



By Stephen Minasvand
Senior Vice President
Creative Director
CDM New York

Featured Article:

Great design is all about the user

Getting caught up in the trendy world of creative is easy. Constantly checking out the latest on CSS Design winners, the FWA, the Webby's, or whatever awards site you subscribe to. You begin failing to remember that your work isn't all about flashy animations and embellished typography, just so you can win an award or two. The reality is that these design trends and ornamentations are, in the end, irrelevant and can sometimes get in the way of your user's true ambition.

So, let's all take a step back from competing with unrealistic design choices and consider the crux of the work: the user.

Roman architect Marcus Vitruvius Pollio once said: a structure must exhibit the three qualities of firmitas, utilitas, and venustas—that is, it must be solid, useful, and beautiful. Which inevitably led to the saying "form follows function." Duh.

We've all been guilty of having the "I'm right and you're wrong (and maybe a little stupid, too)" attitude at some point. When you work in the creative field—copy, account, project management, tech, design, any discipline—this may get in the way of truly putting yourself in the user's perspective and expectation.

To be successful as a creative, you must separate passion from ego. Your work isn't out there to prove anything to anyone. Your only goal is to help the user and create a memorable experience in the process. User experience, and its body of knowledge as a whole, is being refined and redefined as we learn what works and doesn't, and how to overall best serve the users we create for.

A creative's job (our job) has infinite possibilities when it comes to producing beautiful, compelling work. But there are far fewer options when it comes to usability. Beginning with a structure that is utilitarian and appeals to your audience ensures that the experience you are providing is just as attractive and absorbing to the user as it is to any creative. 



WHAT'S TRENDING!

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KEEPING AN EAR OUT

Getting consumers to experience the essence of an ad through a printed medium is much more difficult than it seems. [Thalys](#), a travel agency in Europe, has partnered with Rosapark, a French ad agency, to create an interactive audio map to help consumers immerse themselves in different parts of Paris by simply plugging their headphones into different locations on a map. They called this campaign **Sounds of the City**. Imagine the deeper story we could tell if we added an audiojack or bluetooth to our industry's ads.



ELECTRONIC ENTERTAINMENT EXPO 2015: EMERGING TRENDS

Virtual reality (VR) and augmented reality (AR) technologies are well on their way into the mainstream, if the demos and announcements at Electronic Entertainment Expo (E3) last month are any indication. Microsoft announced new partnerships with both Valve VR and Oculus Rift, and Sony is moving ahead with the launch of its HoloLens, with release planned for 2016. The impressive live demo of Minecraft on HoloLens may be boosting expectations for high-end AR, but AR is catching on in many smaller ways—and in smaller products—as well. Collectible figures that affect digital gaming experiences, a category known as **Toys-to-Life**, is being pursued by the likes of LEGO, Warner Bros., Disney, Nintendo, and Activision. The new AR toys of today offer us a window into the potential for the physical/software interactions of tomorrow.

Want to take a closer look? For more information on these trends, other E3 highlights, and ideas for integration into your brands, contact your CDM What's Trending! and GAME ON teams.

TECH+HEALTH

News about how tech is intersecting with health, from around the Web:

- [Norwegian nurses](#) are learning how to communicate better with the aid of virtual gaming headsets.
- [Virtual reality](#) is helping people who suffered a stroke move again.
- Reading this font from [Daniel Britton](#) can help people better understand dyslexia.



DELIVERING ON ADHERENCE

Patient adherence for drugs that require regular, monthly pharmacy refills can be a major obstacle to the brand's success. This problem is exacerbated for drugs that treat invisible symptoms, such as drugs for risk reduction, like blood thinners for stroke risk and statins for cholesterol-related heart attack risk. There's now a simple and cost-effective way to ensure that patients get all of their medication delivered straight to their door. [PillPack](#) is an app/service that simplifies the process of picking up and refilling a medication. It manages all refills, from phone calls to faxes and follow-ups. Each medication dose is individually packaged for ease of use and delivered straight to the patient's door. Best of all, the co-pay stays the same, and there is no extra cost for the service beyond monthly co-pays.

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Please reach out to whatstrending@cdmny.com to find out how we can help inspire new ideas for your brands in a live **What's Trending!** session.



what's next