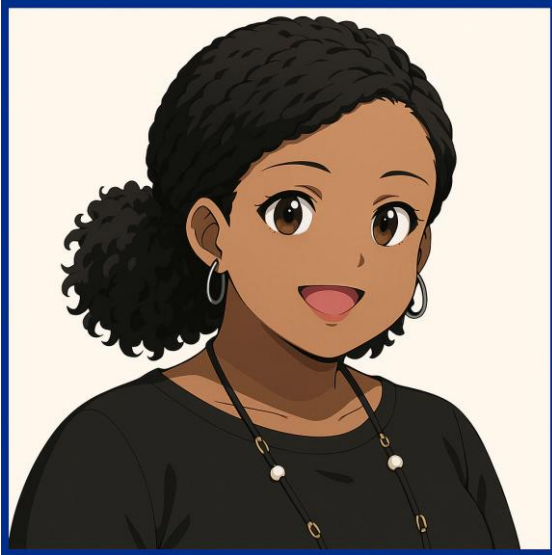


THE QUIRK'S EVENT

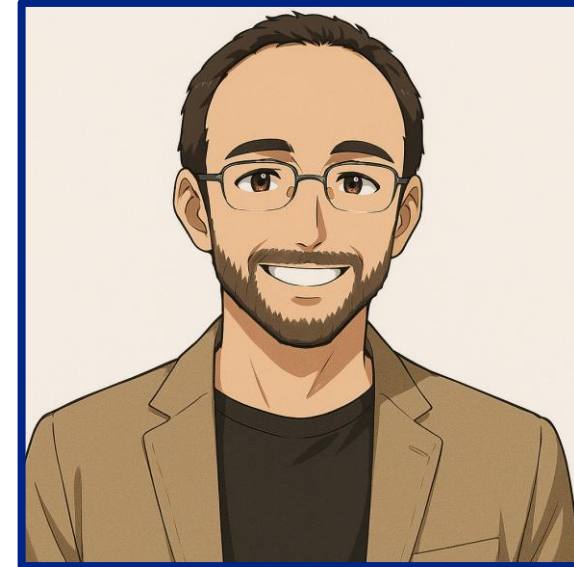
Solving What Matters Using JTBD To Uncover How Older Adults Want AI to Show Up



Today's Speakers



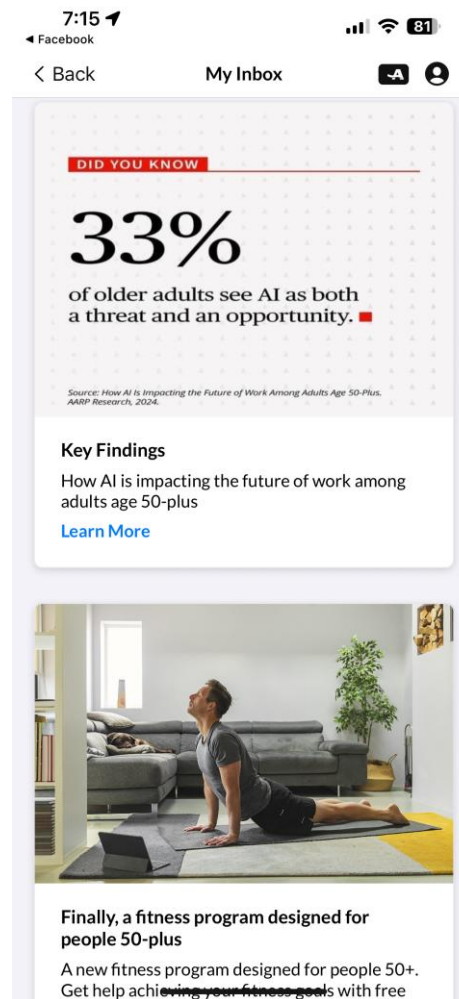
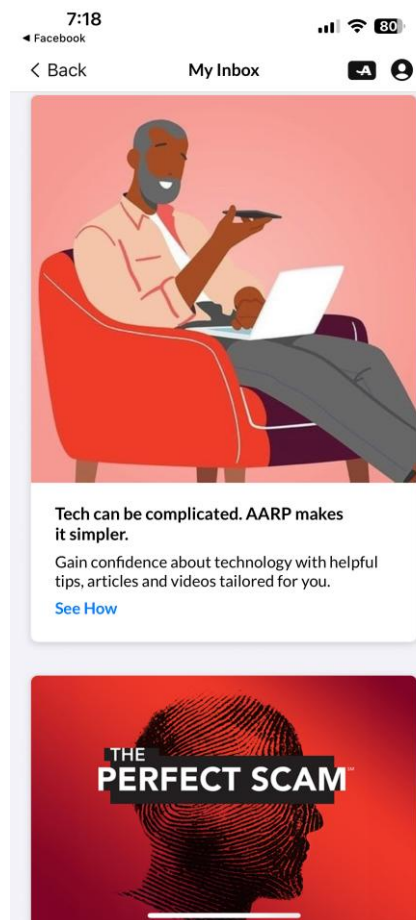
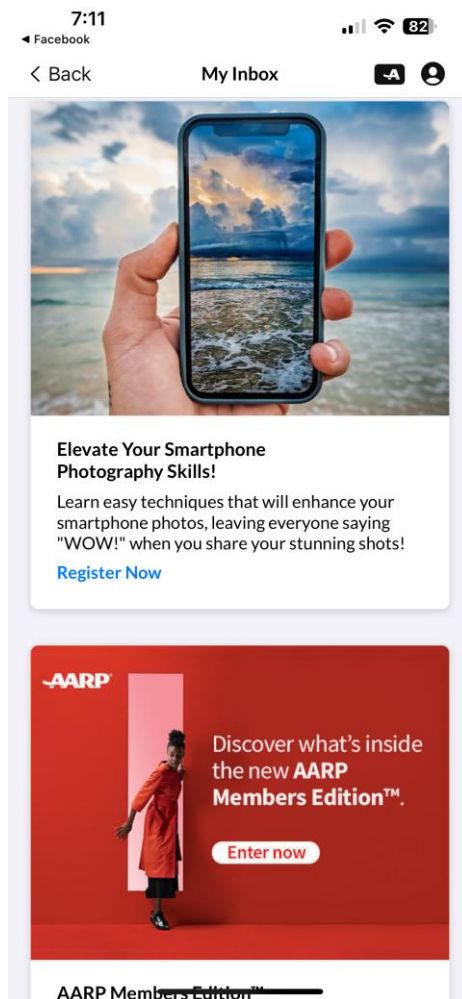
Brittne Kakulla, PhD



