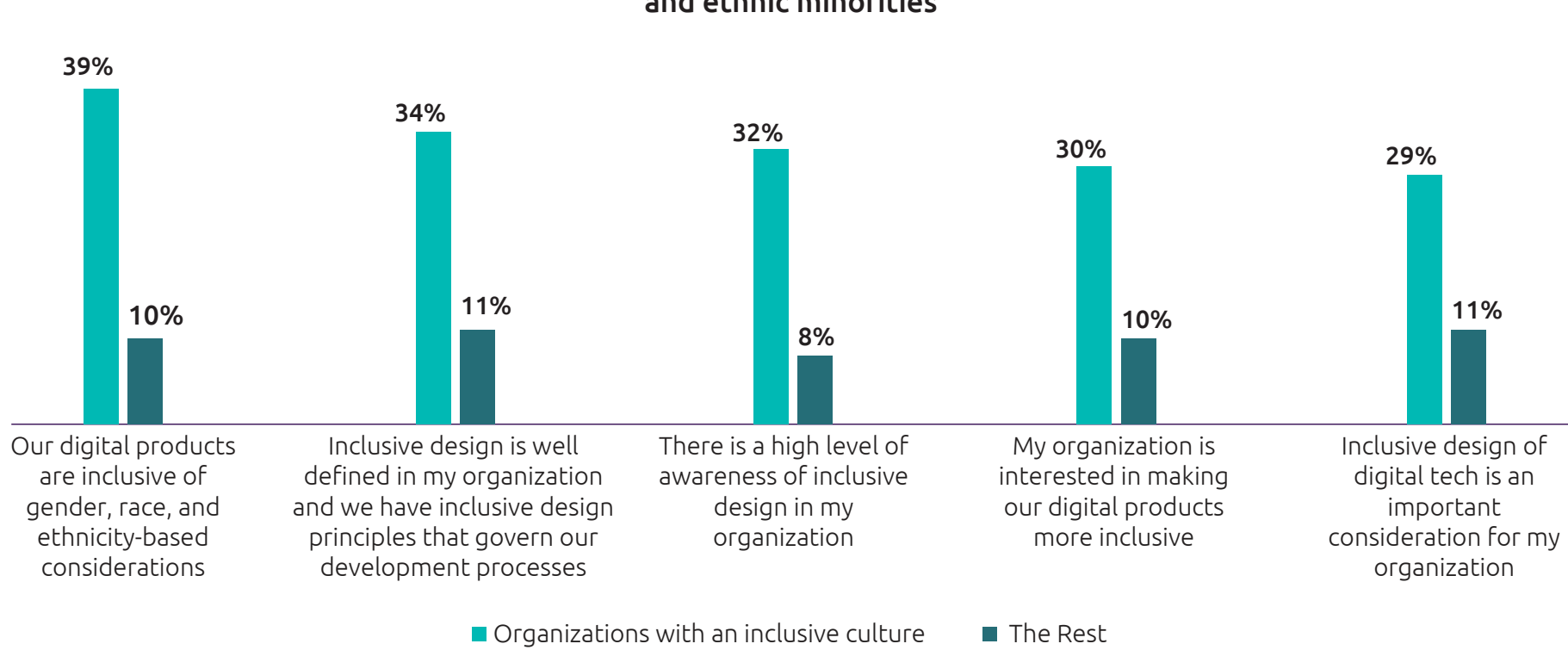


THE KEY TO DESIGNING INCLUSIVE TECH:

Creating diverse and inclusive tech teams

Diverse and inclusive tech teams lead to more inclusive tech design

Organizations with advanced inclusive practices are four times more likely to create inclusive products

