AI MIGO

Insight Report

The Curious Case of Individual AI Adoption

December 2024

WHO WE ARE

Simplifying AI tool discovery for everyone.

AI MIGO is your personal AI tool navigator: Smart matches for exact needs.

Visit Website

Research Methodology

Our research was conducted through a quantitative survey targeting a diverse range of respondents connected to the **University of Chicago community**. We collected responses from **205 participants**, including corporate employees, developers, students, venture capital investors, designers, and founders. This diverse participant pool ensured a broad perspective on AI tool usage and preferences.
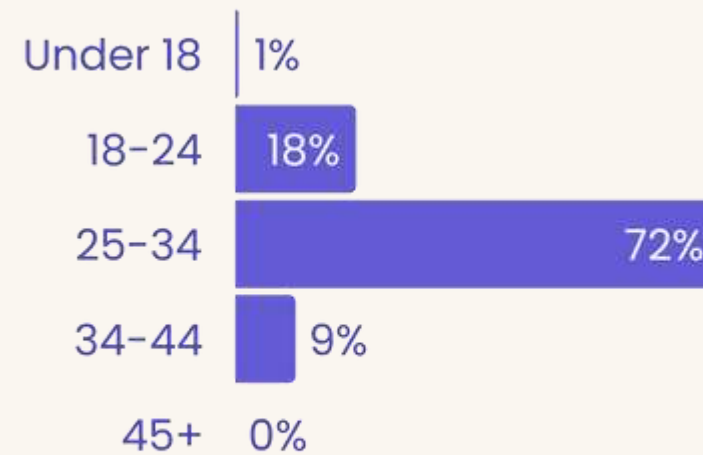
The survey was designed to capture insights into both consumer and professional behaviors regarding AI tools. Respondents included individuals with roles spanning corporate decision-making, technical development, content creation, and entrepreneurial leadership. By engaging a mix of professions, the study highlights cross-functional attitudes and needs in the evolving AI landscape.
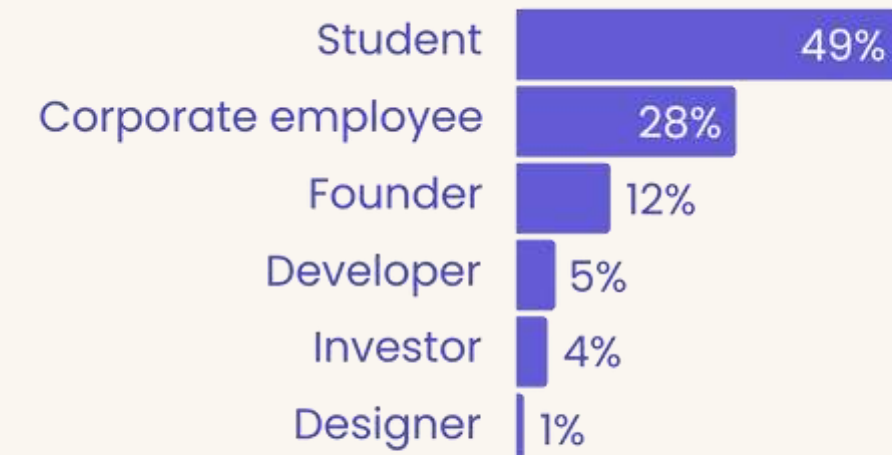
Sample demographics:

Gender

| Male | 54% |
| Female | 46% |

Age

Under 18	1%
18-24	18%
25-34	72%
34-44	9%
45+	0%

Professions

Student	49%
Corporate employee	28%
Founder	12%
Developer	5%
Investor	4%
Designer	1%

All survey data were collected anonymously and reflect feedback from participants actively engaged in or exploring the use of AI tools in their daily workflows.

AI tools have evolved from

Novelty to Necessity

thanks to combined unprecedented accessibility with immediate, visible productivity gains, requiring no technical expertise

AI MIGO

Current state of adoption:
More penetration, more frequently, more paid - definitive shift from optional to essential
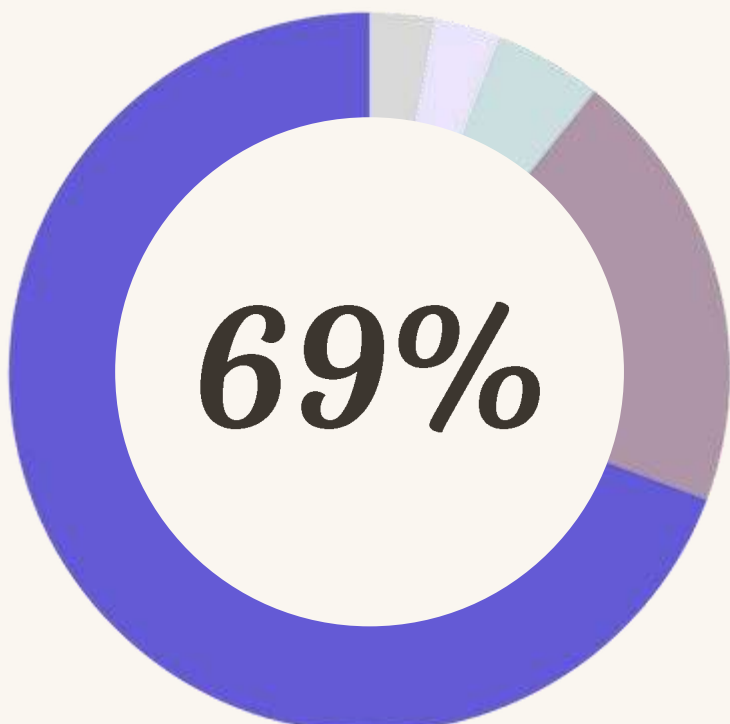
Do you currently use any AI tools? (free & paid)

