Be Kind to the Colorblind

A. Lyft Support Email

This message was sent to ▓▓▓▓▓▓▓▓ in reference to Case #: ▓▓▓▓▓

How helpful was this response?

LYFT

the order is <u>reversed</u>

B. Lyft Survey

Customer Satisfaction

Thanks for your feedback

How helpful was this response?

How could we have made this response better?
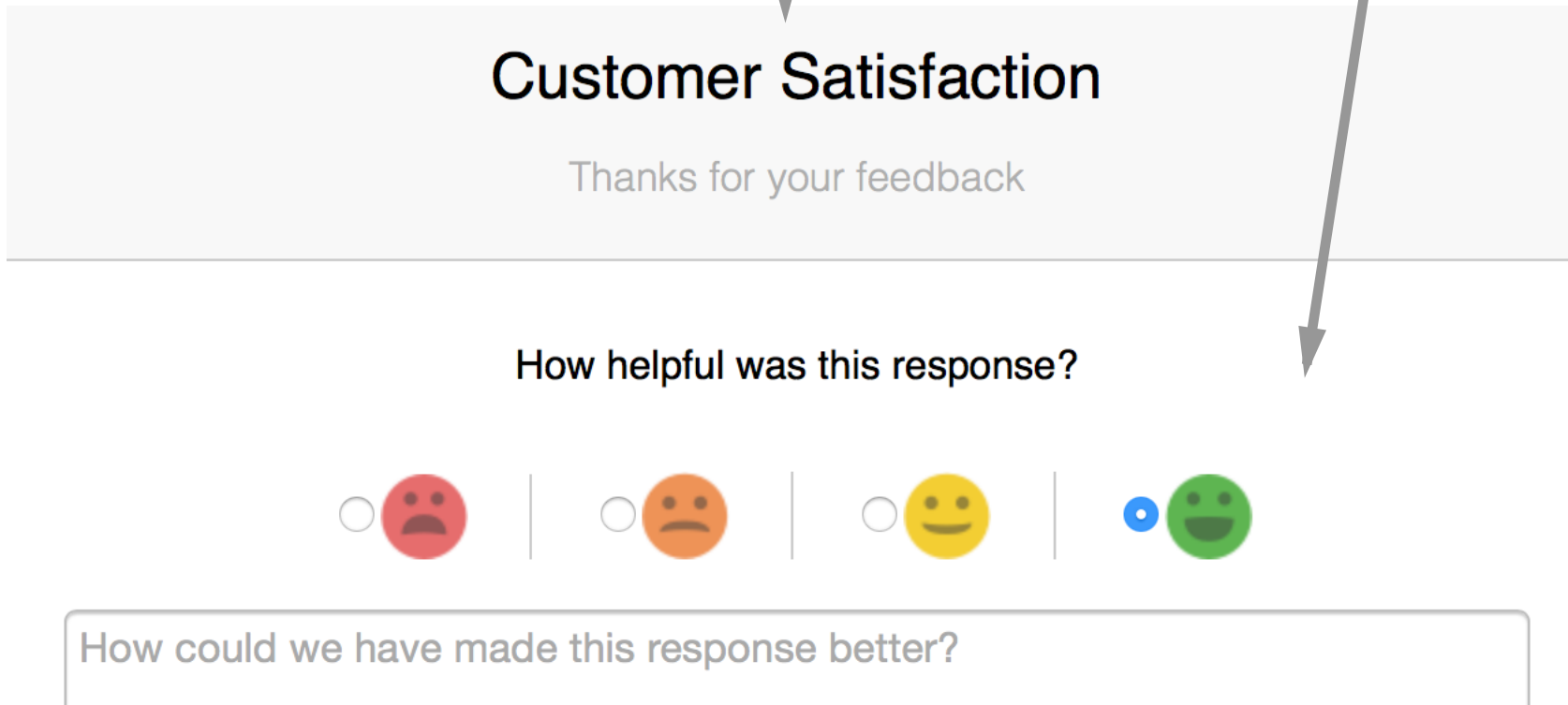
This is taken from a Lyft support email (Jan, 2015). The feedback link is near the end of the email. Clicking on one of the four faces opens a browser with a customer satisfaction survey.

Three suggestions for the Lyft designers (and anyone else interested)

Keep order constant
Order is very important to me, as it helps me orientate myself without relying on color.

Stop using red and green for good and bad
It's very hard for me to differentiate the happiest from the saddest. Dammit, there are so many other colors. How about using blue for good? Or just Google "colorblind palette."

Rely on shapes more
Sure the mouths are different, but that is pretty minor and the color contrast is very low. How about a square head for the sad face?

Chris Bolin, 2015