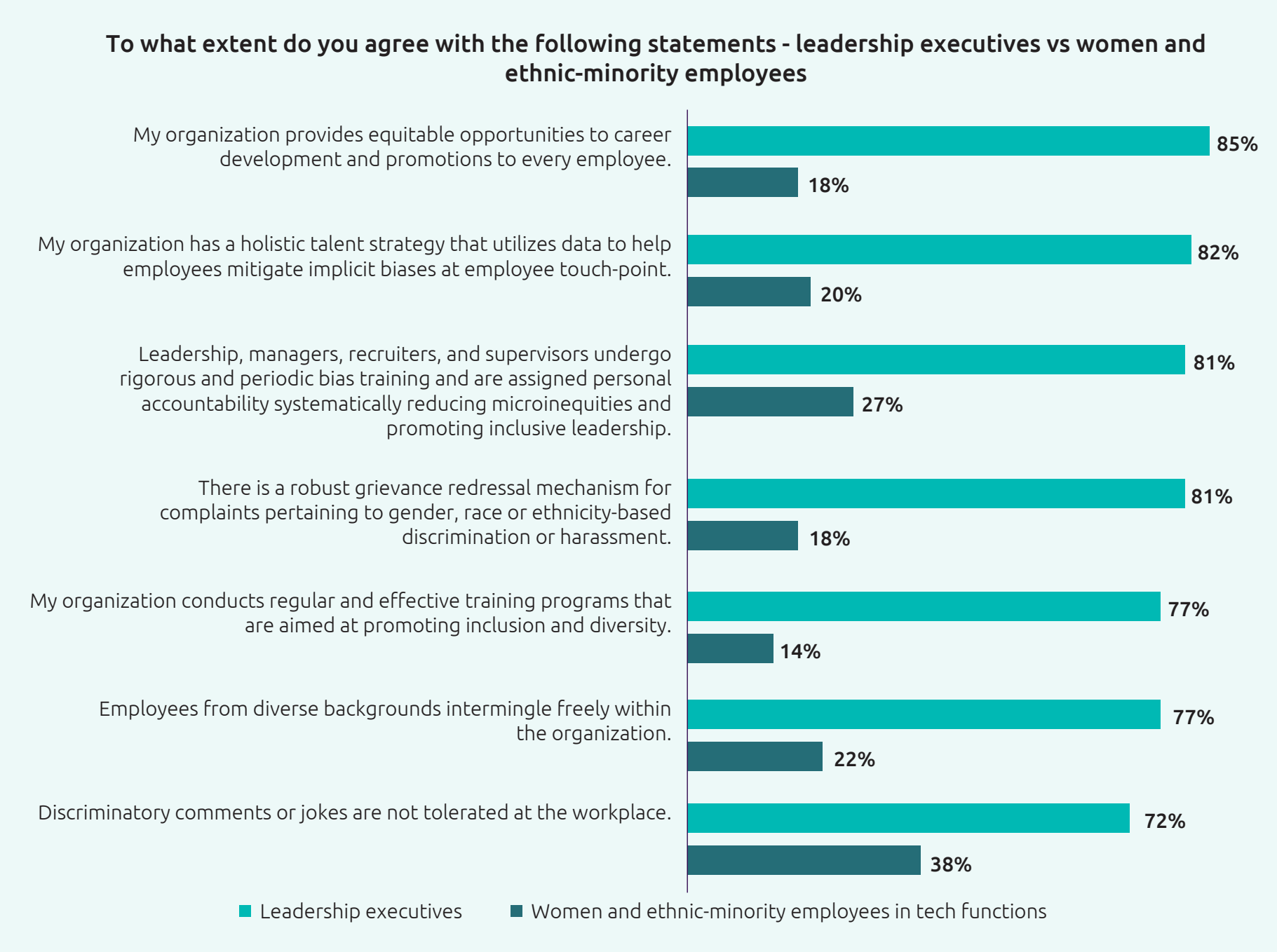


Source: Capgemini Research Institute, Inclusive workforce, and inclusive technologies survey, March–April 2021; N=418 ethnic-minority and women employees in tech functions from N=102 organizations with an inclusive culture.

“Building inclusive technologies and solutions has an intrinsic relationship with how people from diverse backgrounds within the tech team feel in the workplace. An improved sense of belonging and community for teams of people will lead to better technological outcomes and solutions.”
Dr. Matteo Zallio
 Marie Skłodowska-Curie Senior Research Fellow in Inclusive Design at the University of Cambridge

However, current inclusion and diversity practices are broken

Leadership perceives processes and practices to be inclusive; diverse employees in tech teams disagree



Source: Capgemini Research Institute, Inclusive workforce, and inclusive technologies survey, March–April 2021, N = 500 organizations, with 500 leadership executives; N=418 women and ethnic-minority employees in tech functions.