99.5%

**adoption rate
(only 1 holdout)**

How frequently do you use GenAI tools?
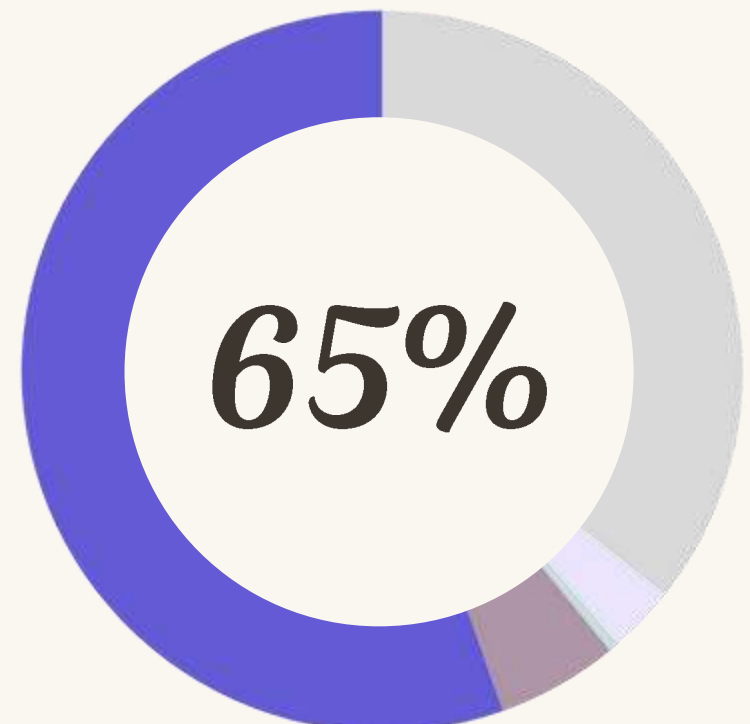
Rarely Monthly Occationally
Weekly Daily

69%

are daily users

How many monthly subscriptions for AI tools do you have?
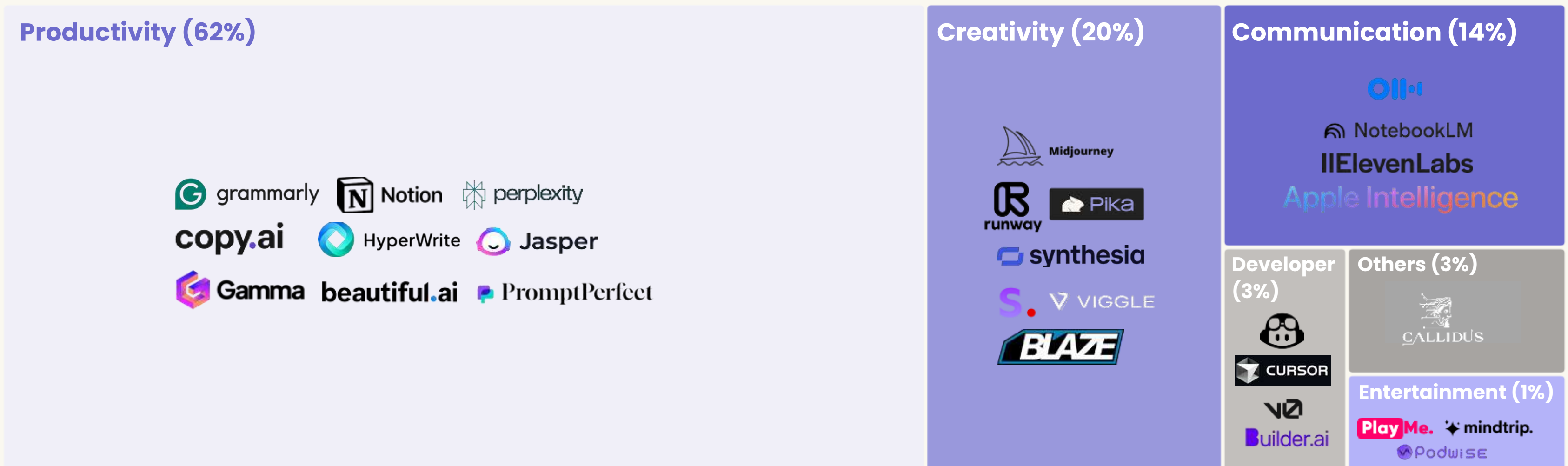
0 6+ 5-6 3-4 1-2

65%

**maintain at least one
paid subscription**

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

What are people using now?

Productivity tools lead the way, creativity tools show strong niche appeal, while other tools show potential to expand into other customer segments

Aside from ChatGPT-like AI tools, what other(s) have you used in the past month?

Productivity (62%)
grammarly Notion perplexity copy.ai HyperWrite Jasper Gamma beautiful.ai PromptPerfect

Creativity (20%)
Midjourney runway Pika synthesia S. VIGGLE BLAZE

Communication (14%)
NotebookLM IIElevenLabs Apple Intelligence

Developer (3%)
CURSOR V0 Builder.ai

Others (3%)
CALLIDUS

Entertainment (1%)
PlayMe. mindtrip. Podwise

*Names rank by their popularity among respondents

Note: Productivity tools (e.g., automate emails, manage calendars, generate reports, trip planning); Creativity tools (e.g., PowerPoint generation, visual design, content creation); Communication tools (e.g., text translation, audio/video -text convert, automated communication); Developer tools (e.g., code generation, debugging assistance, low-code/no-code app building); Entertainment tools (fantasy simulation games, music)
Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