Kevin Karty, PhD

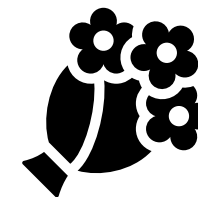


2nd Largest Membership Org in the US

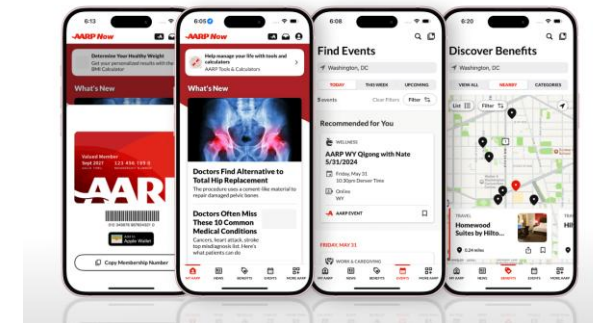


38 Million Members in 2024

40,000 volunteers



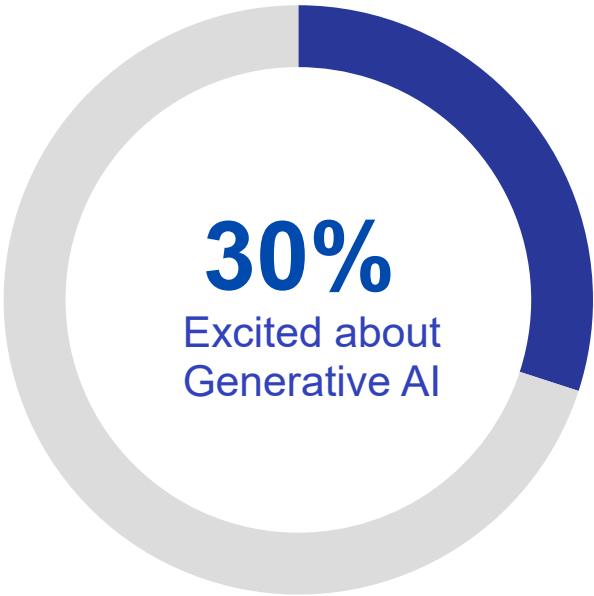
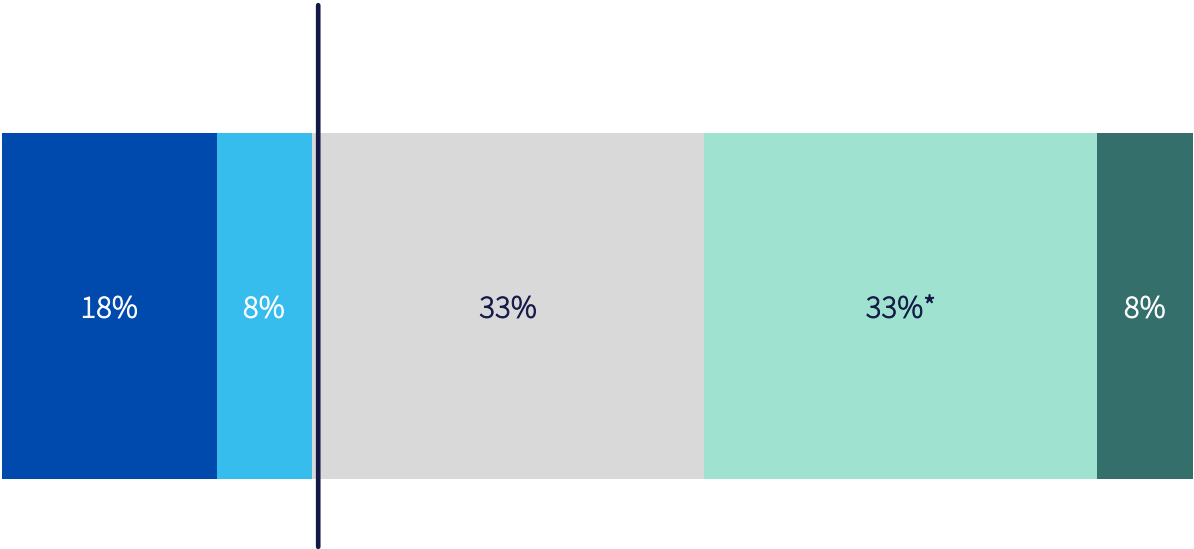
Tech
Forward
Offerings



Generative AI's awareness and use among older adults has grown, but many are still skeptical

Experience with Generative AI
Among adults 50+

Used it Familiar, would like to use Familiar, do not care to use Heard of, but not familiar Don't know what this is

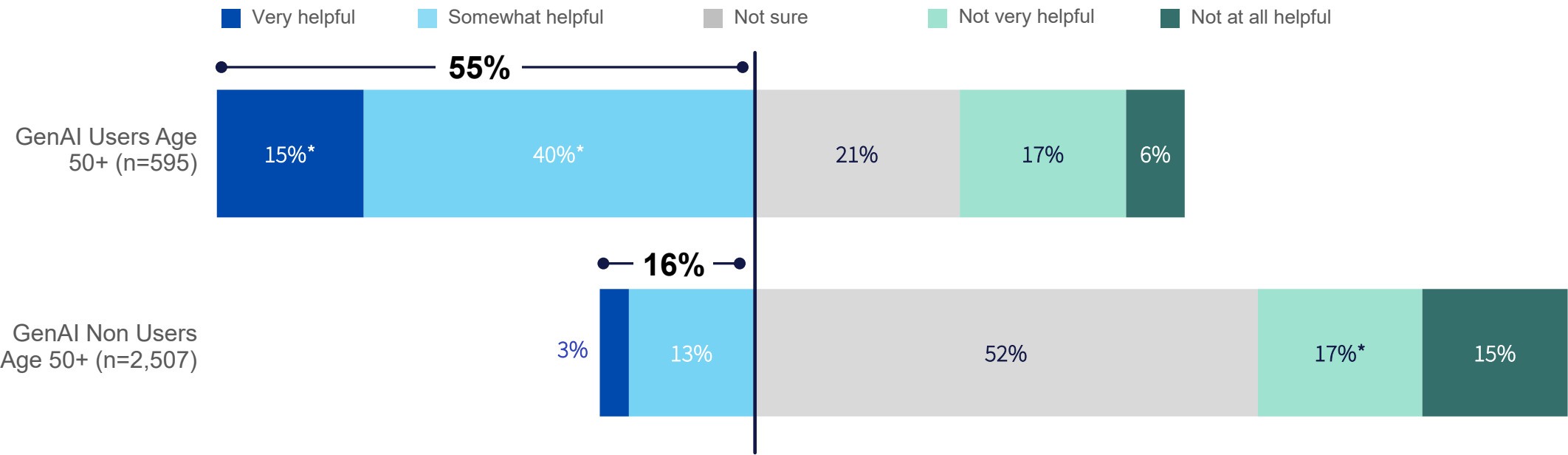


* Indicates a significant difference at a 95% confidence level

Those with experience using AI see it as helpful while those without direct experience remain skeptical of its potential

Anticipated helpfulness of Generative AI in making life easier and more enjoyable

Among adults age 50+

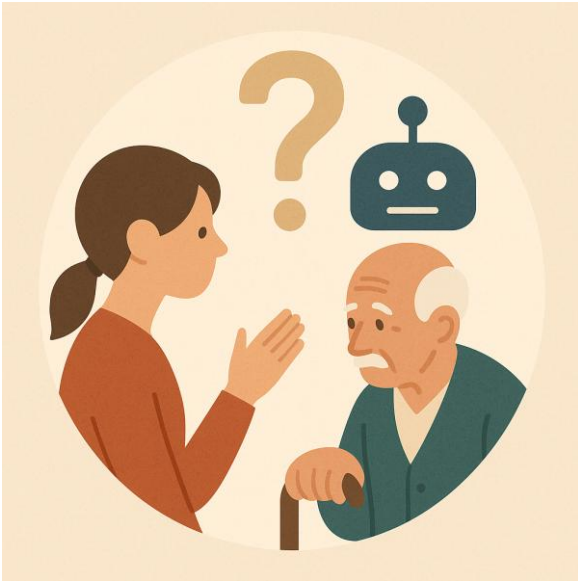


Base: Total 50-plus Respondents

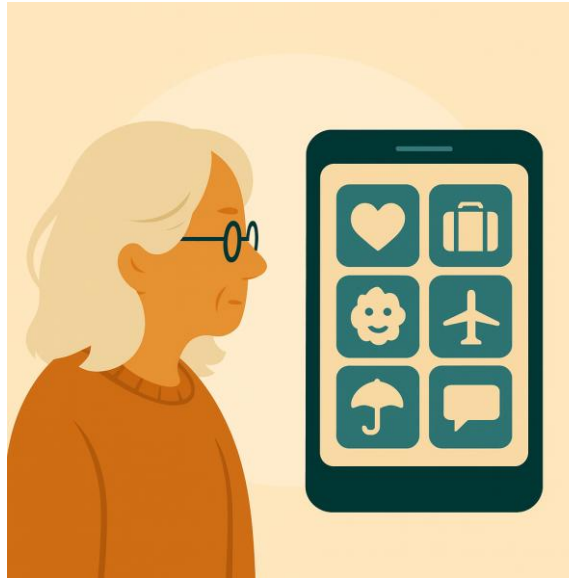
[NEW QUESTION 2024] Q75b_2025. How helpful has/do you anticipate generative AI been/will be in making your everyday life easier and more enjoyable?

Our Research Goals

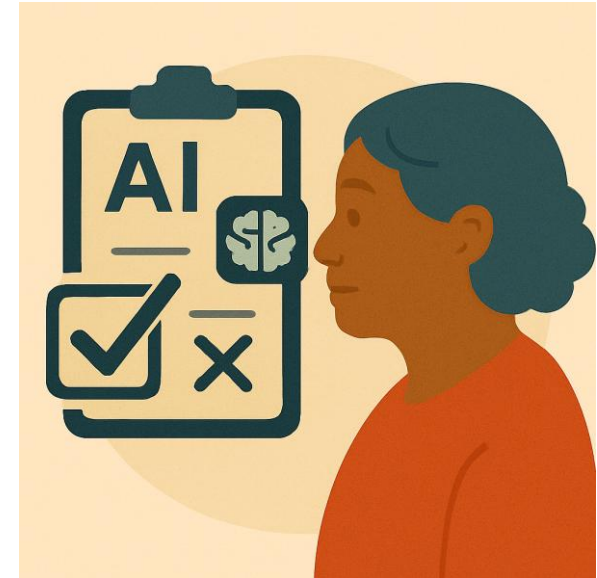
**Deeper exploration
of awareness, attitudes,
and interest in AI among
older adults**



**Identify job and
problem-solving
opportunities that could
drive AI adoption**



**Explore AI across a
variety of solutions and
applications without
overwhelming
respondents**



Advise and reinforce AARP's role as a national thought leader on aging and technology

But There Are Major Research Challenges

Data Quality is Critical

But we have a 25-minute survey with a LOT of questions

274 Grid Statements
12 Open Ends
+ Ranks, Typing Tool, etc.

How much do you agree with the following statement?

