The **Power** of **Tech**

How can we collaborate to increase adoption of digital tools that support healthy aging?

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Population aging and related issues are often framed *as a problem to be solved…*

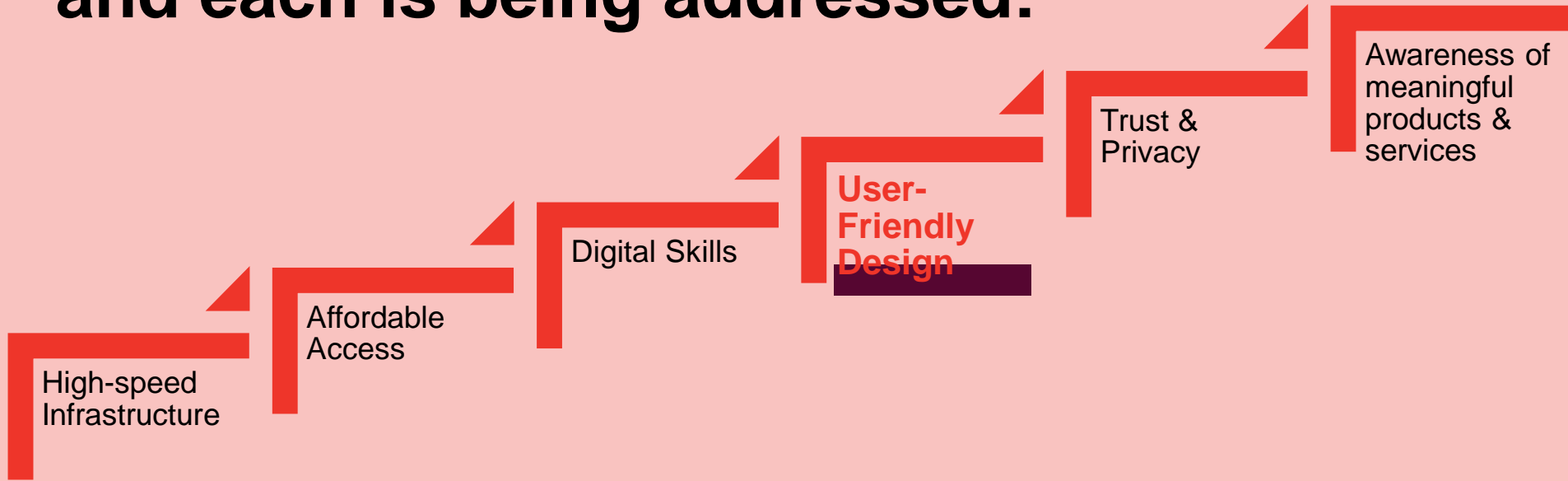…can't we change the way we see it and view population aging as a *remarkable opportunity?*

"Aging is the growth engine for technology and business."

By the year 2030…

The 50+ population is expected to spend $120.2 billion on technology annually in the US.

The challenge to overcoming digital barriers is multi-faceted… and each is being addressed:

High-speed Infrastructure

Affordable Access

Digital Skills

User-Friendly Design

Trust & Privacy

Awareness of meaningful products & services

Five Barriers to Older Adult Tech Adoption

26%
Design & User Experience

- Is it easy to use?
- Was it designed for people like me?
- Did they ask people like me to test it?

23%
Awareness & Interest

- What new products exist?
- Why should I be interested in these products?
- Why should I care?

19%
Cost & Acquisition

- How do I select the right product?
- How do I buy it?
- Can I afford it?

18%
Installation & Adoption

- How do I integrate it into my life?
- How difficult is it to set up?
- Who can help if I run into problems?

18%
Trust & Privacy

- What personal data does it collect?
- Is my personal data secure?
- Any know privacy or identity theft issues?