Adoption Gap: Low Commitment, High Curiosity

Thoughtful in current adoption, careful with investment, but ready to expand

Current Usage

Future Potential

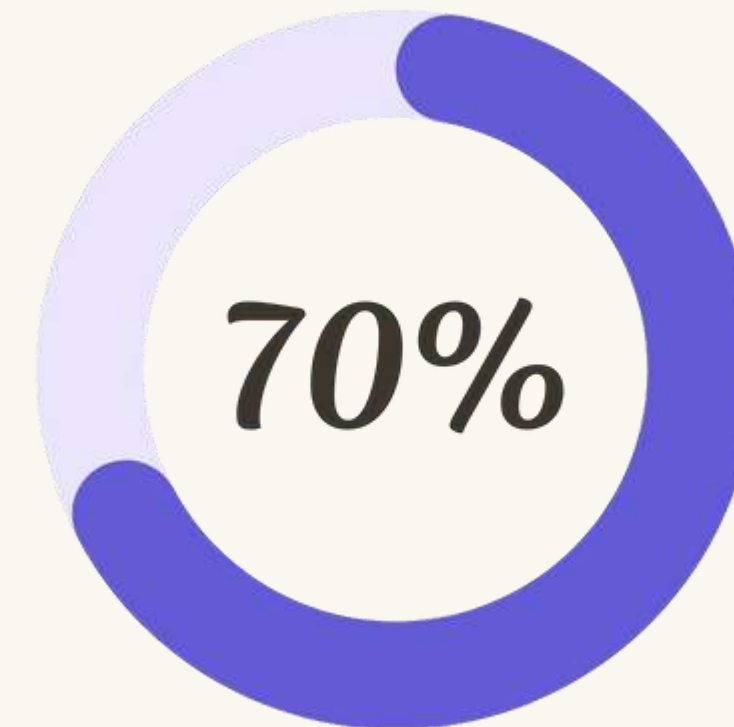*How many AI tools do you currently use? (free & paid)*

Average **2.3** **AI tools in their toolkit**

How many monthly subscriptions for AI tools do you have?

Only **1.2** **paid subscriptions per person**

How interested are you in exploring MORE AI tools to improve work or everyday life? (Scale 1-5)

70%

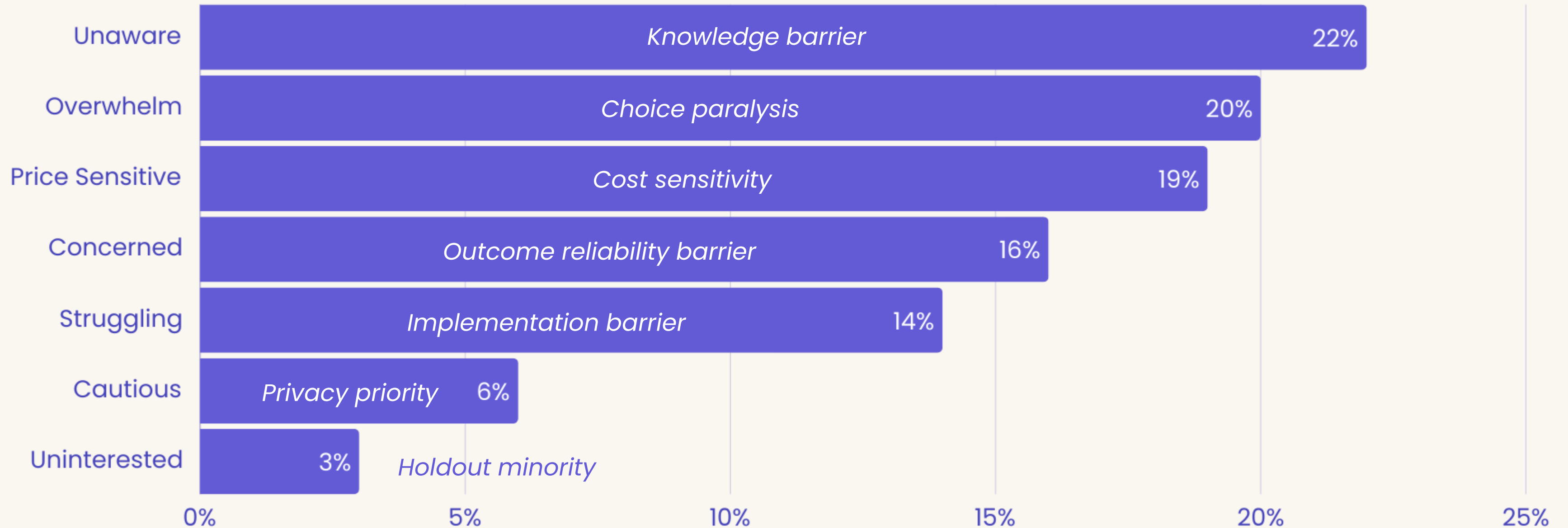**are actively exploring more tools**

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

Why not use more?

Too many tools, too little clarity - individuals can't find what they need even when it exists

Why not use more AI tools now? (Select up to 3)