“I am skeptical of AI and services or mobile phone apps that use it.”

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree Nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree

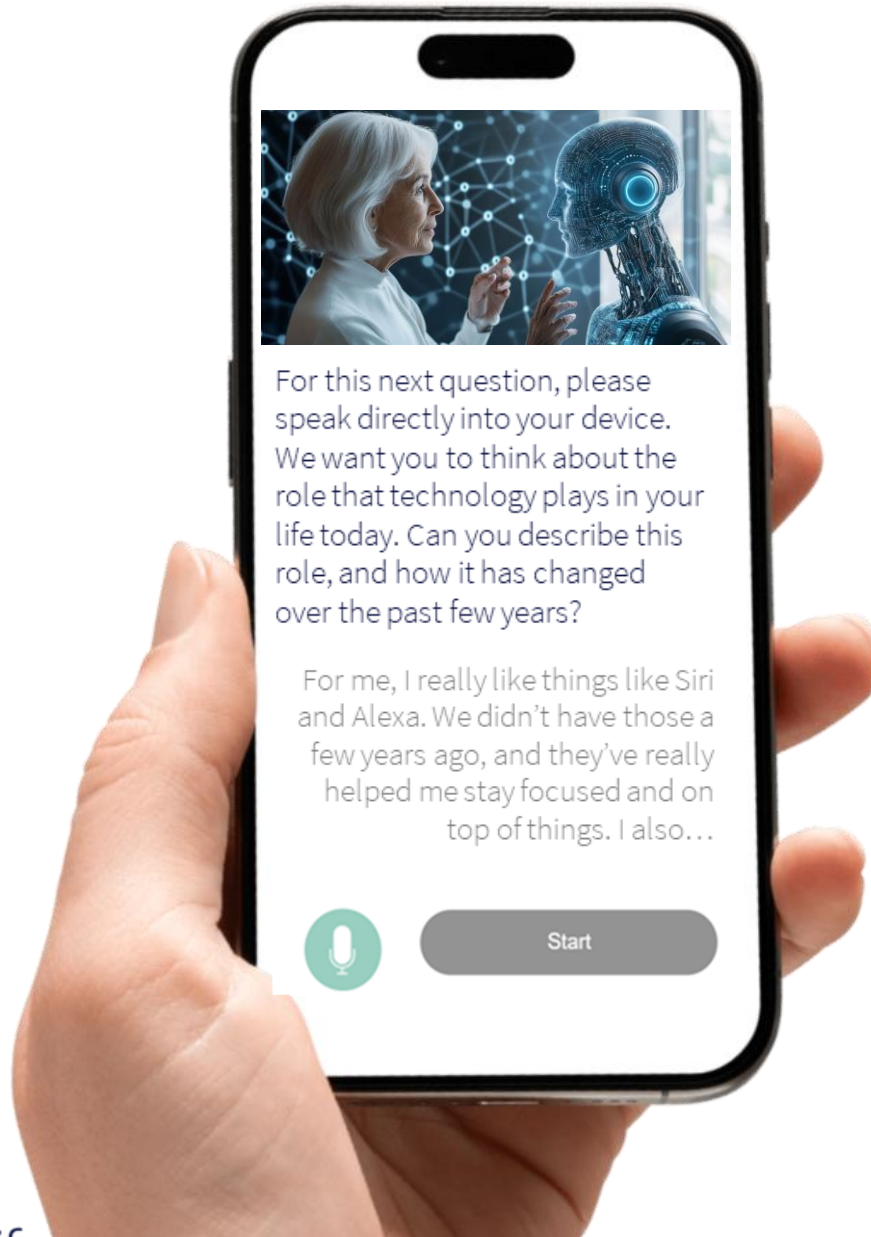


Say-Do Gap + Limited Experience

Will behavior differ from stated intent if apps deliver needed functions with low effort? Will attitudes change as they gain experience?



Our Research Approach



1 Conversational AI at Scale

- ✓ Organize our 12 open-end questions into 3 “stories”
- ✓ Stories function like a “Mini-IDI” with voice response
- ✓ Allow people to answer by voice (ideal for mobile) to gather emotion and authenticity
- ✓ AI-enhanced analysis to extract themes and code each response by topic, sentiment, and emotion

Our Research Approach



2 Amazing User Experience

- ✓ Heavily incorporated graphics on nearly every question
- ✓ Novel and creative interactions (“gamification”)
- ✓ Optimized separately for **both** mobile (62% of respondents) and desktop
- ✓ NONE of the 274 grid questions used conventional interfaces

Our Research Approach

3 Focus on Jobs To Be Done

- ✓ Tested 40 jobs from 8 distinct categories identified by a prior Kantar work stream
- ✓ Graphical & emotive
- ✓ Chose 'claymation' style to avoid risk of bias



I want
with ea
budget



I want
active
inc



I want assistance in managing and
ordering prescriptions, so I have the
medications I need and remember to
reorder on time.

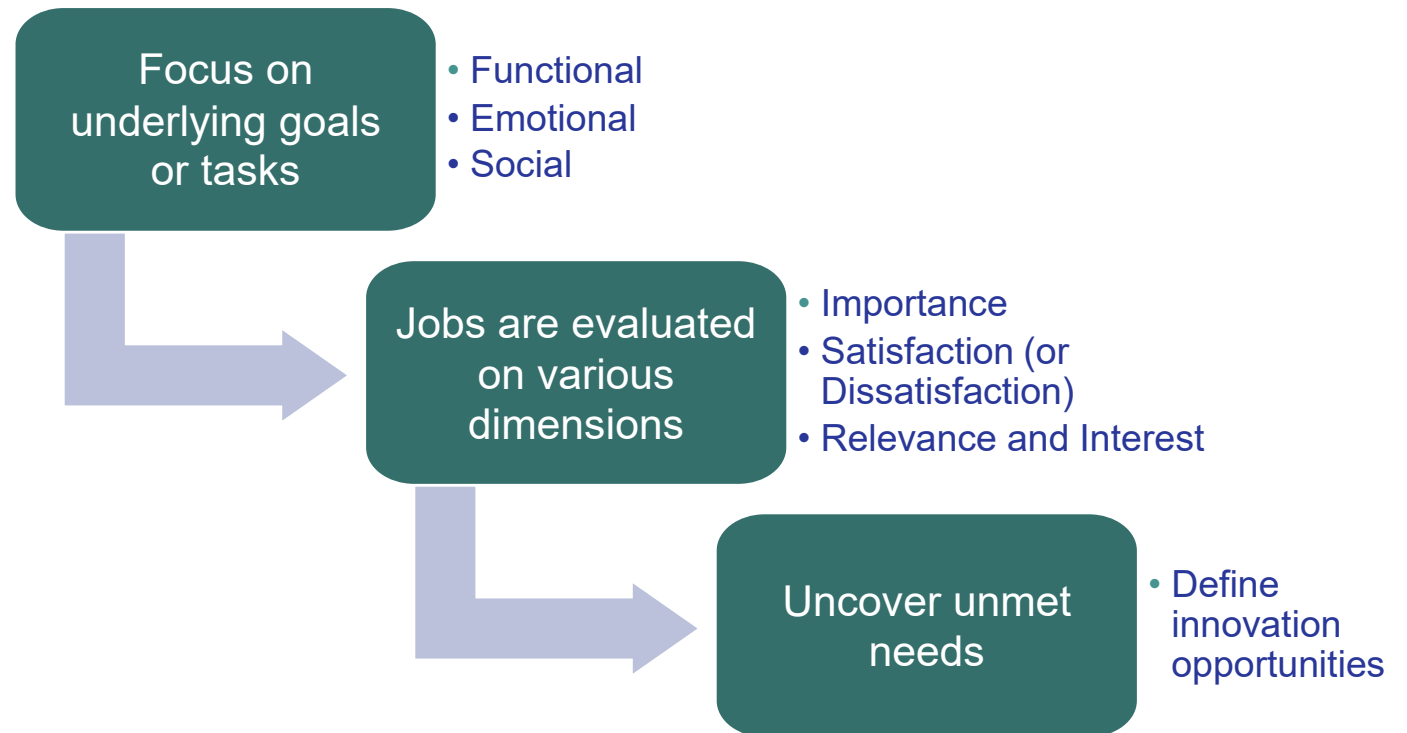
Jobs To Be Done is a framework that is used to understand why people “hire” products, services, or solutions in their lives.

Shift the focus

“Who are they and what are they buying?”



