

Veronika Egger, MSc

1979-81 Werbeakademie Vienna, Austria

1984-88 Grafik Design, Derby University, UK

2004-08 MSc Design and Management of Inclusive Environments,
University of Reading, UK

Throughout her career Veronika has always focused on understandability and usability of information, for example as a member of the design and development team at Philips Design in Vienna, where she established and led an interdisciplinary „User Interface Group“ who developed and tested easy to use usability concepts.

Her own company – *is-design GmbH* – was founded in 1997 focusing on Information Design. Fundamental to all design projects is an “inclusive design” approach and measurable design quality.

One of the main areas of expertise at *is-design* is the development and design of information leaflets that come with medicines. The company carries out readability testing for national and international applications for the marketing authorisation of medicines.

is-design also consults clients on how to make the built environment easily accessible and usable. Veronika Egger combines her experience in information design, product design, user interface design and accessibility. This holistic approach to usability has extended into a new field of application: **User experience design for the built environment.**

is-design was, for instance, one of the consultants to the Austrian Federal Railways for the inclusive design of the new Vienna Central Station, or has co-developed a concept for the inclusive design of an intercom solution for police stations.

Lectures and presentations

Veronika is listed consultant to the Austrian pharmaceutical industry organisations PHARMIG and IGEPHA on issues surrounding the design and readability of patient information leaflets and gives seminars and presentations on the subject.

She also holds numerous lectures and presentations on inclusive information design at international conferences, symposia and seminars. (i.e.: IIID Vision Plus 2003, 2005, 2007, 2008, MEGRA 2006, Assista 2006, IIID Expert Forum Traffic Guidance Systems 2007, Mobilitätstag 2007, 3rd OECD World Forum on Statistics, Knowledge and Policy 2009)

Veronika organised two international summer academies “Travelling the City” in Vienna and Salzburg, also with particular emphasis on tourism in an ageing society.

Guest lecturer at the Technical University Vienna School of Architecture in the context of the module “Universal Design” as well as for the EU BEST summer academies.

Research

2009 research programme „ways2go – Innovation and Technology for Evolving Mobility Needs, Research programme“ funded by the Austrian Federal Ministry for Transport, Innovation and Technology (BMVIT): MASIMO – Multiagent Simulation Model for Group Specific Mobility and Orientation Behaviour. *is-design* is project partner.

2009, Communication Benchmarks: Global research project initiated and run by the Communication Research Institute on the readability and understandability of credit card statements.

2008, Research project „Point of View“ on the readability of medical information for people with visual impairments.

Publications

Egger V, Ehrenstrasser L., Schrom-Feiertag H., Telepak G., „Creating a Richer Data Source for 3D Pedestrian Flow Simulations in Public Transport“ Paper to be given at the Measuring Behaviour Conference 2010

Bright, K., Egger, V., „Using visual contrast for effective, inclusive environments“, Information Design Journal (idj) Volume 16:3, pp 178-189, 2008

Egger, V. Point of View – Large Print Patient Information Leaflets (PIL). In T. Porathe (Ed.) Applications of Information Design 2008: Selected papers from the international conference at Mälardalen University in Eskilstuna, Sweden 25-28 June 2008. Eskilstuna: Mälardalen University Press. ISBN: 978-91-86135-31-7

Study for IIID on behalf of the BMVIT: Egger V., Ehrenstrasser L., b.un.t – barrierefrei unterwegs. Barrierefreie Information im Verkehrssystem, 2007

Memberships

Veronika is a board member of the *International Institute for Information Design (IIID)*. www.iiid.net

For IIID she developed and organised the content of the international conference “DD4D – Data Designed for Decisions“. www.DD4D.net

She is Life Fellow of the *Communication Research Institute (CRI)*, who developed and established the „Australis Method“ for readability testing of medical leaflets. www.communication.org.au

She is a member of *MEGRA, Mitteleuropäische Gesellschaft für Regulatory Affairs*. (Central European Society for Regulatory Affairs)

Veronika also co-founded “design for all“, an organisation promoting inclusive design in Austria. www.designforall.at

Member of the „Include Network“, Helen Hamlyn Research Centre, Royal College of Art, UK http://www.hhc.rca.ac.uk/210/all/1/include_network.aspx