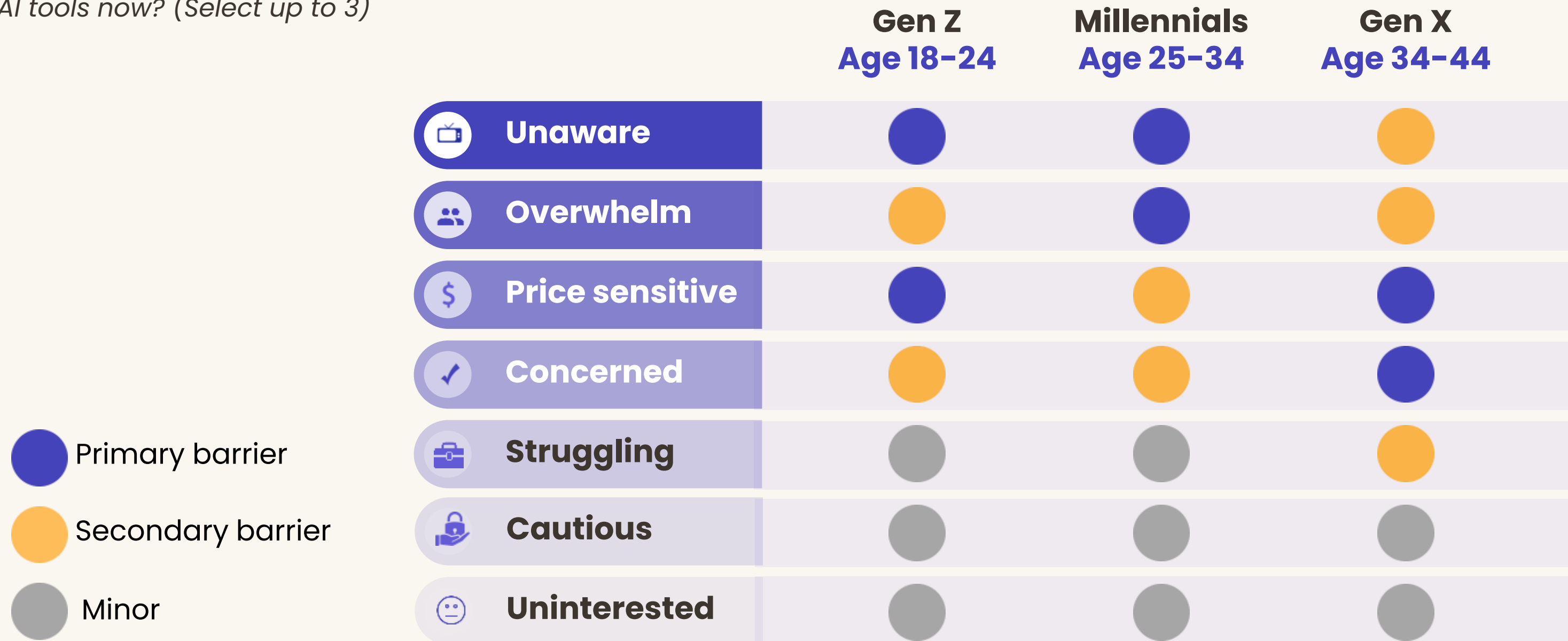| Category	Barrier	Percentage
Unaware	Knowledge barrier	22%
Overwhelm	Choice paralysis	20%
Price Sensitive	Cost sensitivity	19%
Concerned	Outcome reliability barrier	16%
Struggling	Implementation barrier	14%
Cautious	Privacy priority	6%
Uninterested	Holdout minority	3%

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

Each generation has their own challenges...

Gen Z needs cost-friendly options, Millennials need decision-making guidance, and Gen X seeks proof of reliability and ROI

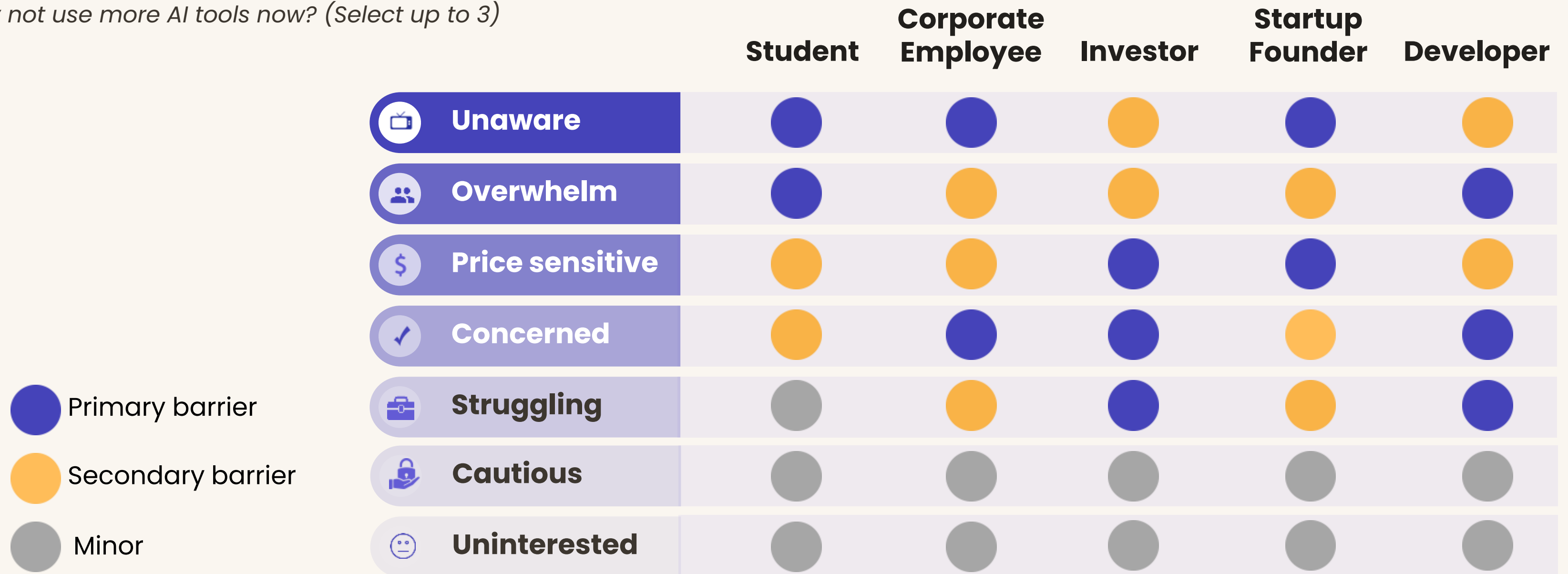*Why not use more AI tools now? (Select up to 3)*

	Gen Z Age 18–24	Millennials Age 25–34	Gen X Age 34–44
📺 Unaware	Primary	Primary	Secondary
👥 Overwhelm	Secondary	Primary	Secondary
💲 Price sensitive	Primary	Secondary	Primary
✓ Concerned	Secondary	Secondary	Primary
💼 Struggling	Minor	Minor	Secondary
🔒 Cautious	Minor	Minor	Minor
🙂 Uninterested	Minor	Minor	Minor