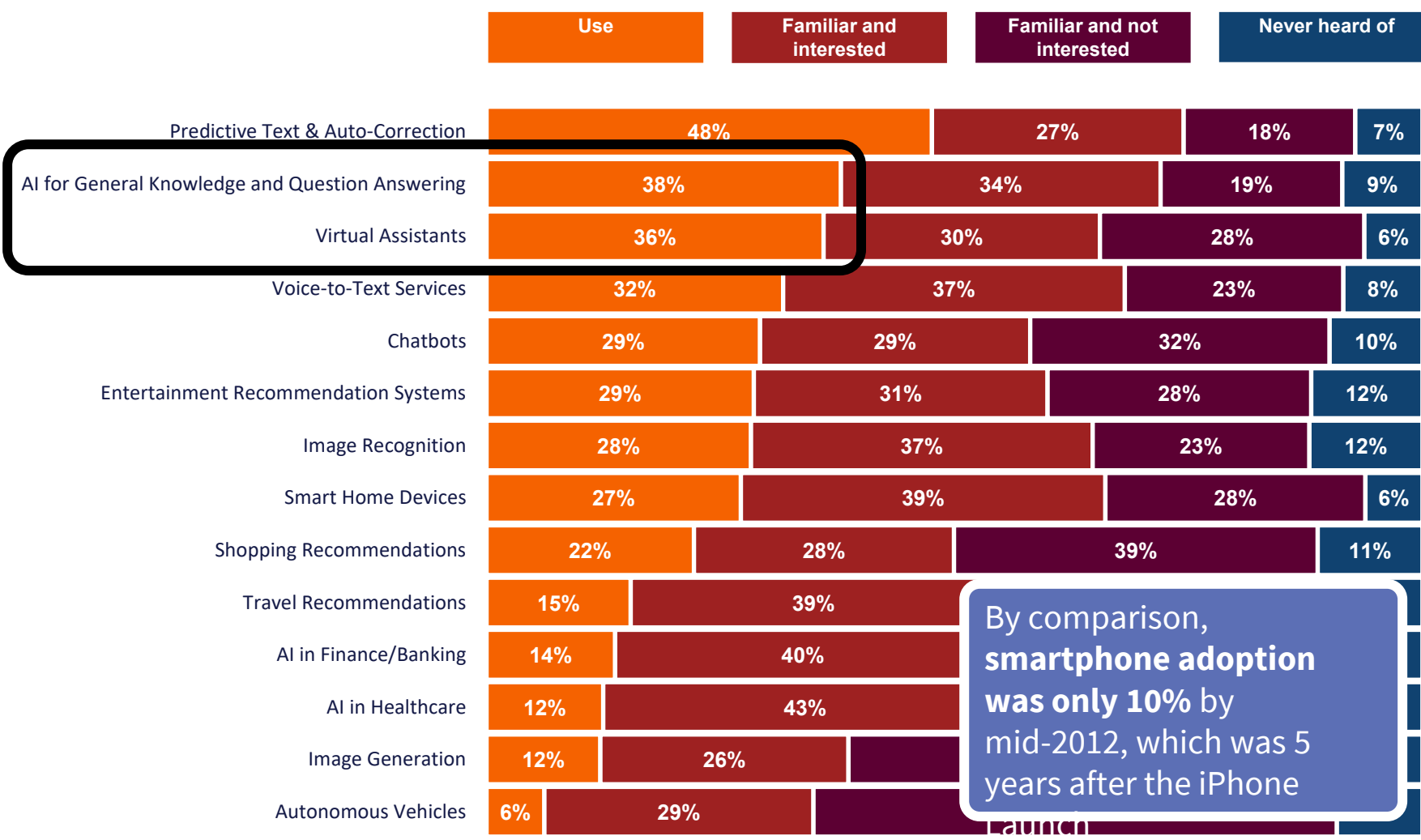
“What are they trying to achieve?”



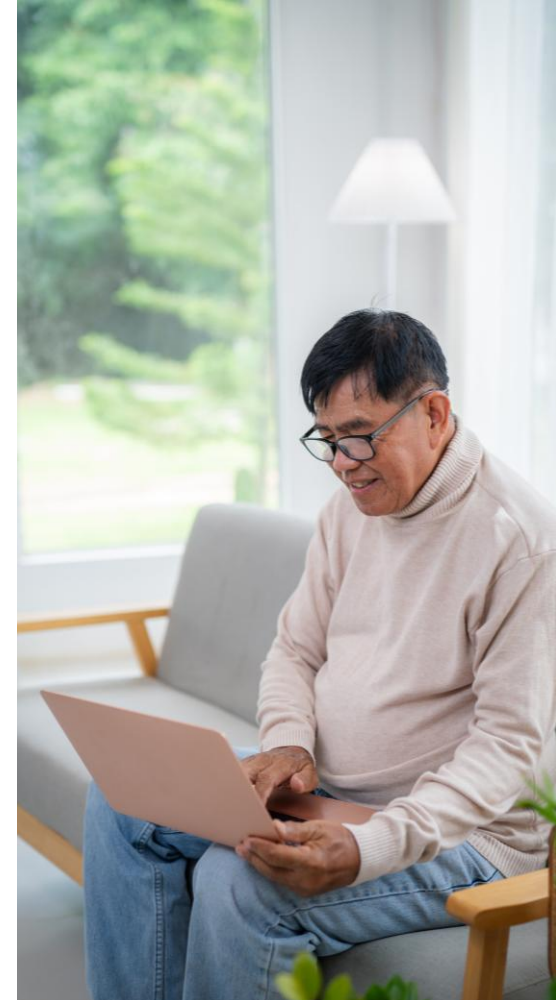
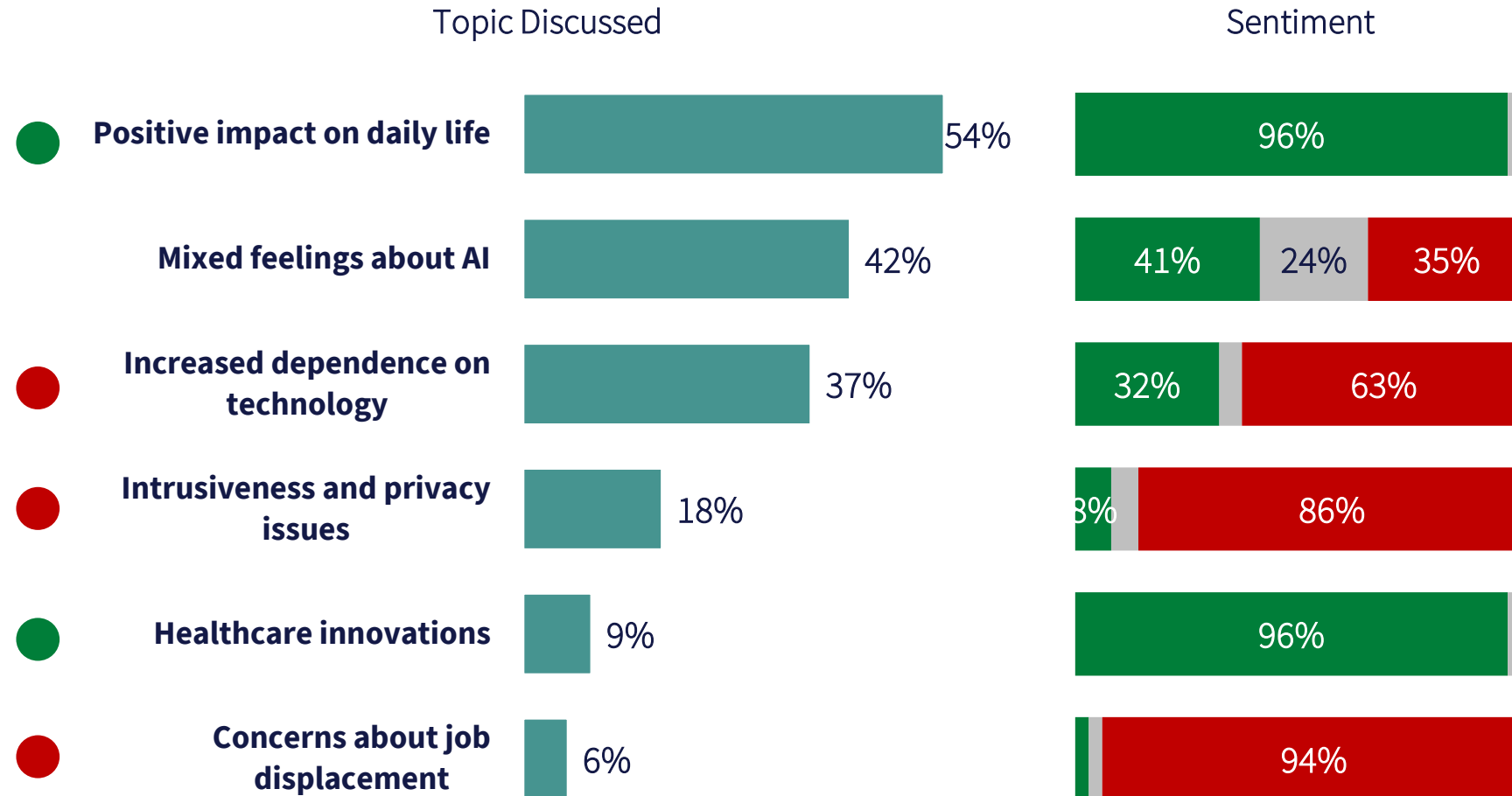


What we learned

Most older adults are familiar with basic AI applications, although use is not as common



Older adults express mixed views on AI. While some are optimistic about AI's benefits, others are skeptical due to privacy, security, and misuse concerns.



