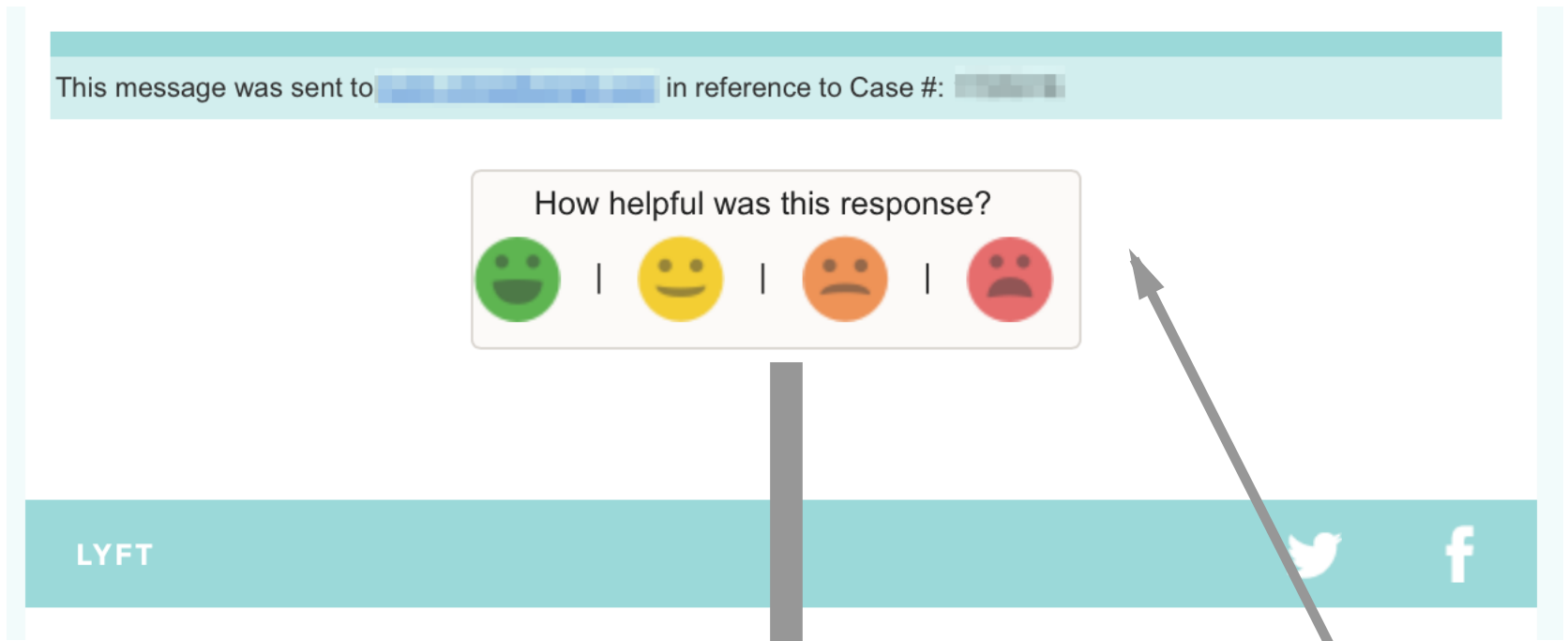


Be Kind to the Colorblind

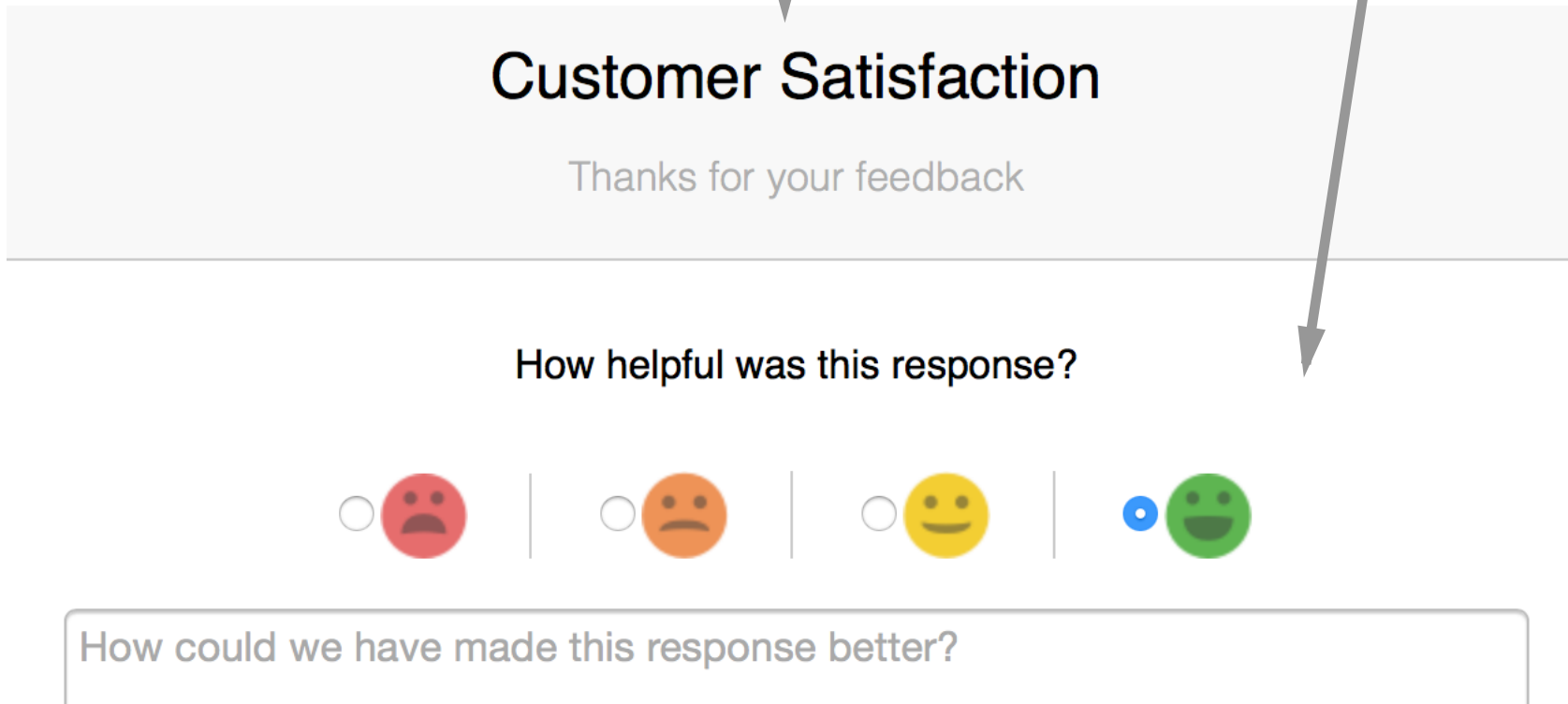


A. Lyft Support Email



the order is reversed

B. Lyft Survey



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 square head for the sad face?