Legend:
- Primary barrier
- Secondary barrier
- Minor

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

We envision an

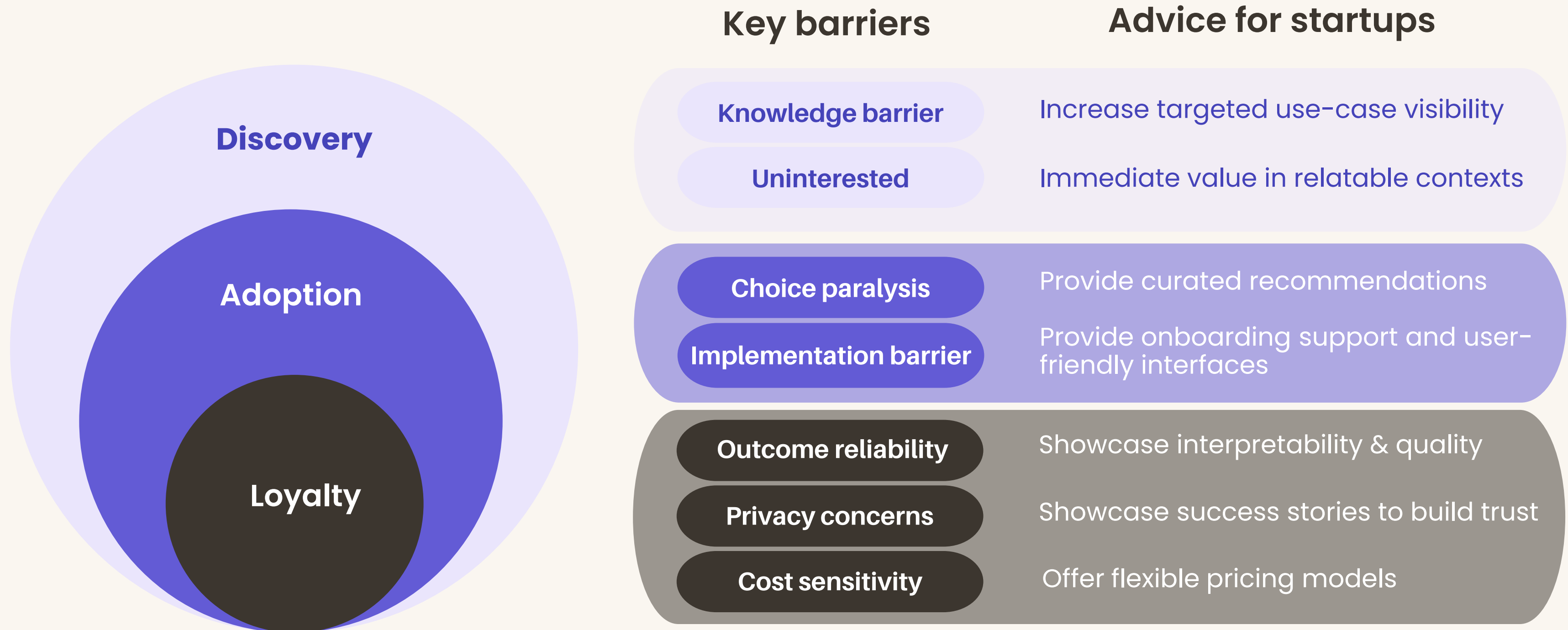# AI Ecosystem

where technology empowers NOT overwhelms,

where value is immediately evident,

where EVERY user, regardless of their background, can confidently harness AI's potential to transform their work and creativity

Three stages to bridge AI success for startups

Targeted solutions at every stage: boost awareness, simplify onboarding, build trust

Key barriers | **Advice for startups**

Discovery
- Knowledge barrier — Increase targeted use-case visibility
- Uninterested — Immediate value in relatable contexts

Adoption
- Choice paralysis — Provide curated recommendations
- Implementation barrier — Provide onboarding support and user-friendly interfaces

Loyalty
- Outcome reliability — Showcase interpretability & quality
- Privacy concerns — Showcase success stories to build trust
- Cost sensitivity — Offer flexible pricing models

Source: AI MIGO insight

Meet each generation where they are:

Gen Z want AI to read their minds, Gen X need it to hold their hands

Discovery

Which FEATUREs you desire that help you discover and use AI tools? *(Select up to 5)*

	Gen Z Age 18-24	Millennials Age 25-34	Gen X Age 34-44
Tool Directory	🟡 Medium	⚪ Low	⚪ Low
Product Popularity	🟡 Medium	🟡 Medium	🟡 Medium
Personal Recommendation	🔵 High	🔵 High	⚪ Low
Tool Comparison	🟡 Medium	🟡 Medium	🟡 Medium
How-to Guides	⚪ Low	🔵 High	🔵 High
User Reviews	🔵 High	🟡 Medium	⚪ Low
Workflow Integration	⚪ Low	🟡 Medium	🟡 Medium
Usage Analytics	⚪ Low	⚪ Low	⚪ Low