Positive Impact on Daily Life

I think that the use of AI is very interesting. I work in education, and I think it'll be a great benefit to the education of our students. I like it to help me with putting together presentations and when I need to write summaries for different things.

Openness to AI JTBD depends on the application

Kantar's Human+ Model. Eight key roles that enhance human capabilities through AI

Creative

Prolific Prototyper

Humans will co-create with AI, as each refines the other's work



Imaginative Entertainer

Humans will seek new forms of entertainment through hyper-personalized, AI-generated content



Emotive

Compassionate Communicator

Humans will use AI tools to help them find the right words for any situation



Adaptive Companion

Humans will form parasocial relationships with AIs that foster a sense of intimacy



Structured

Everything Assistant

Humans will embed AI assistants into their everyday lives as proactive helpers



Sensemaking Engine

Humans will use AI tools to discern meaning from vast amounts of data



Analytical

Outcome Optimizer

Humans will use AI to create personalized plans, maximizing outcomes across different areas of life



Universal Expert

Humans will acquire a greater range of knowledge and skills, using AI for expert-level tasks



Those Eight Roles Were Translated Into 40 Jobs Focused on Life for Older Adults



I want support for my mental well-being with daily positive affirmations, wellness reminders, and encouragement to connect with others.



I want support in financial planning with easy-to-understand guidance for budgeting, investing, and retirement.



I want support in organizing my thoughts and ideas before reaching out to family and friends.



I want easy access to health resources that suit my specific needs, making it simpler to manage my wellness.



I want family communication to be simpler, with shared calendars and collaborative tools for family events and updates.



I want help organizing medical appointments, medication reminders, and health-related tasks so I don't miss anything important.



I want help understanding health information, with complex medical terms broken down so I can make informed choices.



I want encouragement to learn more about my health, with prompts to ask better questions and understand my options.



I want help tracking my mood and suggestions for small activities to maintain my emotional health.



I want guidance on simple, personalized steps to improve my physical and mental well-being.



I want interactive games and mental challenges that stimulate my mind and keep me engaged.



I want financial tools and resources tailored to my retirement, living, legacy, or investment goals, simplifying money management.



I want resources and recommendations to identify and steer clear of common scams and fraud.



I want reminders for financial deadlines, including bills, taxes, and obligations, to avoid late fees.



I want support in using new technology, with guidance for new apps and devices that reduces frustration.



I want encouragement to try new activities in my community, from volunteering to participating in local events.



I want assistance in managing and ordering prescriptions, so I have the medications I need and remember to reorder on time.



I want someone to recognize my emotional state and respond with comfort or encouragement when I need it most.



I want assistance crafting clear, engaging writing that effectively communicates my ideas.



I want recommendations for local events and activities that fit my interests, helping me stay engaged with my community.



I want to connect with interest-based groups and communities, fostering social connections around shared hobbies and passions.



I want assistance with writing, organizing and structuring documents to ensure clarity and professionalism.



I want financial documents to feel more accessible, with complex terms simplified so I can handle my finances confidently.



I want to discover new hobbies and skills, pushing me to try new things and keep my mind active.



I want to keep my mind sharp with mental exercises, puzzles, and learning opportunities that match my interests and skills.



I want to feel less alone, especially during quiet times.



I want inspiration, tutorials, and ideas to enhance my creative hobbies.



I want resources and recommendations for learning new skills and exploring new subjects that align with my interests.



I want travel experiences that fit my budget, interests and mobility needs.



I want guidance on organizing my home environment, from reminders for chores to arranging safety or comfort improvements.



I want gentle reminders for names, dates, and tasks to keep me on track.



I want regular reminders to practice mindfulness and reflect on my life goals, relationships, and well-being.



I want reminders and tips for staying active and managing my well-being, including hydration and rest.



I want someone to talk to without feeling like a burden to others.



I want help capturing and preserving memories, turning photos, stories, and videos into keepsakes for my family.



I want relevant news and articles that match my interests without being overwhelmed by digital clutter.



I want access to health support networks, with groups who understand my health journey.



I want support in creating to-do lists and reminders for essential activities such as medications and household chores.

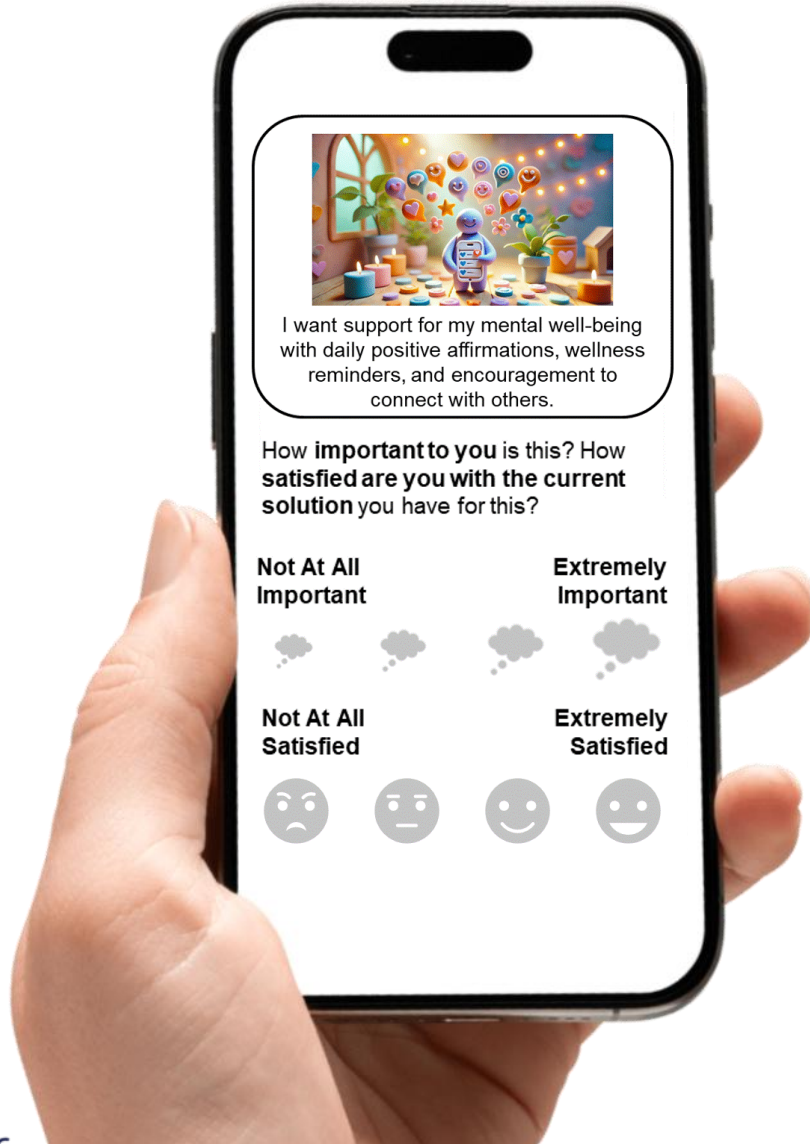


I want easy-to-follow instructions for completing household tasks or learning new routines that accommodate the physical needs of me or someone I care for.



I want encouragement to explore new interests and challenge myself intellectually or creatively.

