I want to engage in creative thinking for initiating Digital Transformation in my organization

Digital Transformation Canvas®

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What is it?

The Digital Transformation Canvas® is a one-page overview that enables engaging in creative thinking for digital transformation initiatives. It is a valuable tool to create the basis for initiating and structuring the discussion about business improvement through information technologies.

Why should I use it?

XXI century’s organizations cannot be competitive without information systems (IS) and information technologies (IT) leveraging their businesses. Due to the overwhelming diversity of IT and potential applications, can be a complex and risky endeavor to move forward to digital transformation in an ad-hoc way. The Digital Transformation Canvas® helps thinking about digital transformation in a creative and semi-structured approach.

How can I use it?

There are several alternative ways of using the Digital Transformation Canvas®. The process can start by: (A) Selecting one or more technologies and explore how they can be used to improve business; (B) Considering one or more trends and identify if they are interesting to be followed by the organization; (C) Selecting one or more business drivers and think about the transformations and technologies that are needed to address them (e.g., to enable a business strategy or improve the stakeholders’ experience); (D) Defining the expected outcomes aiming at identifying the needed transformations and technologies. From this exercise should emerge new digital transformation projects (E) to be discussed and evaluated in the organization.
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Trends

- Personalization
- BYOD - Bring Your Own Device
- Participation
- Self-Service
- Once Only
- Proactive Service Delivery
- Gamification
- Inclusion
- Data monetization
- Multi-channel
- Digital by default
- Subscription Economy
- Sharing Economy
- Service Productization
- Product Servicization
- Green X (e.g., Green Computing)
- Crowd-X (e.g., Crowd-sourcing)
- Work Nature
- Other:

Business Drivers

- Strategy
  - Inner change
    - > Processes
    - > People
    - > Infra-structure
  - Outer change
    - > Market
    - > Legislation
  - Problems
  - Opportunities
  - Other:

Stakeholders

- Customers
- Suppliers
- Business partners
- Employees
- Shareholders
- Other:

Business Impacts

- Organization
  - Branch(s)
  - Division(s)
  - Other:

Expected Outcomes

- Income
- Cost
- Accessibility
- Security
- Privacy
- Rastreability
- Auditable
- Governance
- Accountability
- Sustainability
- Social responsibility
- Agility
- Intelligence
- Resilience
- Other:

Digital Transformation Project

Enable

- Transformation
- Change
- Innovation

Cloud
- Web (e.g., portals)
- Apps
- Social Networks
- ePayments
- Blockchain
- Bitcoin
- Social Business
- Simulation
- Tele-X (e.g., Tele-assistance)
- XaaS (X as a Service)
- e-Business
- e-Commerce
- B2X (e.g., B2C, B2B, B2A)
- Geo-reference
- Chrono-reference
- Document Management
- Content Management
- Workflow Management
- Other:

ERP - Enterprise Resource Management
- CRM - Customer Relationship Management
- SCM - Supply Chain Management
- BPM - Business Process Management
- CEM/UEM - Customer/User Experience Management
- KM - Knowledge Management
- IM - Innovation Management
- OAM - Organisational Attention Management
- GIS - Geographic Information Systems
- Other:

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Digital Transformation Canvas®

Technologies & IT-Enabled Practices

Stable
Emerging
Frontier
Exponential

Trends

Business Drivers

Digital Transformation Project

Aims at

Demands

Impacts

Expected Outcomes

Business Impacts

Ethical concerns

Notes

Barriers

Enable

Require

Transformation | Change | Innovation

Aims at

Impacts

Exploratory
Disruptive
Incremental

Stakeholders

Notes