Find

Choose

Learn

Master

Adoption
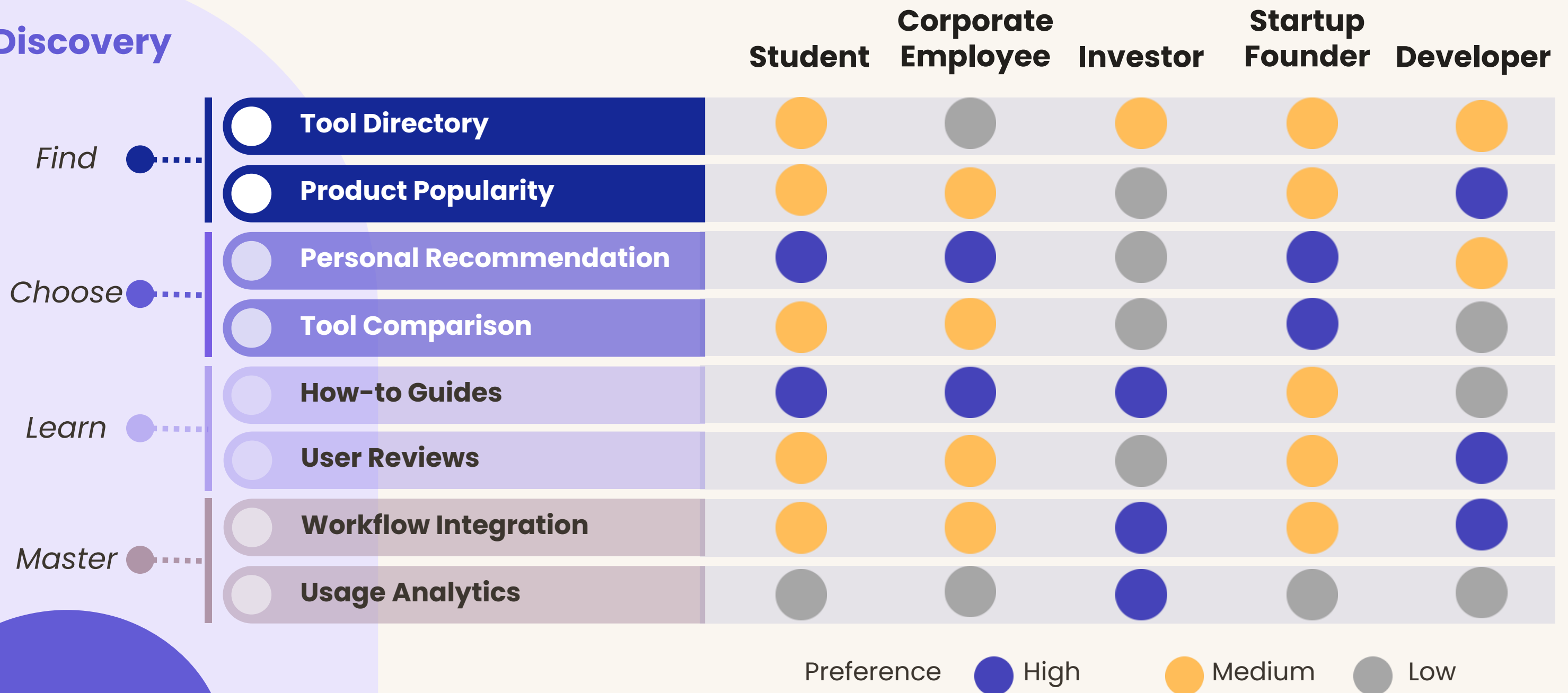
Preference: 🔵 High   🟡 Medium   ⚪ Low

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

AI MIGO
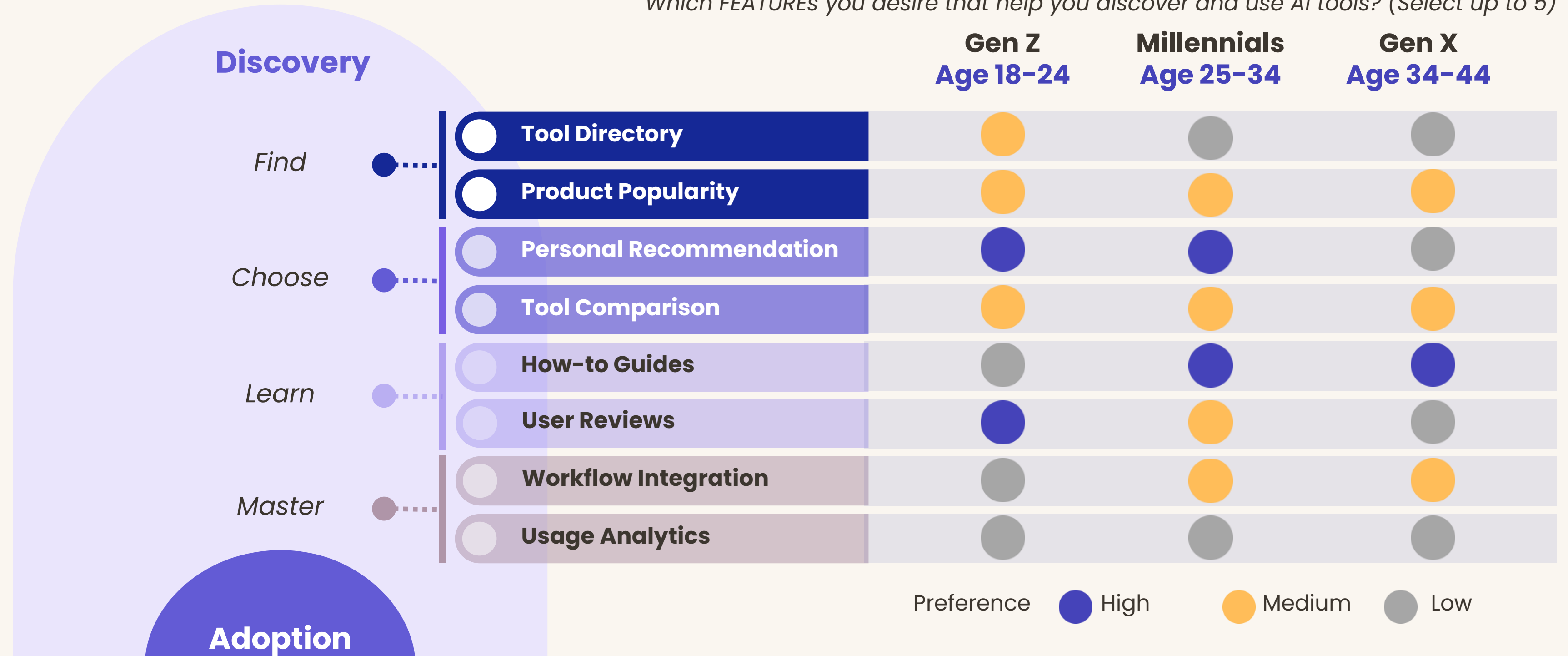
Curate profession-specific marketing messages

