Creating Future Interfaces to Library Services

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Novo Nordisk Library

- Novo Nordisk
  - global healthcare company
  - 89 years of leadership in diabetes care
  - leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy

- Headquartered in Denmark
  - 33,300 employees in 75 countries
  - products in more than 190 countries

- Novo Nordisk Library supports Novo Nordisk employees worldwide
Overview

1. Why have we initiated an innovation project
2. What do we want to achieve
3. Alternative working methods
4. Final concept
5. How to get started
Background

- The innovation project is the response to
  - New physical location
  - Next generation digital interfaces
  - Increase value of Library services
Why “innovation” project

- Ensure long term benefits of upgrade
- Concept that addresses the right issues
- Improve usability based on current and emerging practices of key user groups in Novo Nordisk

We need to know more
We need to have a better understanding
We need a structured process
User needs

• 57 qualitative interview and feedback sessions throughout the company
• 11 basic user needs identified, ex:
  • “Easier navigation during explorative searches”
  • “Identification of blind spots regarding highly relevant resources”
4 subprojects

- Library Innovation project

Service design & integration

Stakeholder & employee engagement
Future interface subproject

- The vision of the concept is to improve NN employee productivity by:
  - Minimising their effort to stay updated on newly published knowledge within and beyond their field of expertise
  - Optimising their daily and exploratory search tasks
  - Creating a one-stop access to internal and external information sources
What is different?

Problem

Solution

Time

Concrete

Abstract

Traditional projects

Innovation projects
Process

- Solution research
- Idea generation
- Idea clustering
- Idea refinement
- Idea posters
- Concept development

Continuous feedback from users

Ask questions
Investigate
Reflect
Adjust
A Lego analogy

Solution research

Idea generation

Idea clustering

Element A

Element B

Element C

Dog

Cat

Traffic light

Truck

Ship

Plane

Plane
A Lego analogy – cont.

Idea refinement

Idea posters

Concept development
Mode of operation

Kick off
- Value hypotheses & questions
- User interviews
- New insights

Brainstorm
- New ideas
- User journeys
- Putting it together

Desk research
- New insights
- Observations
- Validate insights
- Visualise insights
- Interpret

Value hypotheses + user experiences
- Brainstorm
- Brainstorm
- Brainstorm

Idea generation based on findings
- Brainstorm
- Brainstorm
- Presentation

Idea clustering
- Thematic grouping
- Combining ideas

Solution research condensation
- Synthesis
- Idea posters

Structural concepts
- Brainstorm

Benefits
- Brainstorm

Floor plan
- Combining ideas
- Sketching
- Idea refinement
- Sketching
The final concept

Underlying solution concept
User challenges solutions examples
Benefits if implemented
Focus on sources and collections

Figure 1: Research and Intelligence Framework, illustrating key activities and elements in knowledge production
Solution concept

Search
- External sources
- Internal sources
- Parallel search
- Rich search results
- Search support
- Post processing

Knowledge centre
- High quality selection
- Organised material
- Search and browse
- Handpicked selections

My collection
- Collect personal material
- Organise collected material
- Share material collections
- Evaluate & annotate

Material accessible by NN employees
- Access to material paid by library
- Material selected by library
- Material selected by the user
Mock-up front page
Results [Cross - scientific articles]

- Resolving Multiple Protein–Peptide Binding Events: Implication for HLA-DQ2 Mediated Antigen Presentation in Celiac Disease
  - Abstract: ... thus lies at the center of antigen presentation studies in celiac sprue. In particular, the remarkable antigenicity of gluten peptides to celiac patients has been correlated, at least partially, to their unusual binding behavior to HLA-DQ2 at neutral pH in the extracellular milieu... see more >>
  - Citing 20 See related Copyright note Preview full Direct access

