



Inclusive Technology Roundtable Review

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To those of you who joined us in November 2019 for our Inclusive Technology Roundtable,

This initial conversation was full of insight and actionable ideas, and I hope that we can leverage this read-out of the day to inspire us to continue to discuss how we can help the 50+ access the tech they need, but also to take some actions, both individually and collaboratively. I would like to sincerely thank all of you for your constructive mindset, open dialogue, and creative solutions throughout the day.

What I found most incredible about the outcomes that you all developed throughout the day was that they were not just focused on one or two of the barriers to technology for the 50+ that we had outlined or for singular stakeholders. Instead, you actively addressed the broad scope of the issues and groups involved — creating solutions to address technology development, professional standards and training, educational programs, consumer insights and empowerment, and more. We have lots to do to address these issues, but I came away from the day excited and optimistic about our collective potential to do so.

In the coming months, we will be reaching back out to you as we start to coalesce around some of our “top” ideas from the round table, and create more actionable plans to move forward. If other great ideas come up that you think would be great for this group, please reach out and let’s discuss.

Looking forward to continued collaboration in this space!

A handwritten signature in black ink that reads "Alison Bryant". The signature is written in a cursive, flowing style.

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EXECUTIVE SUMMARY

The Inclusive Technology Roundtable was convened and sponsored by AARP and facilitated in Washington, D.C. in November 2010. It was a day of both inspirational thinking and actionable insights into how older adults could and should better leverage new and existing technology. The attendees heard presentations about barriers to technology adoption, updated survey data about technology usage and gaming and insights from the White House Report on Emerging Technology (2019), in-field professional and training experiences, and Consumer Technology Association trends. Attendees brainstormed about ways older adults could be empowered, not intimidated, by access to technology. Brainstorming sessions identified potential initiatives to address the five barriers to tech adoption.



THE FIVE BARRIERS TO OLDER ADULT TECH ADOPTION

In framing the discussion and solution development for the day, we focused on five critical barriers to tech adoption.



DESIGN & USER EXPERIENCE

- Is it easy to use?
- Was it designed for people like me?
- Did they do testing with people like me?



AWARENESS & INTEREST

- Why should I be interested in this technology?
- What new products exist?
- Should I care?



COST & ACQUISITION

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



INSTALLATION & ADOPTION

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



TRUST & PRIVACY

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

TOP FIVE IDEAS FOR ADDRESSING TECHNOLOGY BARRIERS FOR THE 50+

During the roundtable, we brainstormed (and subsequently voted on) ideas for solutions to addressing these 5 barriers. At the end of the day, we had consensus on five key ideas that the group was interested in pursuing collaboratively:

1. Standardized Consumer Privacy Policy Experience

- Address the consumer 'consent' experience
- Transparent and consistent descriptions (like a consumer-friendly "nutrition label")

2. User Experience Design Tools

- Resources for students, professionals, and researchers when creating systems, tools, apps for older adults
- Suite of templates and best practices for inclusive design thinking that incorporates older adults and their needs, motivations, behaviors
- Promote accessibility features to become standard practice for "good design"

3. Consumer training partnerships

- Broaden the educational/training options available to older adults to learn about technology to new and more options and locations
- May span retail and senior-centric locations
- Establish a catalog of available technology training resources/services that can or currently serve older adults

4. Trusted sources for technology guidance

- Curated content by professionals, verified clear and concise
- Leverage media to promoting new technology
- Identify new ways to scale individualized technology guidance

5. University-Company learning partnerships

- Create and launch programs for engaging students in inclusive tech design
- Develop opportunities for students to engage with older adults in their communities during the design process (e.g., discovery discussions, focus groups, user testing)
- Build guidelines based on principles of user-centered design
- Develop a certification process for technology, services, and/or training



NEXT STEPS

In closing the roundtable, the group discussed next steps for addressing these barriers. There was agreement that an industry-level consortium of collaborators around these 5 initial ideas (and possibly others) was desirable. There was also interest in having AARP take a leadership role in convening such a consortium.

APPENDIX A



NOTES FROM TABLE DISCUSSIONS OF THE 5 BARRIERS

During the afternoon session, participants were part of table discussions about how we could address the five barriers. Below is a synthesis of the key points made by each table during their read-out to the larger group.



BARRIER: AWARENESS & INTEREST

SOLUTIONS & OPPORTUNITIES:

Speak to the individual. The team thought materials designed to boost awareness and interest should speak to the moments and transitions that people are going through, for example, a newly retired individual, a recently widowed man, a person who needs skills to find a job. Knowing what the true benefit to that individual will more likely produce materials that will be read, viewed, and accepted.

