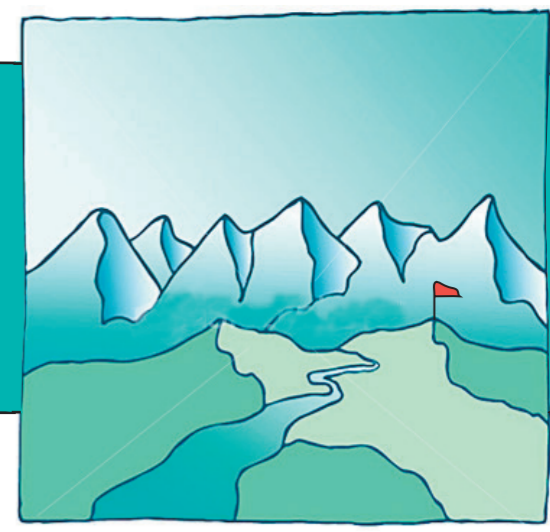


# Context Codification

"If you do not know the contextual landscape you might not be climbing the highest mountain - even if it seems so in your perspective"



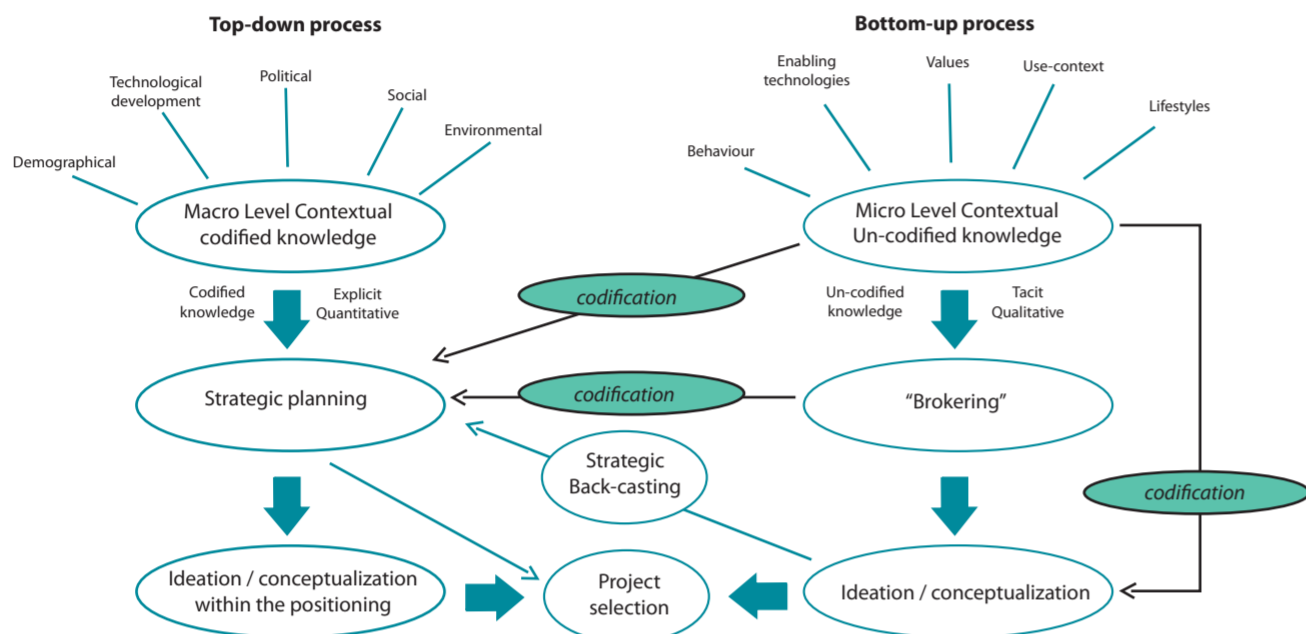
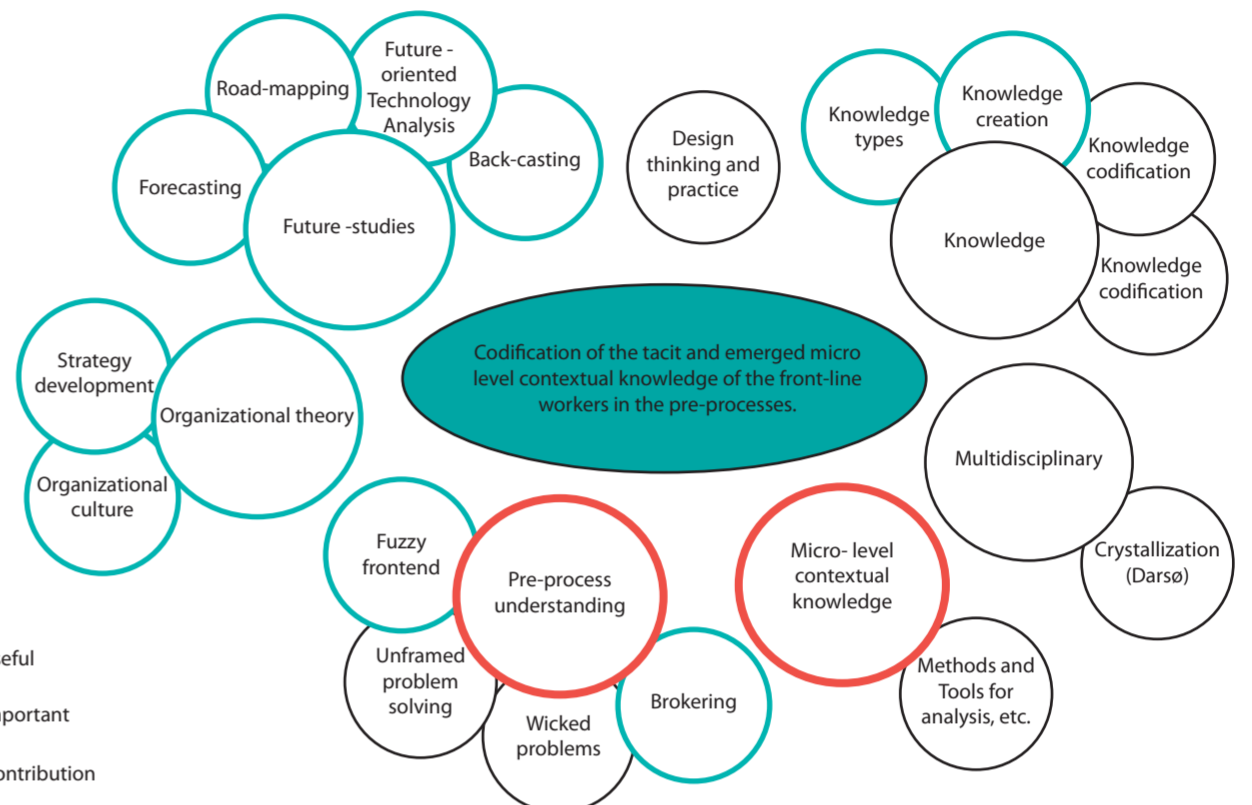
## Background - introduction to the problem