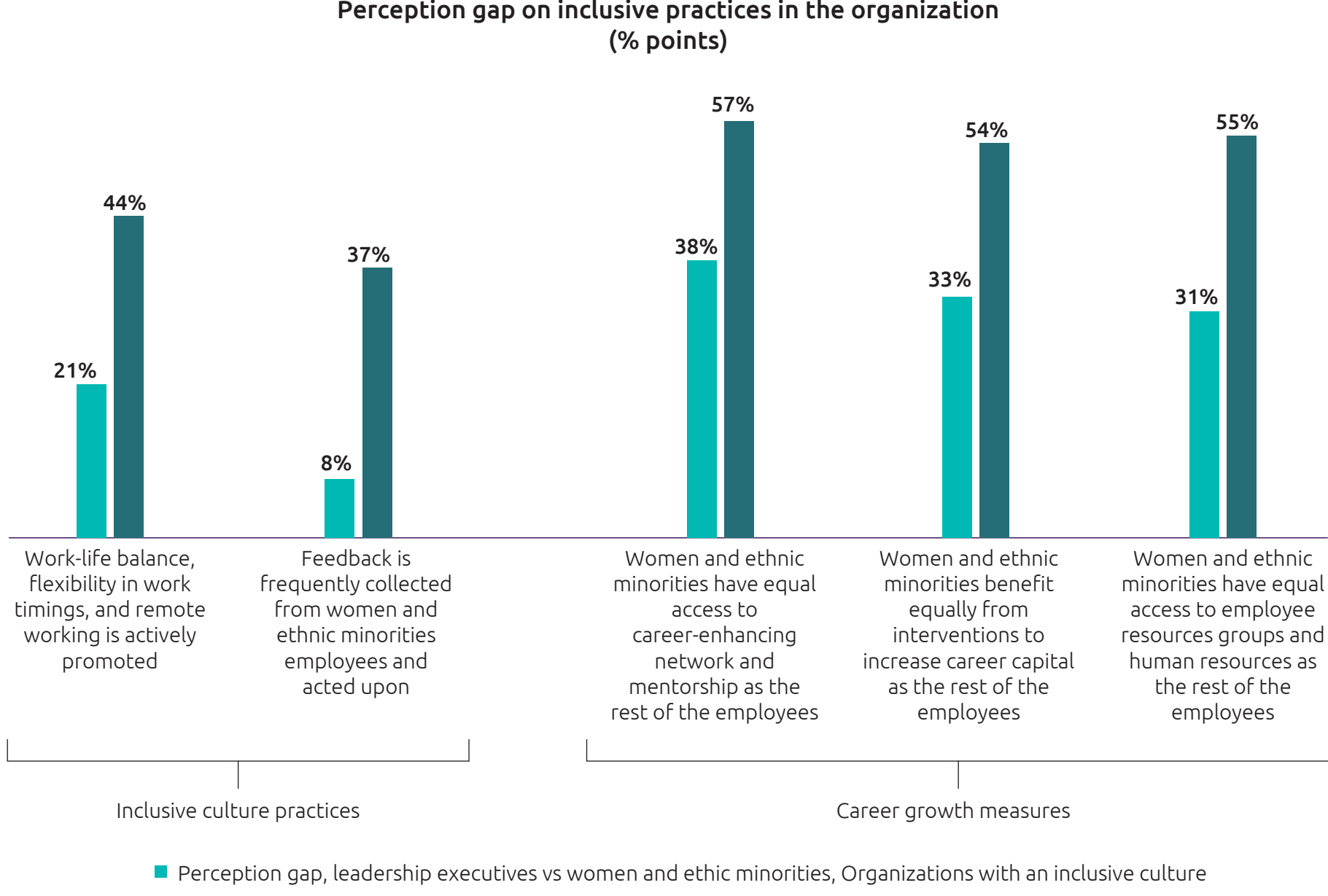
Woman application architect and manager from a multinational consumer-goods corporation

“When our leadership network follows up with ethnic-minority employees who are leaving, they realize that most of them believe that they are not getting promoted on time or being valued”

Woman software engineer from a large high-tech organization

“Salary discrimination is a huge problem in Europe and Germany, in my company as well. Some of my co-workers, mostly guys, have a higher salary than me just because I am a woman”

