

LIMEJOOS Framework[®]



A practical pathway to inclusive design for customers
with disability that drives business value

L

Listen deeply to your customers, especially those at the edges.

Customers with disability are not a monolith. They live diverse lives—as parents, professionals, artists, athletes, and persons with disabilities. Listening to lived experiences reveals where systems quietly fail and where small design changes can create outsized impact.

Insight:

Edge cases expose systemic friction. When you solve for them, you improve the experience for everyone.

Example:

A deaf professional highlighted how driver phone calls during rides created embarrassment and dependency—revealing a hidden design flaw in mobility services.

I

Immerse leaders to move from empathy to insight through lived experience.

Inclusion accelerates when leaders experience customer realities first-hand. Immersion shifts inclusion from a moral conversation to an economic one—revealing unmet demand, innovation opportunities, and market expansion.

Insight:

Immersion turns inclusion into a strategic lens, not a CSR initiative.

Example:

Leadership and tech teams immersed themselves in the daily mobility challenges of PwDs, shaping the foundation of Purple Rides.

M

Make (Co-Create) with customers, not for them.

Co-creation with persons with disabilities leads to practical, cost-effective solutions and reduces rework. Designing with users early prevents expensive fixes later.

Insight:

Accessibility done early is cheaper, faster, and better.

Example:

Features like chat-only support for deaf users and TalkBack compatibility for blind users were built in from the start.

E

Engage and train frontline service providers at scale.

Technology alone cannot deliver service with respect. Service providers must be trained to engage respectfully and confidently—using the right language and behaviour.

Insight:

Immersion turns inclusion into a strategic lens, not a CSR initiative.

Example:

Short driver sensitisation videos reached over 2 lakh drivers and directly correlated with increased adoption and revenue.

J

Just-in-Time Products: Helps Start small. Fix showstoppers. Learn fast.

You don't need a perfect product to begin—just awareness, basic accessibility, and data visibility. Early releases help organisations understand who their customers are and how inclusion affects revenue.

Insight:

Small accessibility fixes unlock big behavioural and revenue insights.

Example:

Basic accessibility features enabled new customer segments, including people with temporary injuries and chronic conditions — many becoming high-value repeat users.

O

Ongoing Feedback: leaders to move from empathy to insight through lived experience.

Inclusion is not a one-time intervention. Regular feedback ensures products evolve with real needs, not assumptions.

Insight:

Sustained inclusion requires continuous listening.

Example:

Bi-monthly user sessions and dedicated feedback channels led to rapid improvements in product experience.

O

Open Networks (Contextual): To Scale inclusion through open ecosystems where possible.

Open networks dramatically accelerate adoption by making accessibility the default, not the exception.

Insight:

Open systems scale inclusion faster than closed platforms.

Example:

Leveraging open digital networks ensured that accessibility scaled across platforms without duplicated effort.

S

Sustain: Embed inclusion into the organisation.

Long-term success requires ownership, governance, and representation—ideally including persons with disabilities within teams.

Insight:

Inclusion sustains when it lives inside the system.

Example:

Integrating accessibility into the core product and appointing internal ownership ensured continuity and accountability.

LIMEJOOS Framework

L

Listen

To Customer
with disability

I

Immerse

Product team
in the PwD
landscape

M

Make

Co-create the
product with
PWD

E

Engage

Delivery
partners/drivers
to assist
customers with
disabilities

J

**Just In Time
Product**

Release small
but high impact

O

**Ongoing
Feedback**

from
customers with
Disabilities /
driver partner

O

**Open
Network**

Scale through
open systems

S

Sustain

Build
structures and
roles that
ensure long
term continuity



Why LIMEJOOS Works

LIMEJOOS transforms inclusion from a **charity mindset** to a **market strategy**:



This is the operating logic of the **Purple Economy** — where designing for human diversity unlocks economic growth.



The **LIMEJOOS framework** outlines how organisations can design products and services that are inclusive **by design**, not retrofitted later—unlocking new customers, reducing friction, and driving sustainable growth.