Be a trusted source. Boost interest in technology by “meeting people where they are.” Use local news, person2person marketing, peer-to-peer reviews, and consumer reports—type publications — reach beyond Facebook or Google. The team recommended that more user studies should be done — possibly partnered with universities. Awareness campaigns and tactics must be focused — initiatives cannot be everything to everyone.

Scale with self-help processes that can be differentiated from existing media. Look at 1-1 self-study program that are lower cost than group training. Vendors need to be more transparent about what kinds of product support they offer. And service providers and vendors should focus on the long game — trust takes time. Media norms are changing — nobody wants to be the old person’s brand.



BARRIER: INSTALLATION & ADOPTION

SOLUTIONS & OPPORTUNITIES:

Address Complexity. Improvement efforts must address the complexity of installing products — there are too many steps and installs are too difficult, without training and background, to figure out.

Training matters and is far too fragmented — much like technology itself. The workshop group noted that more training should be on the device themselves — considering the startup of a smart speaker that introduces itself to the user. There needs to be more in-person training and people should be made aware of it. There is no obvious online location that maintains a catalog of available training resources or installation content. Too much training in the US is done by volunteers — what curricula or materials could volunteers benefit from to do a better job? Perhaps create a standard for training by product category. Standardized terminology could be created and/or better marketed — industry standards, for example. Is retail training a missed opportunity, for example, the free Verizon classes or Apple store training after buying a device?

Engage the community with those who need technology training. Partner with more local organizations to cultivate a passion for younger generations teaching older adults. Consider using gamification — games are increasingly used as an effective way to train. And above all, consider empathy training for those working with and selling to older adults, including older adult salespeople.

“Welcome to this device, training on Tuesday night, it’s an hour, could be bundled, or available for an extra fee.”



BARRIER: TRUST & PRIVACY

SOLUTIONS & OPPORTUNITIES:

Address the issues. Issues about technology trust and privacy rules are bubbling up as major policy questions. The problem is lack of visibility about how vendors capture and use data — and so for the user, how does one evaluate who to trust, and who is using my data. Should policy become a forcing factor?

What practices should be considered? Should there be ‘good housekeeping’ organizations that are the arbiters of who is using your data in which way? How can user

know how much of their data is being used and for what purposes? What should users expect — and where can they find out what those expectations should be? Should there be a website or tool that rates the exploitation level of sites from 1 to 100?

Should the approach to data change? Should those who have your data provide minimal information about how it is used and who they share it with? What does the act of ‘having control over your data’ mean? How can consumers gain better understanding of what they are consenting to? Can vendors identify how the consumer benefits from the company having your data? (Keeping the website free, selling it, personalization of content or other reason)? What are the possibilities for use of Blockchain? Some see blockchain technology as able to provide that transparency about uses, making data traceable because of the European data privacy legal requirements (GDPR).

What about a standard or mandate? How to standardize privacy language? Could it be simplified along the lines of nutrition labels that explain content. Perhaps privacy language could be presented as ‘plain speak’ to reveal the actual privacy policy. Language should be presented at a 5th grade comprehension level. Standardizing privacy (through mandates?) would build a lot of trust. Perhaps this is an opportunity for a consumer group like AARP — since different states today have different policies. If not a national policy, then perhaps a proposed national privacy language.

BARRIER: COST & ACQUISITION



SOLUTIONS & OPPORTUNITIES:

Focus on the right channel(s) to reach older adults. There are two paths, B2B or B2C. Consider selling technology to people taking care of the elderly or those who provide tech services (like home security). This is already being done with medical alert/alarm pendants. Could companionship be a feature of technology use — socializing the tools with social organizations (like churches, synagogues, community centers).

Payment — should technology be subsidized, reimbursed? Is that a differentiator among vendors — for example, Comcast’s Internet Essentials offering for low-income school children. Some tech devices are being paid for by insurance providers — like the Apple Watch for detecting falls and atrial fibrillation). Insurance reimbursement, as with Medicare Advantage incorporation of telehealth, may play an increasing role in technology adoption.



BARRIER: DESIGN AND USER EXPERIENCE

SOLUTIONS & OPPORTUNITIES:

Pull together the best practices from participating organizations. What are better methods for listening to and engaging with older adults? What ways are appropriate to gain first-hand knowledge and better understanding of the users? Can universities and learning-focused organizations help with formulating those best practices?

Make design more amenable for older adults. Sometimes tech is over-designed (for too many purposes) and perhaps through software could be configured to solve for only one need. Can there be a certification of tech that meets criteria of ‘good’ and older adult aware design? And should there be programs for certification of service offerings, like tech support or in-home installation (pick one to use as a model for others, for example.)

Create a suite of design tools, along with a guide. Tools should help designers incorporate empathy into a product. There should be interactive design guides create for product designers to use. Note that accessible features are becoming aspects of good design and enable those with limitations and/or disabilities to use standard products (smartphone features for zoom, background, text size as an example).