Regular usage of common digital services still lags for adults 50+

	18-49 Age Segment	50+ Age Segment	▲
Email (Apple Mail, Gmail, Outlook)	77%	75%	2% ⬇
Internet Browser (Google Chrome, Microsoft Edge)	78%	67%	11% ⬇
Social Media (Instagram, Facebook)	75%	64%	11% ⬇
Photos (Google Photos, Smartphone Photos App)	73%	65%	8% ⬇
Maps & Navigation (Google Maps, Apple Maps)	59%	53%	6% ⬇
Retail and Shopping (Online Shopping Sites)	56%	49%	7% ⬇
Finance or Banking (Bank of America, Local Bank)	55%	43%	12% ⬇
Music (Spotify, Apple Music, Sonos)	64%	34%	30% ⬇
Video Chat (FaceTime, Zoom, WhatsApp)	36%	24%	12% ⬇
Streaming (Netflix, Hulu)	45%	22%	23% ⬇
Health Tracking or Fitness (Apple Health, Fitbit)	29%	19%	10% ⬇
Food Delivery (Grubhub, DoorDash)	19%	9%	10% ⬇
Transportation (Uber, Lyft)	11%	6%	5% ⬇

68% of those 50+

do not believe today's technology is designed with them in mind.

In the UK, providers recommend digital health apps to *1 in 10 patients under 35.*
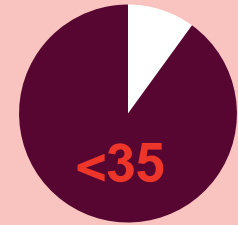
It drops to *1 in 25* for patients 55+ and *1 in 50* for patients 65+.
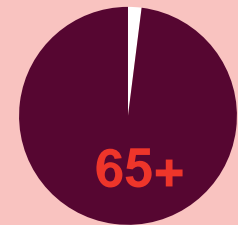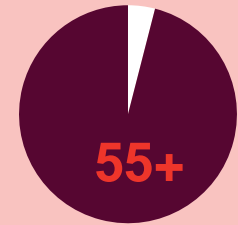
Drivers of Mobile Health App Adoption:

1. To improve/track my health

2. Doctor recommendation

3. Easy to use

4. If I had a health issue or condition

5. Protected privacy/personal information

6. Monitor/keep track of my exercise

7. Affordable/ reasonable price

8. Reach/set goals

9. Free

Lived Experience Consumer Panels

What people want to see in their health apps:

**Apps co-designed
with adults 50-plus:**

"Are [those who are] actually designing it actually using it, and engaging in it, and letting other people try it?
My experience is, no, they're not... they design it."

Clearer instructions for easier use:

"A lot of times, these apps have very poor instructions."

**Designed for a more personal
user experience:**

"I was thinking that maybe some of these apps should be designed for a particular condition or lifestyle."

Opportunity to provide feedback:

"There's very little opportunity to provide honest feedback to improve the design for version 2.0 or version 3.0."

Age-inclusive design =

Achieving an optimal user experience for people across age groups by being more intentional about including older adults in the design and maintaining a focus on the unique needs of 50-plus users throughout the development process.

Accessible design =

Has advanced technology to be more inclusive of those with disabilities or changing abilities (often due to aging). Disability-centered thinking can sometimes reinforce stereotypes about aging. Accessibility features are often very helpful for older adults who are experiencing changes in sensory, cognitive, or mobility functionality, but the accessibility lens does not fully address the needs of 50-plus users.

Age-Inclusive Design Lifecycle

Metrics

Establish baselines and key performance indicators (KPIs) to assess performance; then take an honest inventory of current marketing, setup, and support experiences through the lens of age-friendly design.

Research

Understand and quantify market opportunities for age-friendly design.

Co-Design

Develop collaborative design processes to make age-friendly efforts more authentic and inclusive.
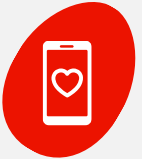
Use-Case Development

Develop consumer personas and customer journey maps for different life stages and abilities.

User Experience

Beyond the UI, understand broader perceptions, usability, and experience issues for demographically diverse consumers.

User Interface

Learn from industry best practices around UI design for all ages.

Agile Development

Incorporate age-friendly principles into the development and workflow.

