

Embracing Inclusive Design: Creating Technology for All

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Technology continues to evolve at unprecedented speeds, and it will only gain momentum. Embracing inclusive design with a human-centered approach has never been more critical—and equity needs be at the forefront. A truly human approach to design goes beyond aesthetics; it delves into the diverse needs, perspectives and experiences of all technology users.

Equity in design means that product creators, technologists and leaders prioritize accessibility, the varying needs, and demographics of their target market. The next generation of tech leaders have a unique opportunity to reshape the industry, creating innovations that truly benefit everyone.

Why Does Equity in Design Matter?

Think about generative AI and how it's changing the way we operate in our personal and professional lives. A common misconception is that AI and other technologies cannot err or discriminate, but it's quite the opposite. We have to remember that AI lacks human empathy and contextual awareness, causing it to produce outcomes with biases and inaccuracies. Without careful human supervision and intervention, this can lead to discriminatory results.

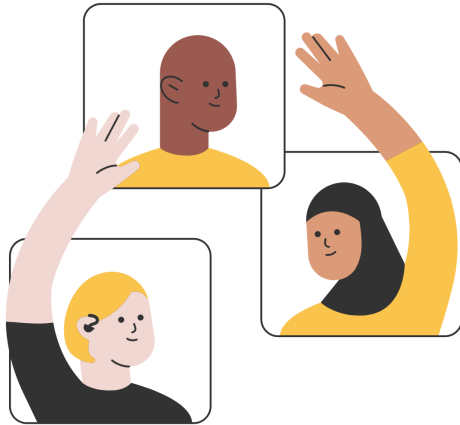


When inclusive design isn't prioritized, we see the consequences across industries. Think about facial recognition technology (FRT) wrongfully accusing people of crimes or automated soap dispensers that have failed to recognize certain skin tones. A truly human-centered design approach would consider these varied human traits and experiences from the outset. This isn't just a moral imperative—it's a business imperative. Companies that neglect thoughtful technology and equitable development can find themselves losing trust, customers and revenue.

To mitigate bias, it's essential to consider product equity and inclusion from the earliest stages of development. When companies fail to do so, we see product mishaps that have real-world impacts. Such failures not only tarnish brand reputations and weaken customer trust but can result in severe consequences.

Diverse Teams Outperform Homogeneous Teams

What role does diversity, equity and inclusion (DEI) play in product and service development? The answer is simple: Diverse teams allow organizations to innovate and create technology that truly serves all people—equity in design. When diverse voices are involved from concept to completion, human-centered design becomes reality.



Error rates for people from historically marginalized populations are significantly higher due to biased training data or lack of representation during development. This happens when development teams lack diversity, inadvertently overlooking the experiences of certain groups. This can be mitigated by ensuring diverse perspectives are represented throughout the design process. A diverse workforce ensures that products are built with all people in mind.

Technologists entering the industry are positioned to make a significant impact by championing human-centered design. The key to successful outcomes is prioritizing equity from the beginning. Young technologists can help create bridges to advance people of all backgrounds.

Studies show that diverse teams boost your bottom line, outperforming homogenous teams. According to [TEKsystems' 2024 Diversity, Equity and Inclusion in IT report](#), companies with ethnically diverse boards are 13% more likely to experience higher financial performance. This number is particularly relevant in the technology industry, where innovation and problem-solving are key drivers of success. Diverse teams increase innovation, enabling companies to think outside the box and cater to a broader audience.

Diversity in technology helps ensure companies are building stronger, more inclusive teams that reflect our communities and world.

The facts are undeniable. Prioritizing diversity doesn't mean sacrificing merit for representation. DEI in the technology industry is about fostering inclusive experiences, creating equitable opportunities and developing human-centered technology. Diverse teams consistently surpass analogous ones, driving responsible technology development and improving industry-wide outcomes. As companies continue to navigate the complexities of digital transformation, prioritizing DEI will be critical to success.

Those entering the technology field have an exciting yet important opportunity to ensure equity in design. The world is diverse, and technology should mirror that diversity.