Design needs to demonstrate understanding of the context of the users. Consider that individuals may not have Wi-Fi connectivity (or low-cost, free electricity) in their homes. How can designers be trained to ask the right questions — and where is the knowledge base to know what those right questions are? Solving the right problem is important — Consumer panels can help tap into ways to identify the ‘right problem’. What is the role of a ‘living lab’ to determine needs? What could be AARP’s role in evangelizing the Inclusive Technology initiatives — internally, and then externally.

APPENDIX B



INCLUSIVE TECH ROUNDTABLE AGENDA

NOVEMBER 14, 2019

Convene Space near AARP Headquarters, Washington, D.C.

AARP is initiating this industry dialogue with the broader goal of helping older adults seize the benefits of technology as it changes in the face of growing possibilities and easier access. This coalition is the beginning of thinking through the opportunities that will be available across your organizations and initiatives to produce the greatest benefit. The organizations invited to participate have an opportunity to both participate and leverage what happens.



9:00 – 9:30 a.m.

COFFEE AND LIGHT BREAKFAST

9:30 – 10:00 a.m.

WELCOME & INTRODUCTIONS

10:00 – 10:40 a.m.

TECH MARKET & BARRIERS INSIGHTS FROM AARP RESEARCH / MINI-PANEL

Alison Bryant, SVP of AARP Research, will present consumer data highlighting technology use among 50+ populations, emerging disruptive technologies and important barriers to adoption. Alison will be joined by key partners for a conversation about what is being done today to ensure inclusion by all.

11:00 – 12:00 a.m.

INTERACTIVE EXERCISE: CREATE THE FUTURE

Together, we will co-create a scenario where amazing new technology has a positive impact on aging and tech adoption is high. The outcome of this exercise will be a depiction of an ideal future that we can all strive to create.

12:00 – 12:45 p.m.

NETWORKING LUNCH

12:45 – 2:45 p.m.

BREAKOUT GROUPS & PRESENTATIONS

Overcoming tech adoption barriers is key to connecting older adults to digital products. We will walk away with a broad set of ideas for overcoming barriers and seizing new opportunities.

3:00 – 4:00 p.m.

CALL FOR EPIPHANIES AND NEXT STEPS

4:00 – 5:30 p.m.

RECEPTION & INNOVATION SHOWCASE @AARP HATCHERY

APPENDIX C



INCLUSIVE TECHNOLOGY ROUNDTABLE ATTENDEES

Alison Bryant	AARP	SVP, AARP Research
Michael Phillips	AARP	Dir, Technology Strategy Integration
Nataki Edwards	AARP	SVP, Digital Strategy and Marketing
Aiyshen Padilla	AARP	VP, Strategic Relationships and Alliances
Lina Walker	AARP	VP, Health Security
Tara Dunion	AARP	Dir, Media Relations
Rachel Goldberg	AARP	Policy Integration Director
Naj Uddin	AARP	CIO (Interim)
Shahab Kaviani	AARP Foundation	Dir, Isolation
Laurie Orlov	Aging in Place Technology	Principal Analyst
Todd Coate	Best Buy	Sr Dir, Health Products & Services Development
Greg Forsberg	Best Buy	VP, Best Buy Health
Makada Henry-Nickie	Brookings	Fellow in Governance Studies
Sumit Nagpal	Comcast NBCUniversal	Global GM, Health Innovation
Steve Ewell	CTA Foundation	Executive Director
Vijeth Iyengar	Dept of Health & Human Services	Technical Advisor to the Deputy Assistant Secretary for Aging

Tracy Mitzner	Georgia Institute of Technology	Senior Research Scientist
Chanelle Hardy	Google	Public Policy, Strategic Partnerships and Strategic Outreach Counsel
Philip Jordan	Livotech	Founder & CEO
Dr. Michele Grimm	Michigan State University	Creative Engineering Endowed Professor
Saeed Elnaj	NCOA	VP, Information Technology and CIO
Laveeta Joseph	P&G	R&D Open Innovation Leader
Anthony Ciccarello	Philips	Sr. Manager of Global Regulations & Standards
Michael Newnham	Quil Health	Principal Software Architect
Ricky Y. Choi, MD, MPH	Samsung Electronics	Global Medical Director
Alex Gao	Samsung Electronics	Head of Digital Health Labs (Research)
Paul Levine	Speak Agent	Chief Strategy Officer
Colleen Emmenegger	UC SD Design Lab	Dir, People Centered Automation
Dr. Raghavendra Reddy Gudur	University of Canberra	Design Program Director
Arlene Harris	Wrethink	Founder & Chairwoman