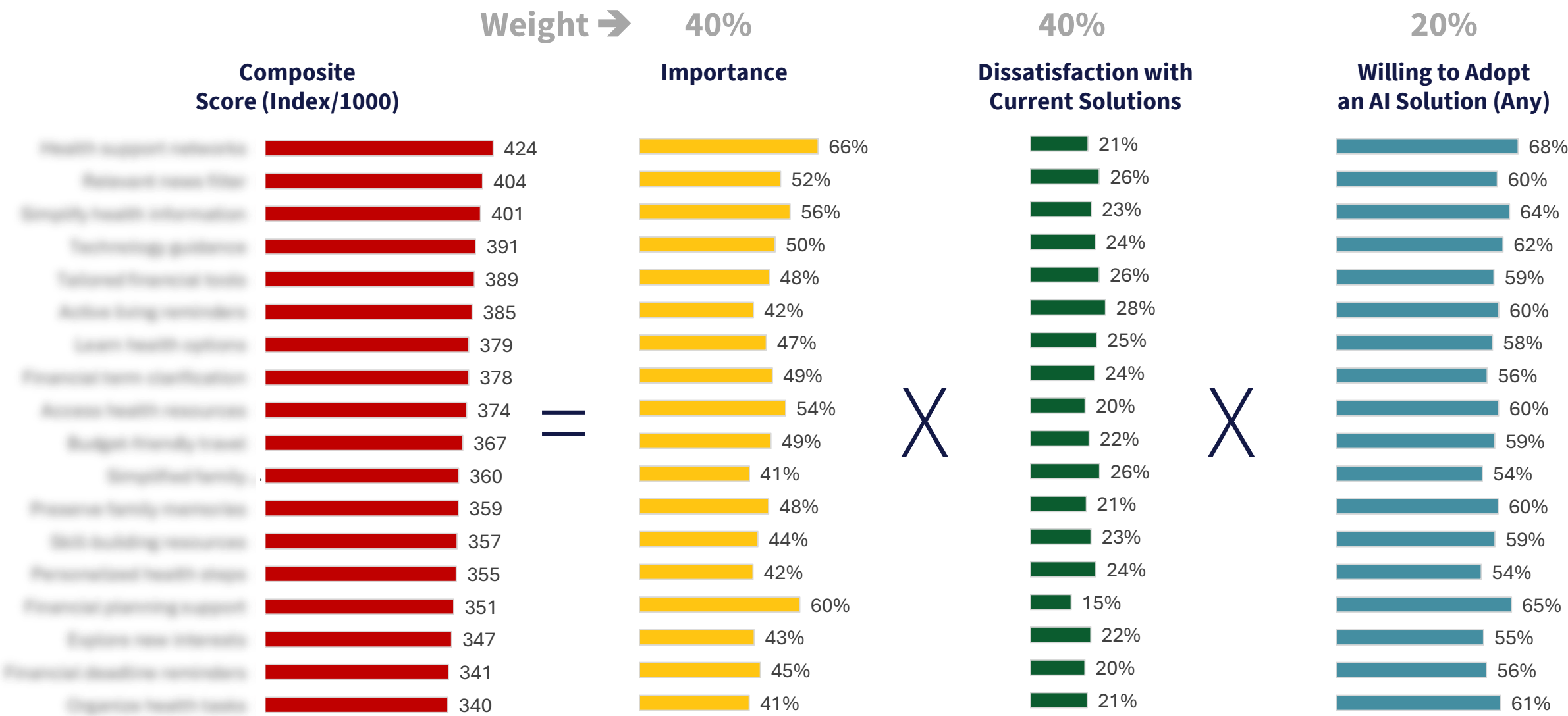
Avoiding Fatigue: Multiple Engaging Interfaces



Split up metrics across multiple types of questions

- Core metrics used **iconized multi-grid**
 - Importance of the job
 - Satisfaction with current solutions
- Additional metrics used a **sequential multi-grid** to avoid excess correlation
 - Interest in AI solution for the job
 - Willingness to pay
 - Expectation of insurance coverage

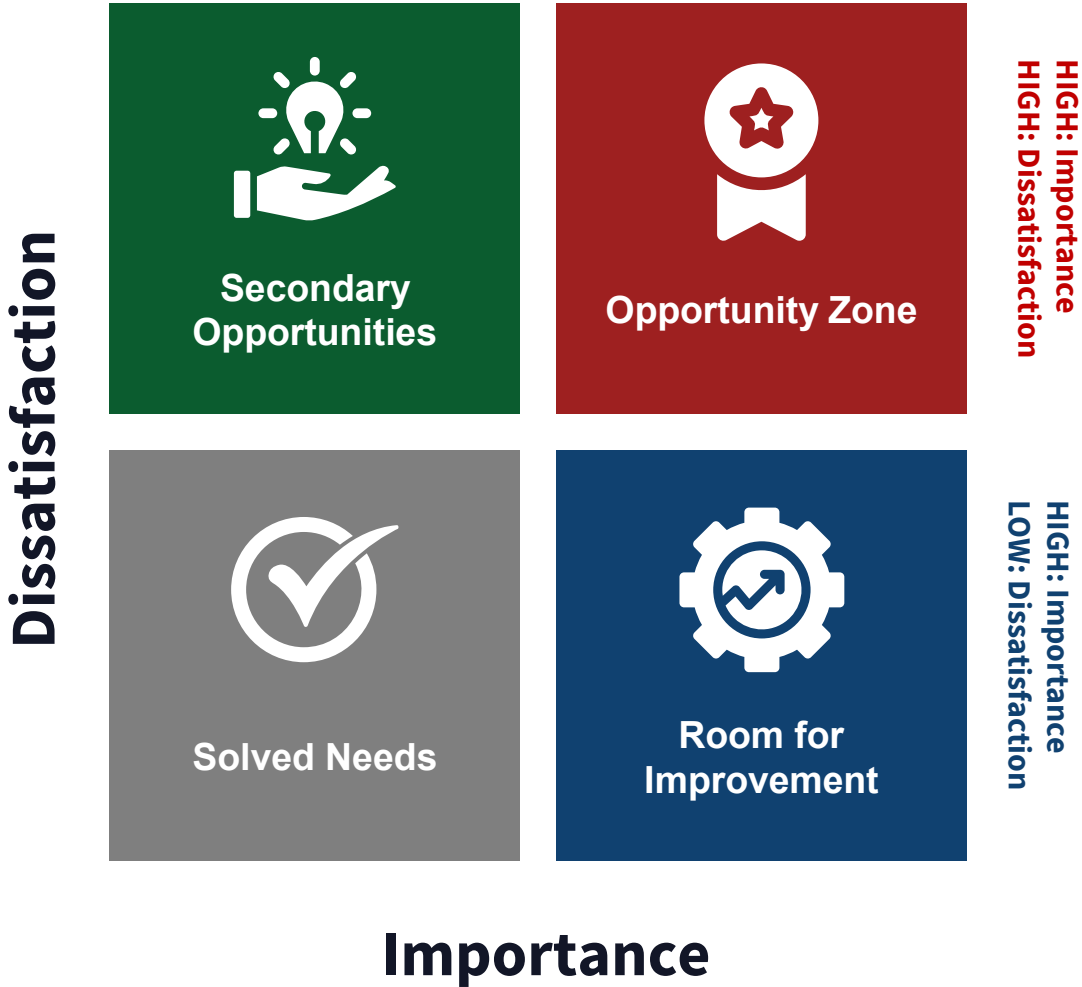
Composite Score: Combining Our Metrics



Note: Composite scores were calculated multiplying (weighted) 40% importance, 40% dissatisfaction, 20% willingness to adopt an AI solution.

Jobs to Be Done by Quadrants

Out of 40 jobs...



Top Three Jobs: Connection and Simplicity

(especially in health care, news, and some additional areas)





I want access to health support networks, with groups who understand my health journey.



I want relevant news and articles that match my interests without being overwhelmed by digital clutter.



I want help understanding health information, with complex medical terms broken down so I can make informed choices.