Testing and QA

Use diverse testers and collaborative processes to ensure product quality across demographic lines.
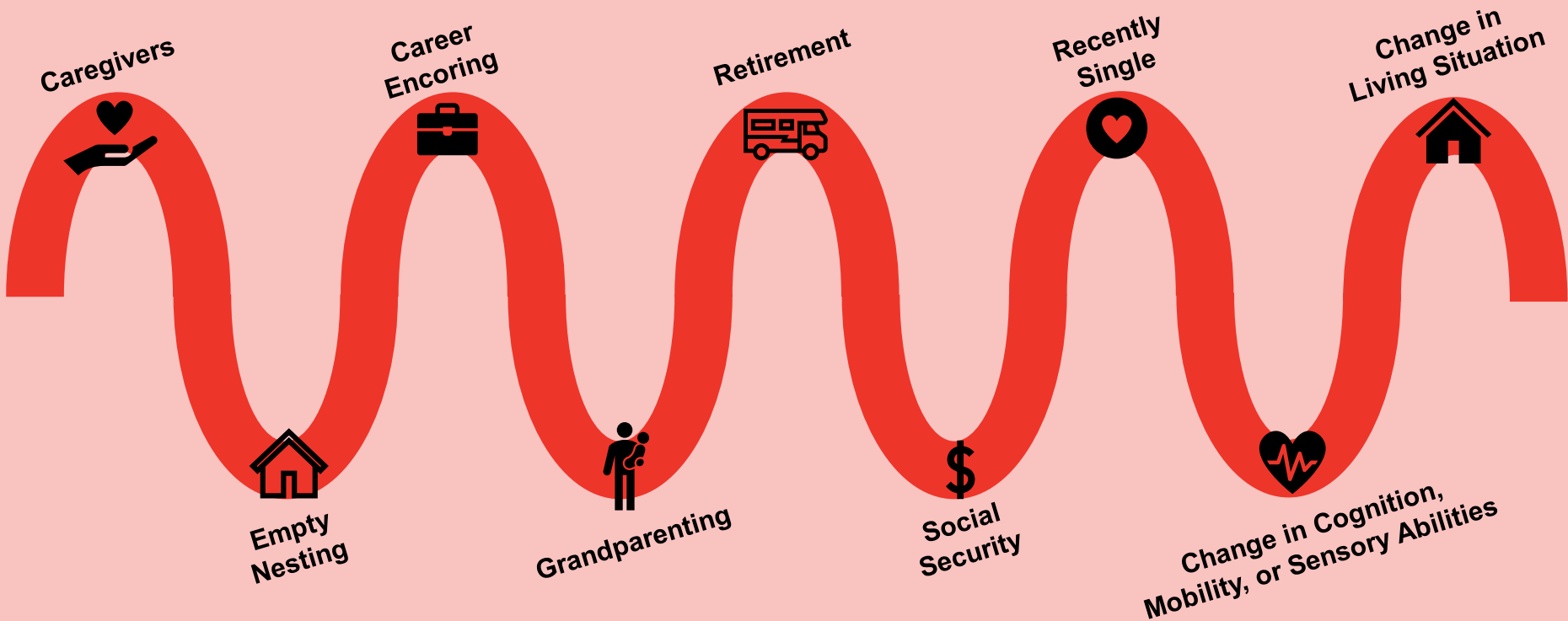
Adoption

