

Florian N. Egger, PhD

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> Profile

- After 6 years as a freelance usability consultant, I have created Telono SA in 2005 to address the market's growing need for experienced usability professionals with an international perspective;
- I have gained extensive experience in the different phases of the usability design lifecycle, from user research, requirement specifications and conceptual design, through to expert evaluations and usability testing;
- My specialty is designing and managing international customer experience studies, combining user experience strategy, usability engineering and online branding.

> Skills

Education	PhD Human-Computer Interaction (2003) Eindhoven University of Technology (NL) MSc Human-Computer Interaction (1998) University College London (UK)
Languages	Fluent: French German English Advanced: Dutch
IT	Morae, TestDirector, RoboHelp, SELECT Component Architect, MS Office, Dreamweaver, Fireworks, Photoshop

> Sample Projects

United Nations International Strategy for Disaster Reduction (UN/ISDR) (CH)

- Design of an online survey to investigate user groups, satisfaction and needs
- Usability and accessibility expert review of the ISDR website
- Usability testing of the ISDR website
- Recommendations for re-design

UBS (CH)

- Use case-based requirements elicitation and management for a financial portal
- Specification and prototyping of user interface elements, portlets and processes
- Concept and prototyping of an integrated help and support system using RoboHelp
- Test case authoring and functional testing using TestDirector

Total (F), in collaboration with Axance (F)

- Expert evaluation of the German Total website (Total.de)
- Integration of third-party quantitative survey results (online questionnaires)
- Combined analysis & recommendations for re-design

Yahoo! Europe (UK), in collaboration with Axance (F)

- Project management of a pan-European portal user experience study (UK, D, F, I, SP)
- Conducted the tests with German users
- Template-based data aggregation and analysis; production of video highlights

Manutan International (F), in collaboration with Axance (F)

- Project management of a pan-European B2B e-commerce usability study (UK, NL, F)
- Conducted the tests with British users; supervised the Dutch tests
- Template-based data aggregation and analysis

Yahoo! Mobile Europe (UK)

- Competitive analysis of European mobile value-added services websites (I, SP, D, UK)
- Content and design recommendations for the Yahoo! Mobile websites

EurotaxGlass (CH), in collaboration with User Intelligence (NL)

- Conducted user tests on a car damage assessment application for the insurance industry in Spain (in English with an interpreter)
- Conducted user tests on a car spare parts management system in France (in French)

> Selected Publications

Egger, F.N. (2003). **From Interactions to Transactions: Designing the Trust Experience for Business-to-Consumer Electronic Commerce**. PhD thesis, Eindhoven University of Technology (NL), ISBN 90-386-1778-X.

Egger, F.N. (2002). **Consumer Trust in E-Commerce: From Psychology to Interaction Design**. In: Prins, J.E.J., Ribbers, P.M.A., van Tilborg, H.C.A., Veth, A.F.L. & J.G.L. van der Wees (Eds.) (2002). *Trust in Electronic Commerce: The role of trust from a legal, an organizational and a technical point of view*, pp: 11-43. Kluwer Law International, The Hague (NL), ISBN 90-411-1845-4.

Egger, F.N. (2001). **Affective Design of E-Commerce User Interfaces: How to Maximise Perceived Trustworthiness**. In: Helander, M., Khalid, H.M. & Tham (Eds.), *Proceedings of CAHD2001: Conference on Affective Human Factors Design*, Singapore, June 27-29, 2001: 317-324, ASEAN Press.

Egger, F.N. (2000). **"Trust Me, I'm an Online Vendor": Towards a Model of Trust for E-Commerce System Design**. In: G. Szwillus & T. Turner (Eds.), *CHI2000 Extended Abstracts: Conference on Human Factors in Computing Systems*, The Hague (The Netherlands), April 1-6, 2000: 101-102.

> Interviews

"Interview with Dr. Florian Egger on Trust in E-Commerce: Theory and Practice"
HOT Topics! Publication of the Human-Oriented Technology Lab, Carleton University (CA)
→ <http://www.carleton.ca/hotlab/hottopics/Articles/Egger.html>

"Avec Axance, Yahoo! Europe a testé sa nouvelle page d'accueil dans 5 pays"
Axance Log, Blog of Axance user experience design (F)
→ http://axance.typepad.com/axancelog/2005/01/avec_axance_yah.html

> Professional Memberships

- ACM SIGCHI
- Usability Professionals' Association
- UXnet (Local Ambassador for Switzerland)
- SwissCHI
- SwissUPA