- Fast and efficient characterization of an anti-gluten monoclonal antibody epitope related to celiac disease using resin-bound peptides
  - Petersen, WHH, Hansen, PR. ... (2011) - Journal of Immunological methods (2.340)
  - Article: ... Celiac disease (CD) is an immune-mediated enteropathy induced by ingestion of gluten proteins, which affects one in every 200 Europeans (Stern et al... TFA and CH 3 COOH, but other solutions, ie saline with low pH level followed by instant washing with pH neutral solution... see more>>
  - Cited by 2 Citing 17 See related Copyright note Preview abstract Pay per view

- Enhanced intestinal absorption of Carcinogens of dietary origin in patients with Gastrointestinal disease and in patients receiving Calcium Channel Blockers
  - Khan, AD. ... (2011) - Journal of Postgraduate Medical Institute (0.052)
  - Article: ... carcinogen uptake occurs in intestinal diseases where the normally slightly acidic (pH 6.1) mucosal surface pH is shifted to neutral or to... In the normal human small intestine, the mucosal surface pH is about 6.0 in vivo and is altered closer to neutrality in celiac and Crohn... see more>>
  - Citing 35 See related Copyright note Preview full Direct access

- Evaluation of anti-transglutaminase antibodies from duodenal biopsies: a novel approach in the diagnosis of Celiac Disease
  - S Rathsman, C Tysk, S Eriksson, O Hultgren. ... (2012) - APMS (1.944)
  - Article: ... Celiac disease (CeD) is a gluten-dependent inflammatory condition of the small intestine. ... The eluate was collected and immediately neutral- ized to pH 7 using 0.5 M Tris solution (C4H11NO3, adjusted to pH 10.5 using HCl)... see more>>
  - Citing 57 See related Copyright note Preview abstract Restricted access

Download selected to Excel/CSV
Working memory

“Easier navigation during explorative searches”

- Help users being more systematic during exploratory search
- A combination of a notepad and an action log
Find relevant resources

- Knowledge centre
- A workplace for the NN knowledge worker to find material selected by Library or other competences with respect to subject domains of specific interest

“Identification of blind spots regarding highly relevant resources”
Benefits

- Due to:
  - More effective explorative search for information
  - Easy access to newly published knowledge
  - One-stop access to main internal and external information sources
- Savings if implemented:
  - High-intensive knowledge workers: 10 min/week
  - Infrequent users: 5 min/week
- Optimised usage of the existing investment in information access

35 man years / year
How to get started?

Process
Funding
Allocation
Clear roles
Traditional vs. innovation projects

- Frustrating not to follow the traditional path
  - Idea → initiate → analyse → execute → realise
- Expect and accept endless walls with labels!
Get help!

- Kick off
- Value hypotheses & questions
- User interviews
- New insights
- Brainstorm
- New ideas
- User journeys
- Putting it together
- Develop ideas
- New ideas
- Floor plan
- Combining ideas
- Solution themes
- Combining ideas
- Desk research
- New insights
- Observations
- Validate insights
- Visualise insights
- Interpret
- Brainstorm
- Value hypotheses + user experiences
- Idea generation based on findings
- Brainstorm
- Benefits
- Brainstorm
- Structural concepts
- Brainstorm
- Synthesis
- Solution research condensation
- Interpret
- Idea clustering
- Thematic grouping
- Idea refinement
- Sketching
- Idea posters
- Presentation
- Value leap
- Combining ideas
- Idea posters
- User journeys
- Putting it together
Get funding

- Stakeholder management is very important
- Difficult to “sell” an incomplete concept
Resource allocation

- Difficult to predict resources needed
  - Interesting and gratifying – and frustrating for project members
  - Often results in >100% allocation
Clear roles

- Many stakeholders
  - Everybody seems to know the best solution, with or without user sessions, solution research, etc.
- Project group need to understand governance process
  - Less frustration, more focus on delivering management information
- Development vs. decision
  - Project should develop concept
  - Steering group takes decisions
Thank you for your attention!

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Drawings by Lotte Klixbüll