

# Enabling informed decision-making in strategic portfolio management

A human centered approach to supportive tools design

With more and more companies focusing on innovating, whether it is because the market desires it or to outrun the competition, the importance and difficulty of this process increase. Innovation is not the process of finding that one great idea anymore. It is a complex and company-wide endeavor that requires structured, organized, and encouraging processes. Portfolio management aligns the product development activities with the organization's strategy.

This thesis aims to improve the practice of portfolio management, the research is carried out within TNO, an independent research organization in the Netherlands. The focus lies on the usage and transfer of data needed in the portfolio management process. Strategic meetings and the digital tool (Flightmap) are analyzed to improve the process.

The design goal is to create a **clear meeting process** and **annual cycle** with an **aligned Flightmap** user experience.

The user should feel **confident and in control**, while using Flightmap, it should **motivate** them. The interaction should be **guided, familiar and enable them to work efficiently**.



## Create an overview on PMC, cluster and roadmap level.

Each dashboard is carefully assembled, presenting all the data needed to make informed decisions on the strategic portfolio management goals. The meeting format available in Flightmap guides the participants in two hours through the full evaluation of a cluster.



## Strategic structure and awareness.

Through this solution, the strategy can be shared and the portfolio management activities can be evaluated. It provides a structured way of working to align the activities to the strategy. By setting the goals at each stage and evaluating them each step the team becomes more aware of where to go and how to get there.



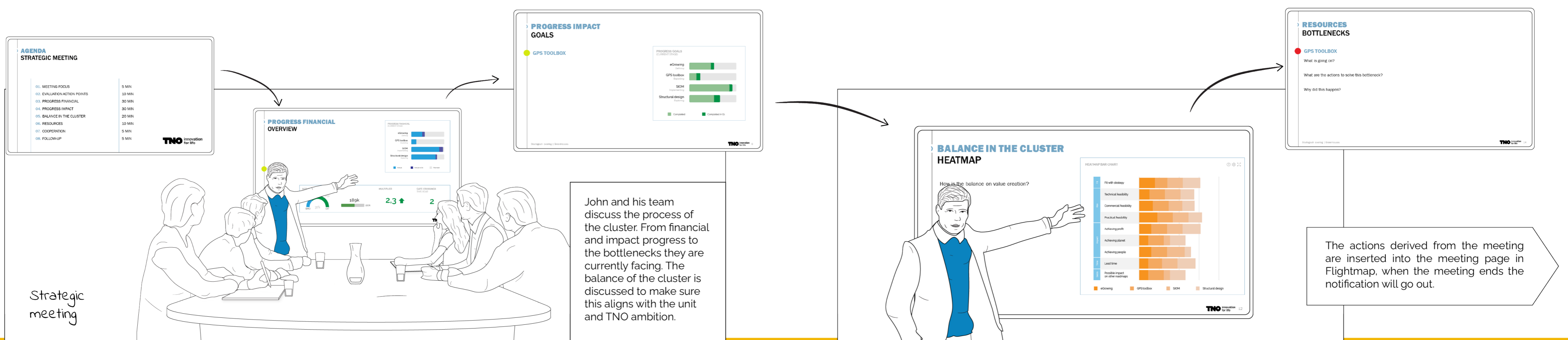
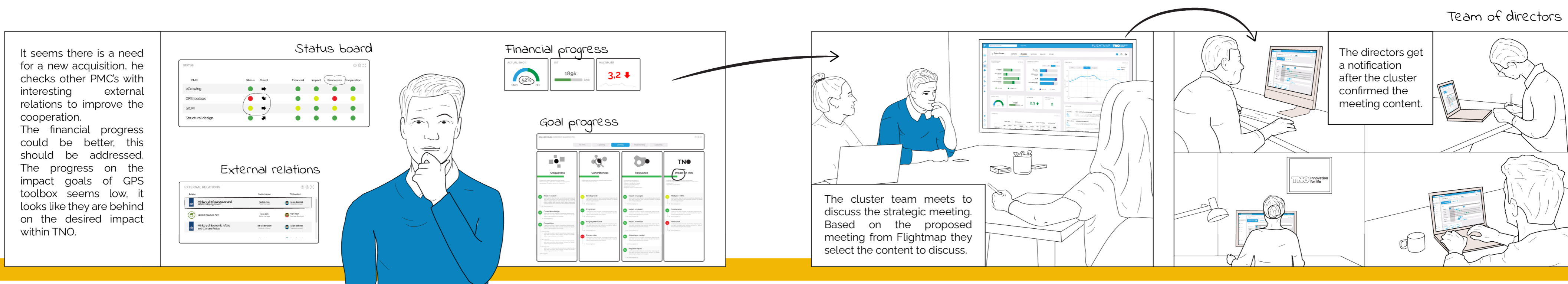
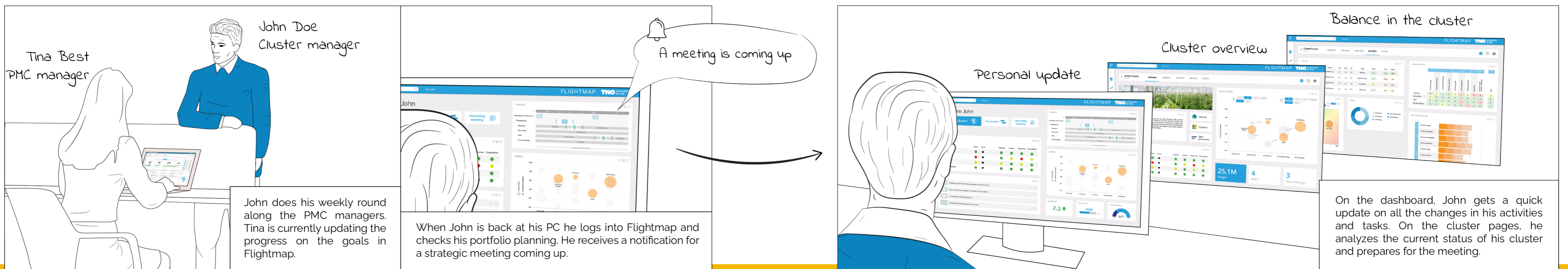
## An integrated solution to manage the portfolio on each level.

The solution brings together the evaluation of the full roadmap portfolio, the strategic objectives, and the evaluation of PMCs in one platform. It is the place to go for all information on each level, e.g., descriptions, external links, meetings, goals, etc.



## Enable to make informed decisions on the balance, the status and the impact.

The dashboards enable the management to make decisions on the balance of the portfolio supported by data from PMCs. It creates a quick insight in the progress and status of PMCs, clusters, and roadmaps. Where not only the financial data is visualized but also the impact of the PMCs.



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