Top 3 Jobs

Health support networks

Relevant news filter

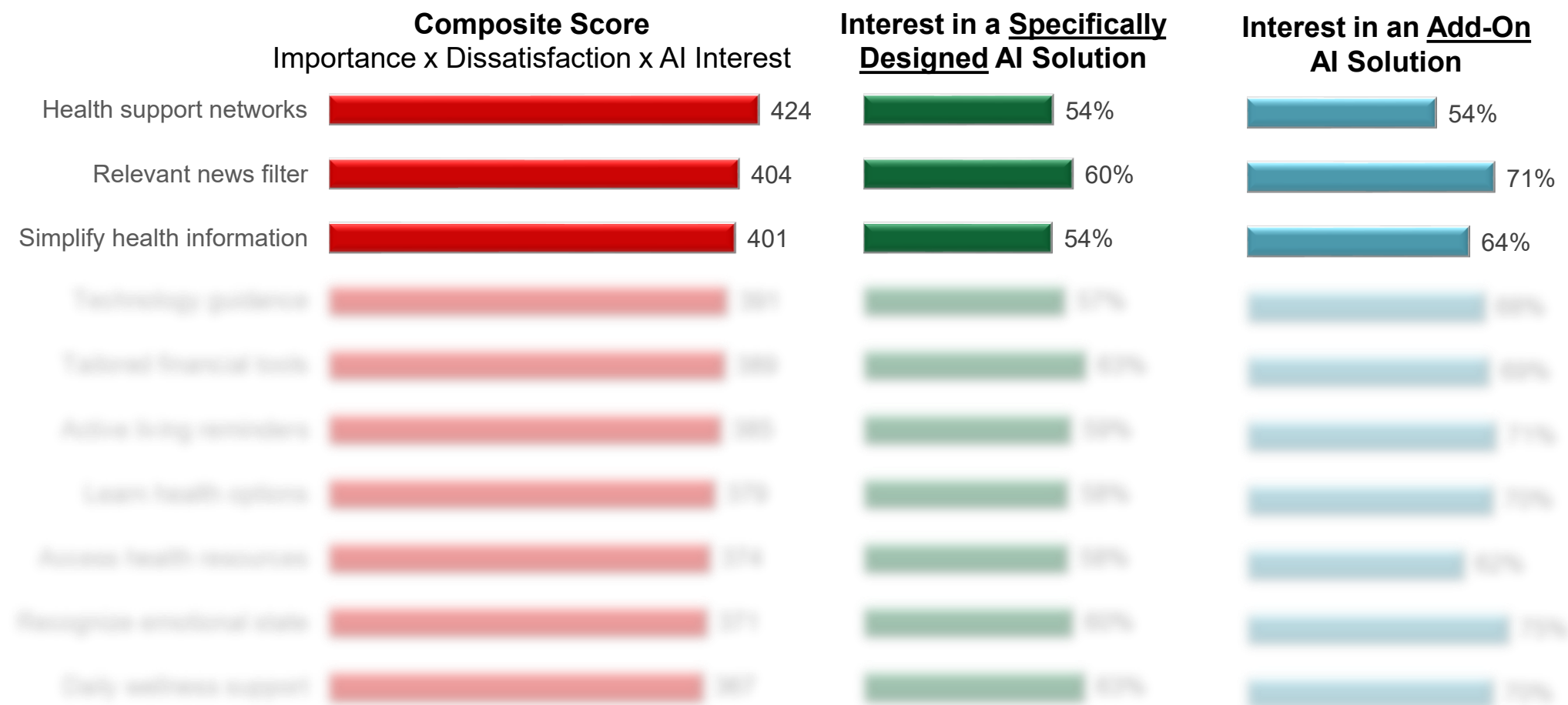
Simplify health information

AI for Health Support Networks

I think AI would be a good place to start and have a group that would all be on to the same possible app to where that we could each reach out to each other and encourage - offer encouragement and challenge each other each day to reach our health goals and our physical activity goals.

Over HALF of Older Adults Want New AI Solutions for Top Needs

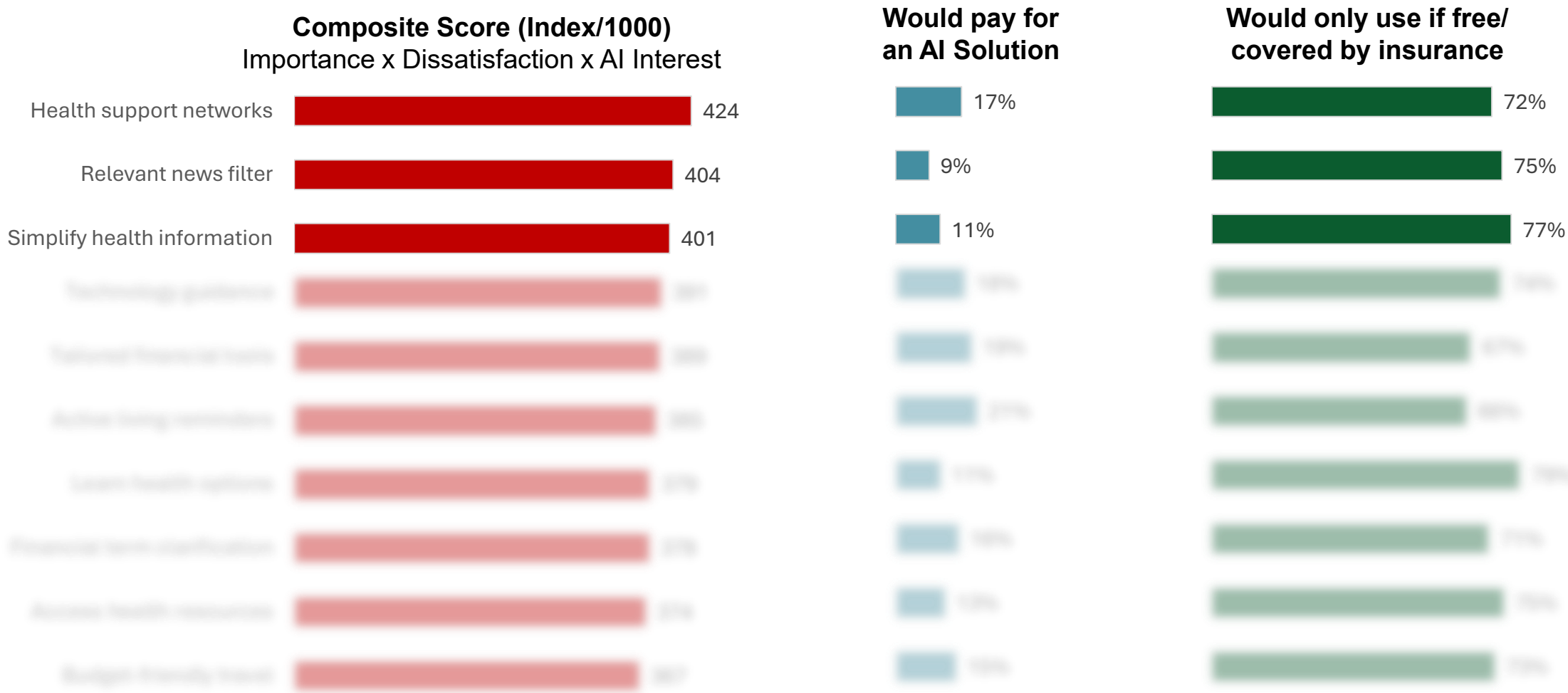
They're even more interested in add-ons to existing solutions



Base: 50+ year olds (n=1148); Saw 7.1 (n=556), Saw 8.1 (n=592) How interested would you be in an AI-powered solution specifically designed for this want or need? Q8.1. How interested would you be in an AI-powered solution if it were added to a service to already use?

But Most Older Adults Are Not Willing to Pay for These Solutions

Many expect solutions to be free or covered by insurance



Base: 50+ year olds (n=1148); Saw 7.1 (n=556), Saw 8.1 (n=592) If an AI-powered solution or this need were to be added to a service you already have, would you be willing to pay for it? | If there were a cost for this AI-powered service, would you expect your insurance to cover the cost of this solution?

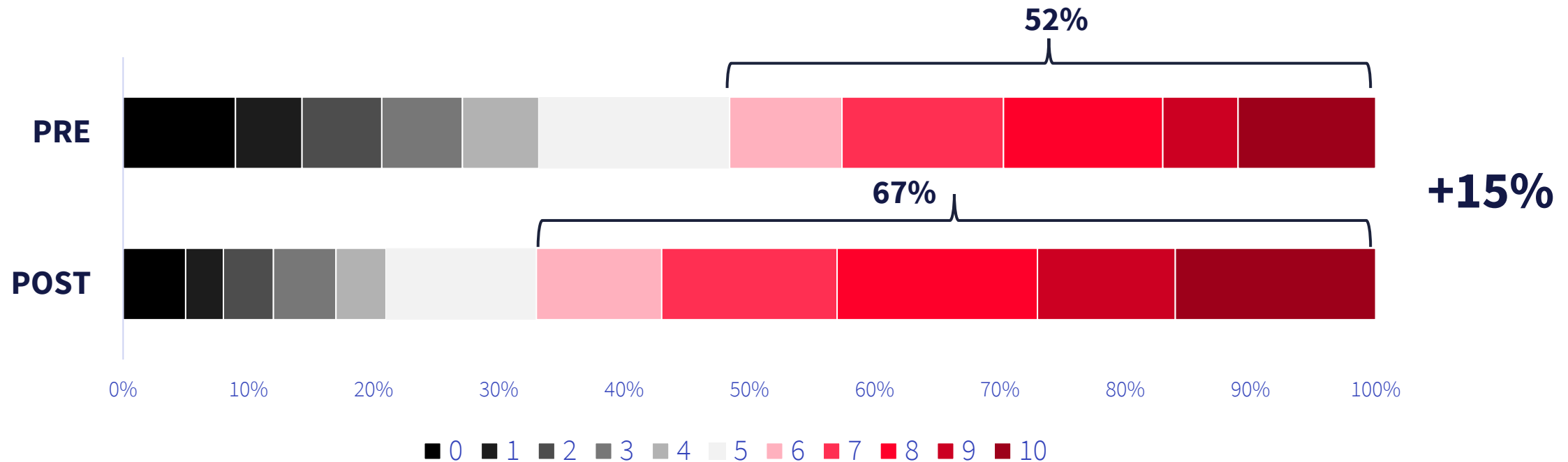
BONUS FEATURE

Did an AI-Enhanced Survey Change Opinions?