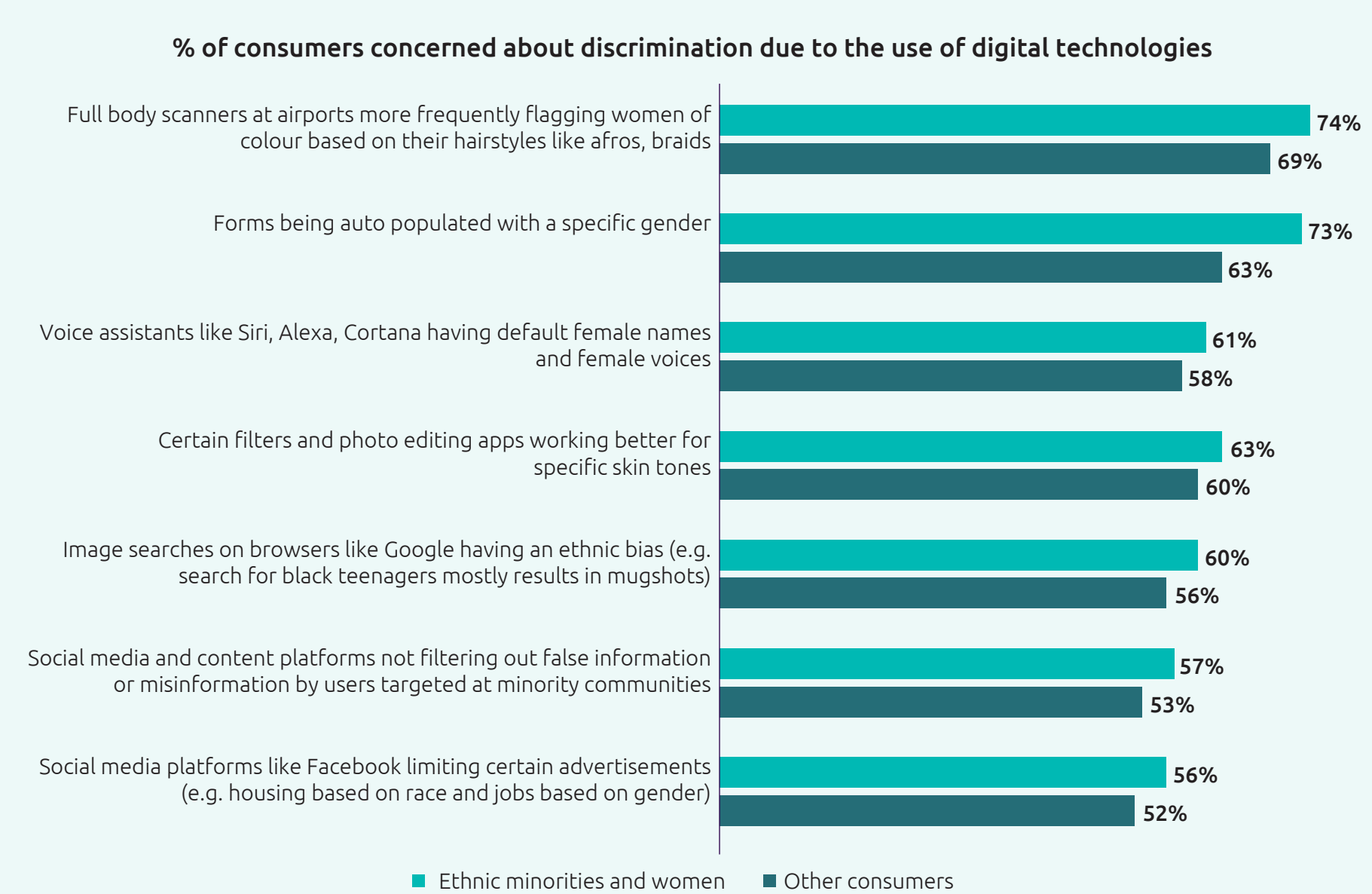
The perception gap between leadership and women and ethnic minorities regarding various inclusion processes and measures is narrower for organizations with an inclusive culture



Source: Capgemini Research Institute, Inclusive workforce, and inclusive technologies survey, March–April 2021; N=418 ethnic-minority and women employees in tech functions from N=102 organizations with an inclusive culture.

Consumers are aware of tech-based discrimination – and most have experienced it

More than six in 10 ethnic-minority and women consumers feel that certain filters and photo-editing apps work better for specific skin tones



Source: Capgemini Research Institute, inclusive design of technologies consumer survey, March–April 2021; N=5,000 consumers including 4000 women and ethnic-minority consumers.

26-year-old Asian woman, US

“Since I am from China, every time my parents or I use an Alexa or Google voice search, it interprets incorrectly. It discourages me from using this technology; I would rather type.”

32-year-old middle Eastern man, UK

“Minorities such as me, with beards and facial hair, had problems with biometric scanning and facial-recognition software at airport stores. It wasn't designed to pick up people with facial hair. It is being rectified now”

How can organizations move towards greater inclusion in tech teams and tech products?

Building an effective inclusion and inclusive design strategy

- Design inclusive sourcing and hiring practices
- Ensure women and ethnic-minority employees are given equal opportunity for career growth and progression
- Enable dialog and create healthy environments

Develop robust processes and value systems that enable inclusion

- Drive fairness in AI towards reducing algorithmic biases
- Conduct an impact-assessment analysis for algorithms and automated decisions
- Screen datasets used to train AI systems for bias and audit them regularly

Leading with inclusion

- Ensure women and ethnic minorities play a critical role in the design and development of digital technologies
- Incorporate checks and balances to ensure tech design and tech infrastructure are inclusive

Keep diverse users at the heart of designing inclusive tech/digital products and services

- Lay down the technological and data foundations for fostering inclusion
- Use tools and tech effectively to build greater inclusion
- Enhance data-collection and management practices for better tracking of DEI

Build tech leadership accountability and ownership for inclusion and diversity

- Awareness and education
- Authentic leadership for hybrid tech teams
- Accountability
- Specific focus on diversity segments

Source: Capgemini Research Institute Analysis.

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