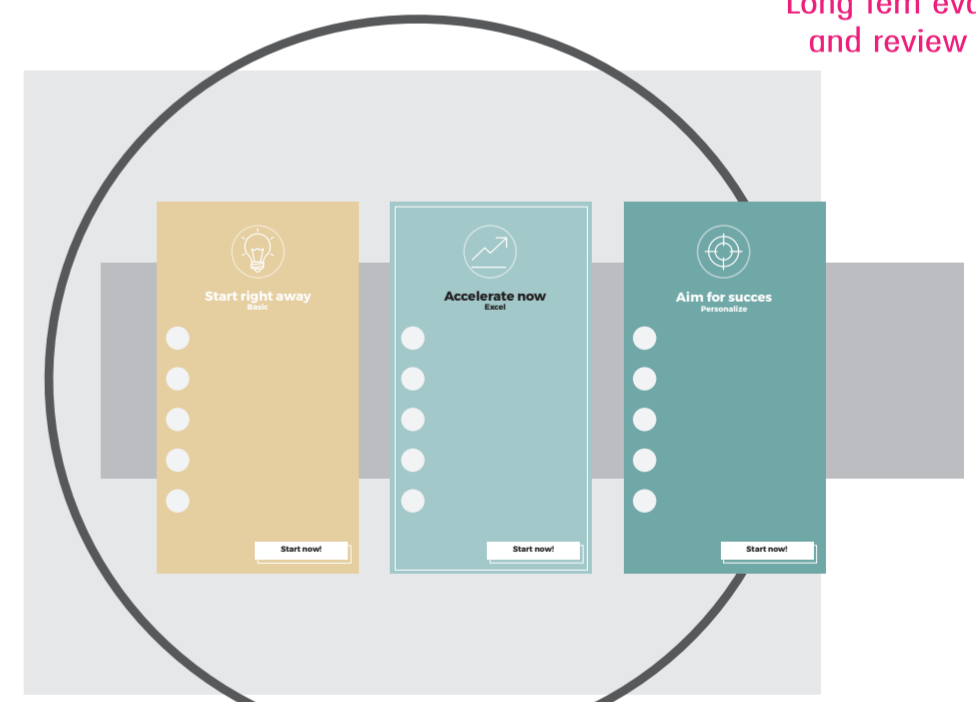
The SPM Identity, as based on the original SPM model by Jigseye, lets the (potential) users explore SPM through an identity test followed up by introducing them to what SPM can mean for them. It provides the user with a basis of understanding through problem definition and initial advice to start the SPM process. Aiming to establish a low threshold to try out, explore and get into SPM.



SPM App: implement & execute

A whole new design for the SPM App is established based on user research insights. Designing for the intensive users and the organisation as a whole.

The new design features the Overview, My page and News page design. Incorporating these new interfaces and creating the whole picture that ties them together—supporting the intensive users in inputting, communicating and sharing strategic information in creating awareness, involvement and alignment throughout. Overall supporting implementation & execution of SPM.



New SPM journey: new opportunities

With the new tools embedded, an improved SPM journey is designed for and creating new opportunities. Continuing on the question of how Jigseye can stay relevant and involved in the future for their clients.

Three service packs highlight Jigseyes potential service aspects capitalising on SPM implementation, monitoring and involvement. The service packs are combining SPM theory, in-app services and pro-active coaching services Jigseye can offer. In doing so, contributing to and expanding on the tools in supporting the clients in reaching successful SPM.

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