

The AgeTech Collaborative™ from AARP Design Thinking team collaborated with the CCOA on a project to uncover key challenges, unmet needs, and lived experiences of older adults through expert interviews, research synthesis, and co-creation. The resulting personas were actionable human-centered tools that can help guide strategy, planning, and services that reflect the real lives of older Coloradans.



During the session, participants worked in small groups using research-backed profiles as a starting point. Together, they shaped **motivations, needs, pains, and gains** for each persona, specifically designed to map out and identify **opportunities** for practical, strategic solutions to better serve older adults in different regions of Colorado.

The workshop output was delivered as a set of **five region-specific personas** in the AgeTech Collaborative Design Thinking template. Together, the personas captured emotional and functional needs of older adults across Colorado, offering a holistic view of their diverse experiences, challenges, values, and aspirations.

The personas now serve as a shared reference point across agencies and initiatives, helping ensure that policies and programs are grounded in empathy, equity, and real-world insights.

DEMOGRAPHICS		MOTIVATIONS	
IRIS: South-East  Employment: xx HH Income: \$\$\$ Marital Status: xx Dependents: x Age: xx Sex: xx		What are the personas motivations? What do they feel excited about? What would they like to do?    	
PAINS		NEEDS	
What are their fears, frustrations and anxieties with aging in Colorado?    		What are their needs as aging older adults in Colorado?    	
		GAINS	
		What are their wants, needs, hopes? What will the consumer get if you do this right?    	