Traditionally the contextual knowledge implemented in the strategic planning is mainly quantitative and influenced within the scope of politics, demographics, economics and technological developments. Recently though the emergent tendency in the consumer-led markets is a bottom-up approach, where the micro-level contextual knowledge is included in the conceptual development (Munnecke, 2006). The micro-level contextual knowledge is qualitative and emergent. It consists of insights on: customer behavior, lifestyle, human values, user-context etc. The bottom-up approach is mainly addressed in Future Labs, by Strategic Design Consultancies or as skunk work. In contrast to the top-down approach the insights deriving from the bottom-up approach are often directly translated into solution-concepts and not codified into a strategy or strategic positioning. The outcome might be "back-casted" into the strategic positioning later - but it is not necessarily a matter of cause.

In general the integration of micro-level contextual knowledge can be seen as a way to create a better and broader understanding of the contextual landscape, and therefore enhance the accuracy of fire, when it comes to choosing the right problem situation, latent need or wish to address. By applying only the top-down approach just half the contextual insights are rendered visible and therefore the indications, which seem to be of highest relevance, might turn out not to be that in a greater perspective. Metaphorically speaking: You will have to know the landscape before you can decide whether you are climbing the highest mountain. This project will discuss methods and approaches for codifying the micro-level contextual knowledge in order to integrate it with the macro-level contextual knowledge in the strategic planning as well as in the conceptual outcome - and thereby secure that the contextual landscape is mapped out before entered.

## Codification of the tacit and emerged micro-level contextual knowledge within a multi-disciplinary team working in the pre-phases.

### Areas of Relevance and Contribution (ARC model)



## Research Approach

### Goal (practical):

To integrate the micro-level contextual insights in the strategic planning and in the conceptual development ( - in order improve the products attractiveness and appropriateness to the market)

### Hypothesis I (research related):

By codifying the tacit and emergent micro-level contextual knowledge - it will be possible to enhance the integration of top-down and bottom-up insights and thereby improve the "accuracy of fire" in relation to the strategic planning.

