Personalized user training with card sorting in a corporate environment

“Make sure you have the right information that you need in your work”
Contents

- Working environment
- Lost joy of giving user training
- Creating our deck of cards
- The new training in practice
- Experiences and results of an attendant survey
- Other outcomes
- Literature
Orion today – year 2017 in figures

Net sales 1,034 MEUR
Operating profit 284 MEUR

Personnell ~3,200

R&D investments 99 MEUR

6 production sites in Finland

Own sales unit in 26 European countries

Sales by business:
- Proprietary Products: 34%
- Specialty Products: 5%
- Animal Health: 7%
- Fermion: 5%
- Contract manufacturing: 4%

Sales by market area:
- Finland: 32%
- Scandinavia: 14%
- Other Europe: 30%
- North America: 17%
- ROW: 7%
Working environment
Starting point - the lost joy of giving user training

- Not enough interaction with the attendants
- Not enough knowledge of attendants’ specific information needs
- A lot of sources and services to cover in one training session
- No follow-up
Card sorting

- A useful technique for sorting out information needs
- Also applicable for training?
- A tool for marketing information services?
- Sorting result is a good starting point for discussion
Creating Our Deck of Cards

- **Services**
  - Subscriptions
  - Link resolver
  - Article request
  - Circulation
  - Collections
  - Support

- **Follow-up**
  - Yearly subscriptions
  - Pay-per-view licenses
  - Full-text articles
  - Partners

- **Purchases**
  - Scientific
  - Professional
  - News

- **Types**
  - Copyright
  - Impact factors
  - Articles on own molecules
  - Reference management

- **Other**

- **INFORMATION RETRIEVAL**

- **TRAINING**

- **BOOKS**

- **JOURNALS**
  - On publishers’ sites (RSS feeds, TOC alerts, saved searches)
  - Database searches
  - Internal newsletters
  - Circulation

 EAHL Cardiff - Anna Kahlainen & Seija Bergman
 13 July 2018
Card examples & sorting categories
Information Services for Your Work - our new introductory training in practice

Agenda of a training session
1. Introductions
2. Information Services on intranet and Yammer
3. Questions the attendant stated in advance
4. Card sorting
5. Discussion and online demonstrations
6. Follow-up plan
"Make sure you have the right information that you need in your work"
Our experiences

Card sorting is working
Attendant chooses the topics
Inspiring discussions
Good marketing material

Resources
2017-18 trainings in figures

- Total of 19 training sessions held
- 84% in Finnish

<table>
<thead>
<tr>
<th>Most popular cards</th>
<th>Least popular cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can I follow-up published information automatically and in real-time?</td>
<td>Legal and financial information sources</td>
</tr>
<tr>
<td>72%</td>
<td>6%</td>
</tr>
<tr>
<td>How to find books of specific subject areas?</td>
<td>My own question(s)</td>
</tr>
<tr>
<td>72%</td>
<td>6%</td>
</tr>
<tr>
<td>I need a specific article - how should I proceed?</td>
<td>Information Services - contact information</td>
</tr>
<tr>
<td>72%</td>
<td>17%</td>
</tr>
<tr>
<td>What journal subscriptions does Orion have?</td>
<td>Information sources for medicinal chemistry</td>
</tr>
<tr>
<td>72%</td>
<td>17%</td>
</tr>
<tr>
<td>What types of publications are there in Orion collections?</td>
<td>Information sources for quality assurance</td>
</tr>
<tr>
<td>72%</td>
<td>17%</td>
</tr>
<tr>
<td>How to conduct a literature search?</td>
<td></td>
</tr>
<tr>
<td>67%</td>
<td></td>
</tr>
</tbody>
</table>

- 68% of attendants from R&D
- In average 18 cards chosen for a discussion
Results of attendant survey (N=12)

- I found the training useful.
- I got new information.
- Card sorting helped me to understand my information needs.
- The training was based on my information needs.
- The sources, publications or services provided by Information Services are useful for me.
- I use the sources, publications or services provided by Information Services.

Legend:
- Green: Strongly agree with
- Blue: Somewhat agree with
- Orange: Don’t want to comment
- Brown: Somewhat disagree with
- Red: Strongly disagree with
Other outcomes of the project
Regained joy of giving user training
Inspired by

- Lionel Pazart et al. “Card sorting”: a tool for research in ethics on treatment decision-making at the end of life in Alzheimer patients with a life threatening complication. BMC Palliative Care 10 (2011) 4
Thank you!

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