Some audience desire direct recommendation, some prefer validation from others

Which FEATUREs you desire that help you discover and use AI tools? (Select up to 5)

Discovery

	Student	Corporate Employee	Investor	Startup Founder	Developer
Tool Directory (Find)	Medium	Low	Medium	Medium	Medium
Product Popularity (Find)	Medium	Medium	Low	Medium	High
Personal Recommendation (Choose)	High	High	Low	High	Medium
Tool Comparison (Choose)	Medium	Medium	Low	High	Low
How-to Guides (Learn)	High	High	High	Medium	Low
User Reviews (Learn)	Medium	Medium	Low	Medium	High
Workflow Integration (Master)	Medium	Medium	High	Medium	High
Usage Analytics (Master)	Low	Low	High	Low	Low

Adoption
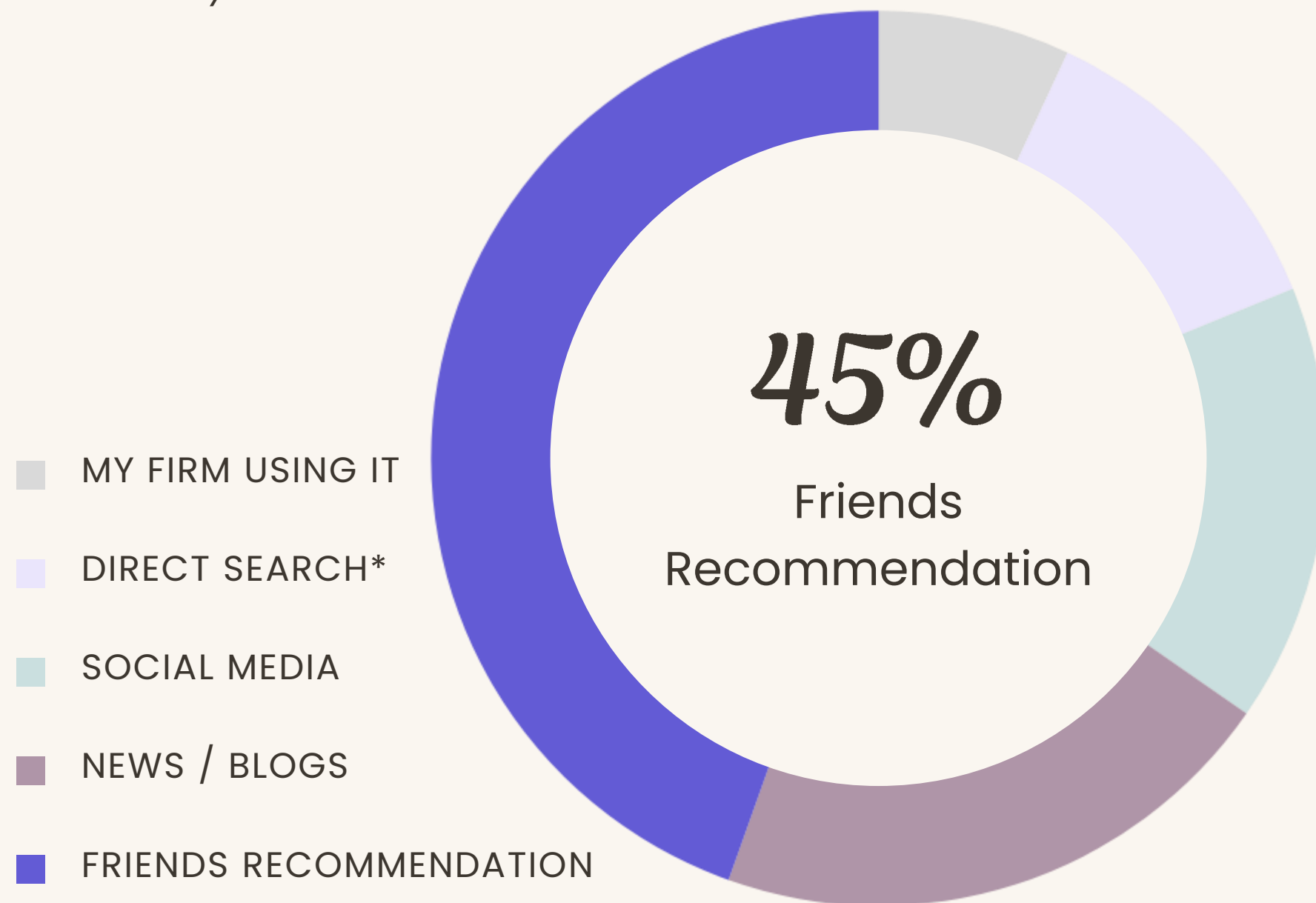
Preference: ● High ● Medium ● Low

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)

Word-of-mouth dominates awareness channel

However, it is both driving and constraining AI usage, i.e., paradox of Trust vs. Reach

Where did you know these tools?

45%
Friends
Recommendation

- MY FIRM USING IT
- DIRECT SEARCH*
- SOCIAL MEDIA
- NEWS / BLOGS
- FRIENDS RECOMMENDATION

Majority of individuals discovering tools through friend recommendations due to the high need for trust and validated experiences.

However, this pattern deepens the barrier:

- **Knowledge stays locked within professional circles**
- **Information remains fragmented**
- **Penetration into new user segments is limited**

The result is a paradox where the very mechanism that drives current adoption becomes the ceiling that prevents AI tools from reaching their full market potential.