### Hypothesis II (research related):

By codifying the tacit and emergent micro-level contextual knowledge - it will be possible to enhance the integration of top-down and bottom-up insights and thereby improve the "accuracy of fire" in relation to the conceptual development.

### Research question I

#### What does it imply to codify micro-level contextual knowledge?

Theoretically:  
How can the codification of micro-level contextual knowledge be described?  
How is the codification of the micro-level contextual knowledge different from the macro-level?  
How can the objective and outcome of a micro-level context codification be defined?

In practice:  
Which tools and methods are presently used to identify micro-level contextual knowledge?  
How is the micro-level contextual knowledge codified, externalized or made explicit ?

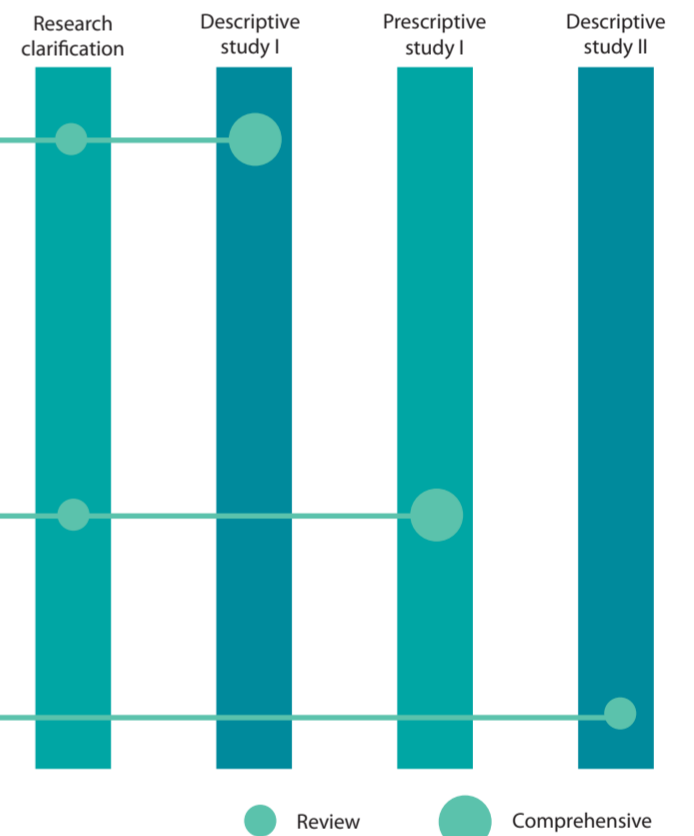
### Research question II

#### How is it possible to facilitate the codification of micro-level contextual knowledge in the multidisciplinary pre-phases?