When your product is ready for market, ensure that all supporting materials, documentation, FAQs, and customer support processes are age-friendly.
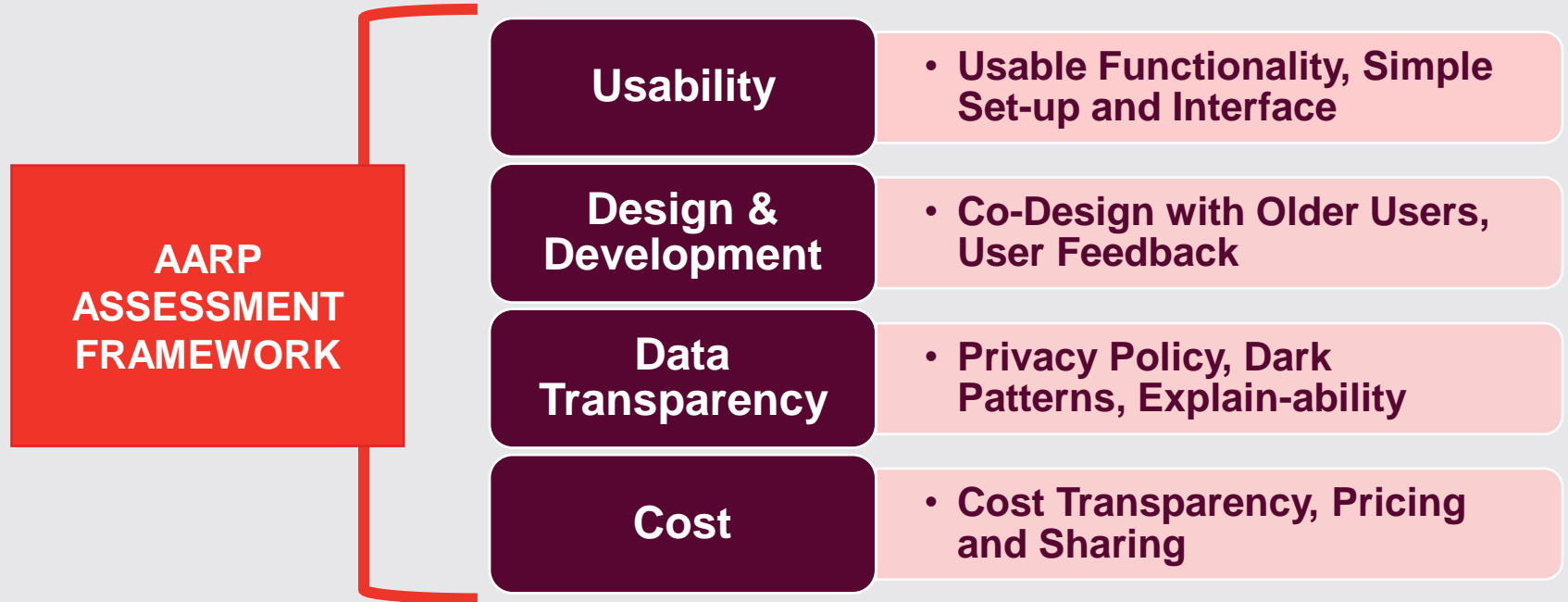
Marketing

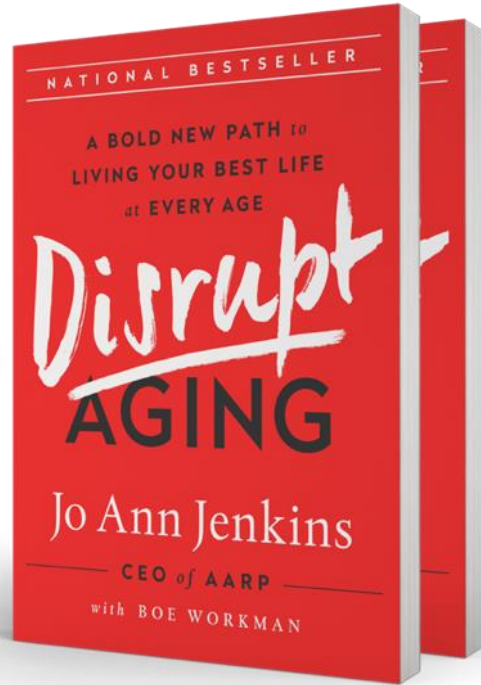Make sure product marketing, packaging, and branding reflect age-inclusive principles.

Life Stages

Caregivers

Career Encoring

Retirement

Recently Single

Change in Living Situation

Empty Nesting

Grandparenting

Social Security

Change in Cognition, Mobility, or Sensory Abilities

AARP Age-Friendly Standards & Assessment Framework

AARP ASSESSMENT FRAMEWORK

Usability
- Usable Functionality, Simple Set-up and Interface

Design & Development
- Co-Design with Older Users, User Feedback

Data Transparency
- Privacy Policy, Dark Patterns, Explain-ability

Cost
- Cost Transparency, Pricing and Sharing

Innovation to make aging easier for everyone.

Join us.

Let's work together to challenge outdated beliefs and spark new solutions so more people can choose how they live and age.

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