Note: Insights derived from a quantitative survey conducted among 205 UChicago students and affiliates (sample size = 205)
*. *Direct Search refer to search and directory platforms, including Google Search, Product Hunt, etc.*

The unfair advantage playbook: AI done right

Takeaways for AI startups on product, GTM, and business model

## 01 Product Design: Keep the Magic

- Consider straightforward yet delightful interfaces
- Enable **role-based personalization** that read minds, not require manuals
- Build **flexible user journeys** that feel like skating on perfect ice

02 GTM Strategy: Play it Smart

- Target "**influential intermediaries**" who can organically spread through their networks
- Seek your **"micro-category dominance"**, instead of broad professional categories
- Intentionally **building trust** through experimental partnership with **niche channels**

03 Business Model: Hunt the Hidden Value

- Balance enterprise focus with individual adoption paths, as **enthusiastic individuals create bottom-up pressure** for company-wide implementation
- Consider **new pricing mechanism** based on usage patterns, transferring value to users
- Find platform to create contents showing **your absolute differentiation**
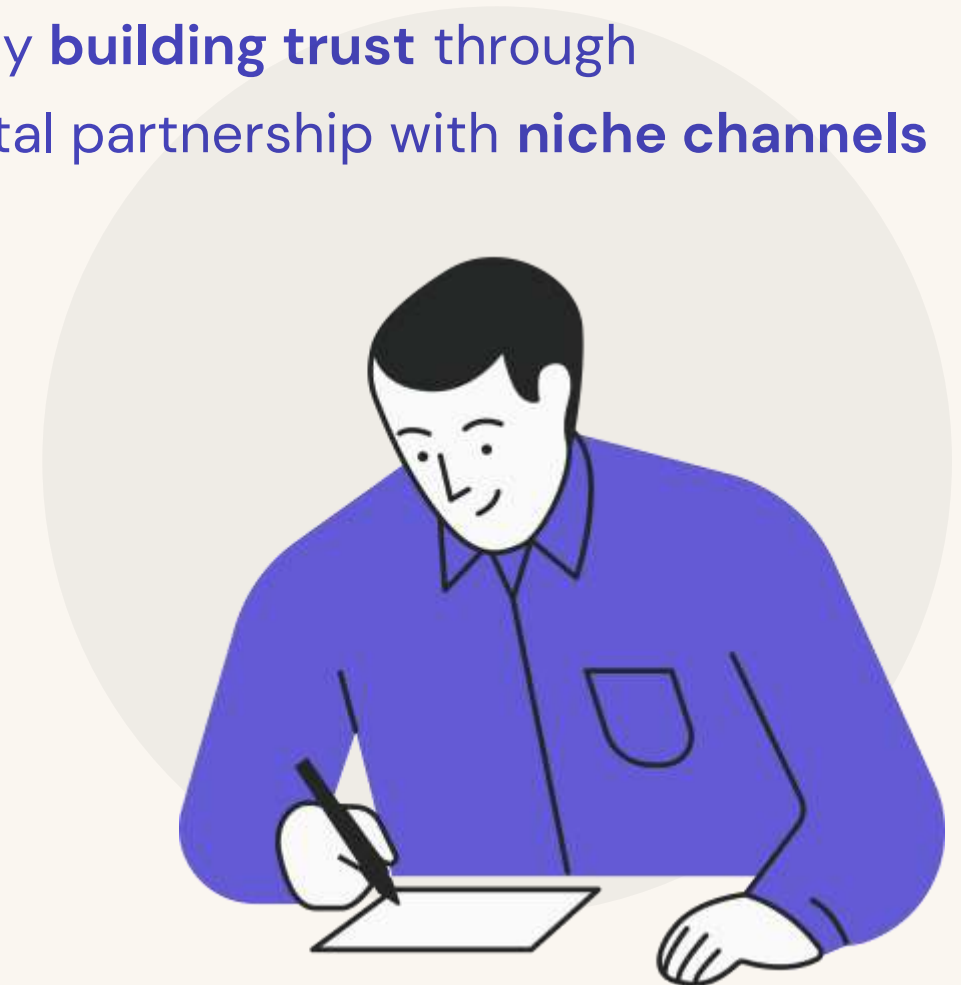
We stand at a unique moment:

The Last Generation to adopt AI

Future generations will be AI-Native

What's the next chapter of AI like for you & me
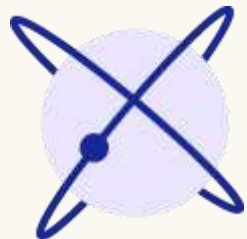
Contextual, unified, everyday

FROM

TO

Generic

Better task handling: mass-market capabilities, one-size-fits-all solutions, surface-level understanding

Contextual

True personal assistants: adapt their communication style, adjust their technical depth, and align with individual workflows

Tools

Isolated adoption: Users juggle multiple solutions, disconnected workflows and scattered data

Platform

AI Tool Mesh: users stay in a unified platform that houses various tools, maintains consistent data access, and learns their behaviors across apps

Work

Useful technology: AI helps improve productivity, saving time, effort, or money for a familiar problem

Life

Thoughtful companion: AI blends into entertainment and lifestyle, creates moments of delight, supports our mental and physical wellbeing

Source: AI MIGO insight

About Authors

HELEN WONG

Every venture I pursue is deeply personal. My experience at a global e-commerce platform showed me the transformative power of simplifying complexity to make business easier.

At AIMIGO, I bring this vision to life by bridging the gap between people and technology, making AI tools more accessible and impactful. For me, it's all about helping people unlock new possibilities and empowering their success.

CLAIRE LYU

As an ex-management consultant, I saw how the endless pursuit of efficiency drained creativity. The realization that AI tools could free up time for creativity and joy was life-changing.

At AIMIGO, I'm dedicated to helping people discover and adopt these tools, so they, too, can spend more time on what truly matters. Because when technology feels effortless, magic happens.

Stay tuned!

Visit Website