Exposure Significantly Increases AI Openness

People are cautious about the idea of 'AI', but when we show them how it can solve specific problems in their daily lives and how easy it is to use, they very quickly become more open to it.



Base: Ages 50+ = 1148 QID153 (19.9)- On a scale of 0-10, how open are you to the use of AI in general? A rating of TEN is EXTREMELY OPEN, a rating of ZERO is NOT AT ALL OPEN. | Lastly, we'd like to inform you that the survey you just took utilized various AI tools, such as coming up with unique questions based on your open-ended response. Based on what we covered in this survey, on a scale of 0-10, how open are you to the use of AI in general now?

I anticipated that it was a chatbot or some form of AI asking these questions, and I'm fine with that.

A photograph of an older man and woman in a living room. The man is leaning over the woman's shoulder, both looking at a laptop screen. They are both smiling. The background shows a blurred living room with a sofa and a coffee table.

Implications

Research Learnings

Survey engagement matters A LOT

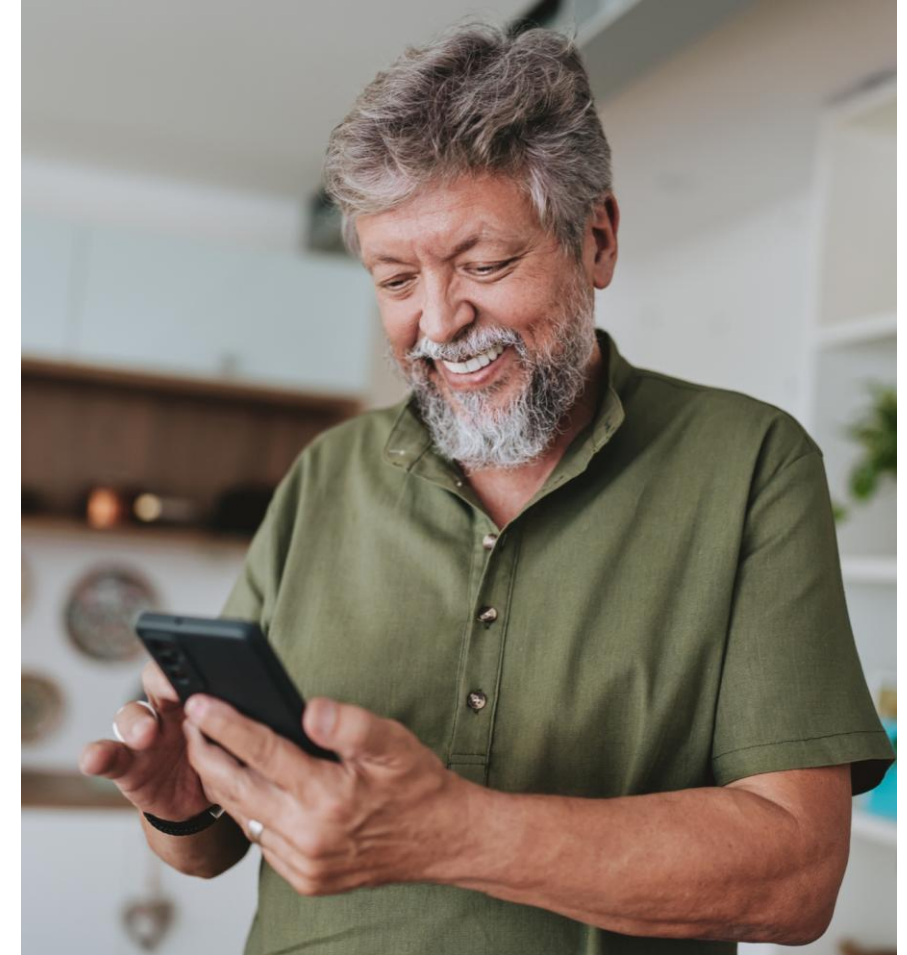
Voice, conversational AI, imagery, and engaging interactions make a big difference in long or complex surveys.

Audio is a big value add

Get much richer results, easy to 'quantify' with AI tools, and bring research findings to life

Conversational AI is going mainstream

Many respondents were not at all surprised at the use of AI in our survey – they kind of expected it



Research

TRUST is a key barrier

Increasing AI adoption will require clear privacy safeguards, targeted education, and user-friendly design to build trust and accessibility.

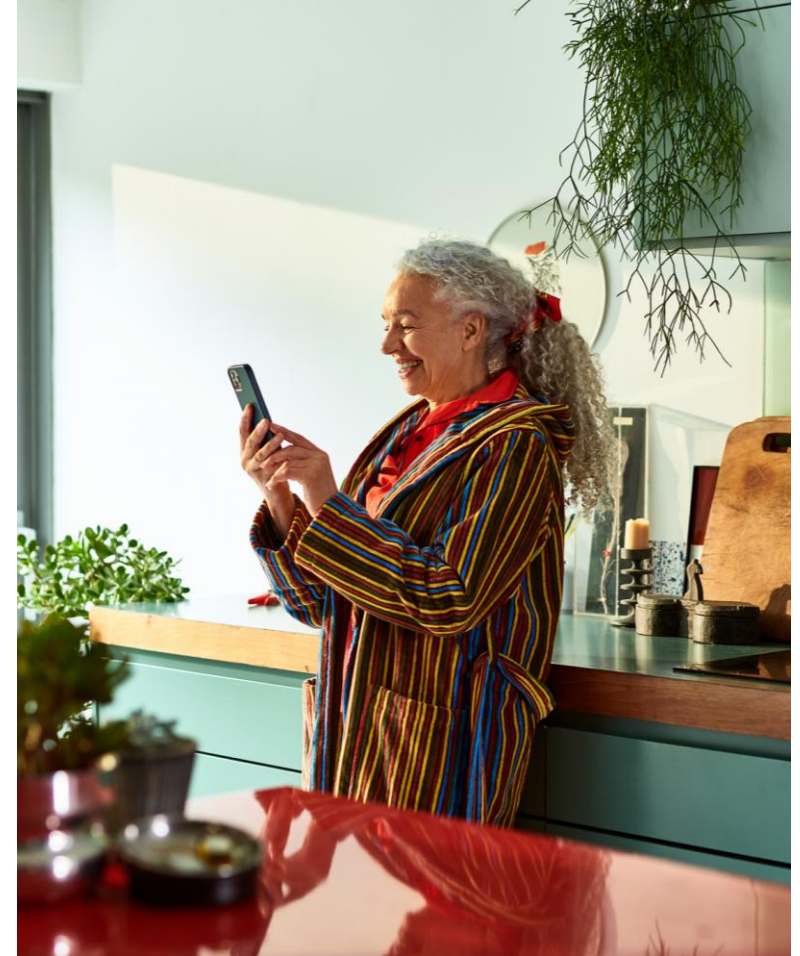
Prioritize integration

Integrating AI into existing tools ensuring that solutions enhance rather than complicate daily life, especially since most are unwilling to pay for standalone tools.

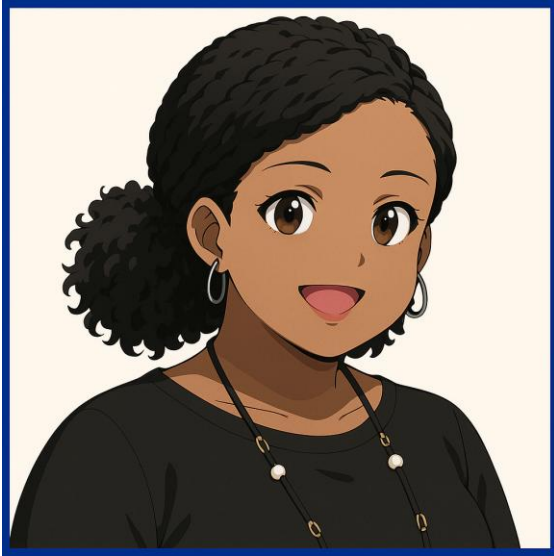
Lead with Sensemaking Engine and Imaginative Entertainer

AI can play key roles for older adults filling gaps in understanding, support and accessibility to become a valuable and widely accepted resource.

RELEASE AND ACTIVATION COMING SOON



Questions?



Brittne Kakulla, PhD



Kevin Karty, PhD



Report available at:
www.aarp.org/50plus-aisurvey

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I anticipated that it was a chatbot or some form of AI asking these questions, and I'm fine with that. Knowing that did not affect my responses in any way. I think AI is going to have a key role in shaping the future of technology.

I am excited about AI over the next 5 years. I think the horizon is almost limitless, and I just can't wait to see the true capabilities of AI