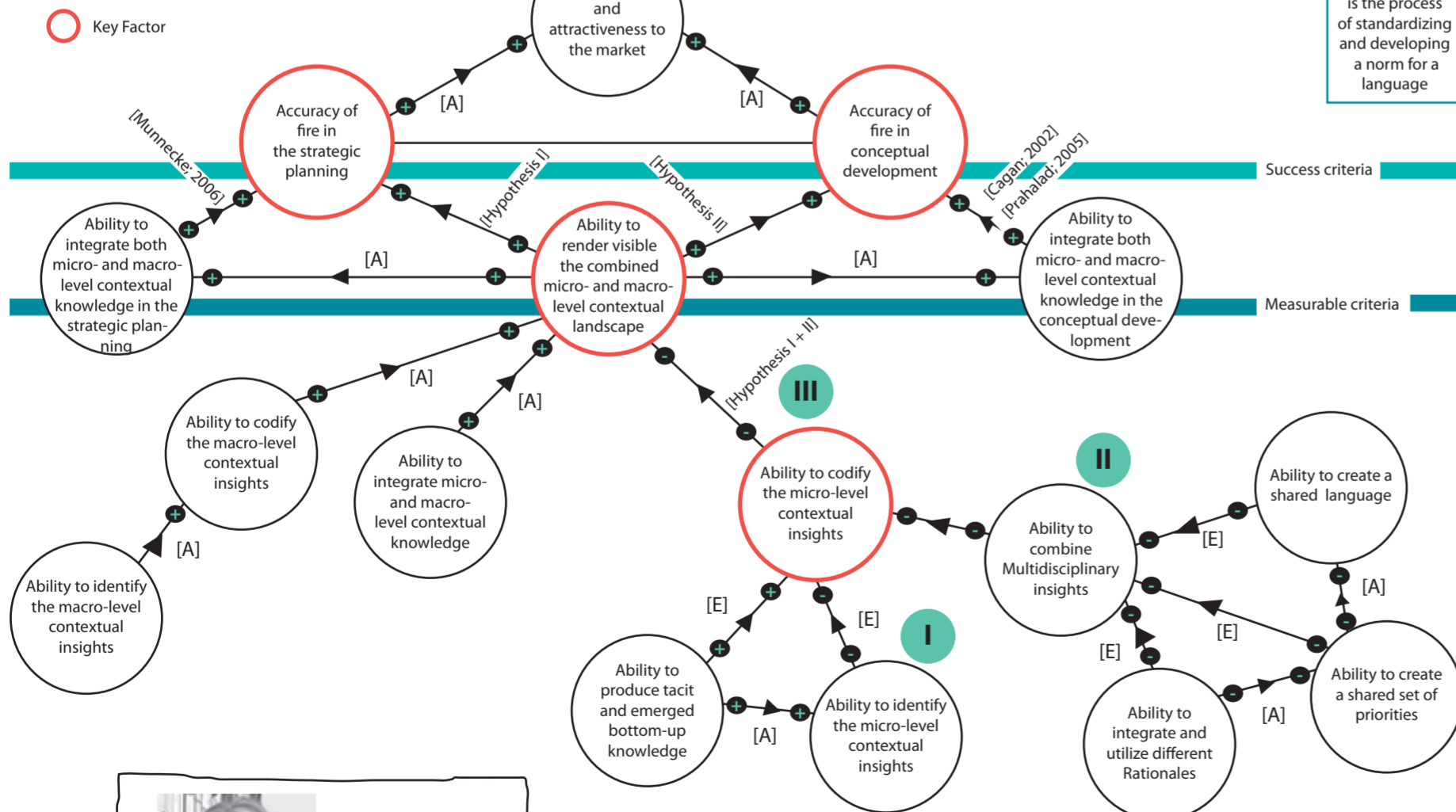
### Research question III

#### What influence does the codification of micro-level contextual knowledge have on the integration of top-down and bottom-up insights in the strategic planning and in the conceptual outcome?

## Research Method:



## Reference Model



**Codification** is the process of standardizing and developing a norm for a language

## Research practice:

The approach is mainly qualitatively, applied and within the category of Action-Research.

### Descriptive study I:

Theoretical study and Interviews with frontline workers (Future Navigator, Copenhagen Living Lab) in order to answer the main- and sub-research-questions.

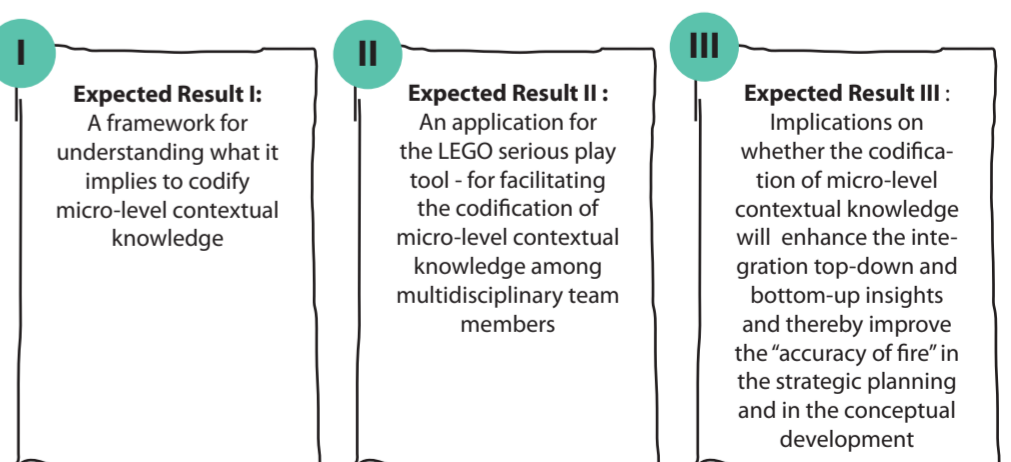
### Prescriptive study I:

Three progressive workshops with Copenhagen Living Lab - using LEGO serious play as the platform for developing a tool, which can facilitate the codification of micro-level contextual knowledge among multidisciplinary team members.

### Descriptive study II:

Interview with workshop participants and companies/organizations involved.

## Expected Results



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