# Lyft – Location & Contacts Permissions

Context: As an intern, one of my duties was to monitor a "Content Design Help" Slack channel and assist internal stakeholders with help they needed on UX-related copy. I likened it to serving in a "Dear Abby" (the advice columnist) capacity. It also made me think of that saying from the Forrest Gump movie: "Life is like a box of chocolates, you never know what you're gonna get." That definitely rang true for this channel, where I never knew what I was going to get!

The Scenario: The Apple App store had rejected the latest version of the Lyft rider app due to permissions text strings, which didn't meet guidelines during its recent review process. But just the week before, they were approved! They reason they sent for the rejection was:

"... doesn't sufficiently explain the use of the contacts and location in the purpose string."

This was a bit of a fire drill and had to be done in a few hours to make the resubmission deadline. Otherwise, the Lyft app would be removed from the App store.
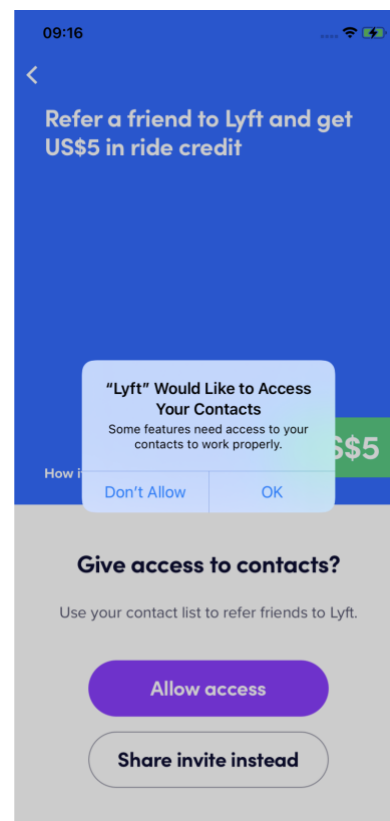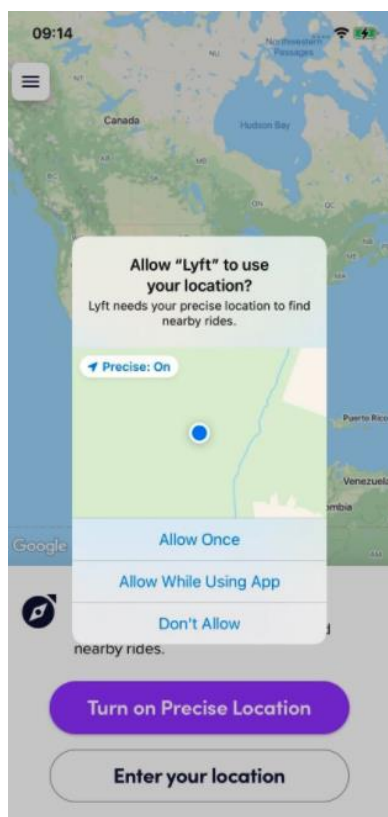
Thought Process: To work on copy suggestions, here is what I considered:

- Why does Lyft need riders' location & contacts info?
- How do we have riders easily understand this and see the WIFM (what's in it for me)?
- Check the competition/general app landscape
- Check what our Transit, Bikes, and Scooters line of business uses
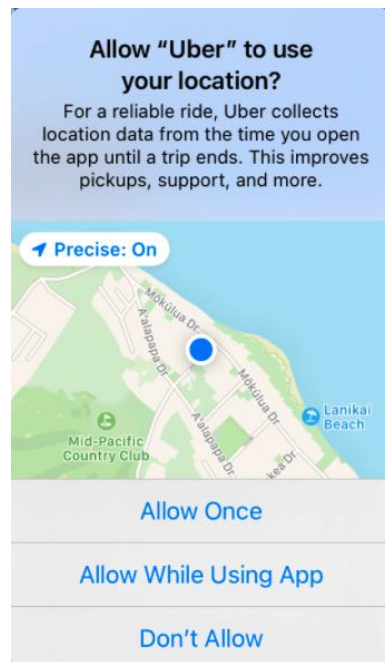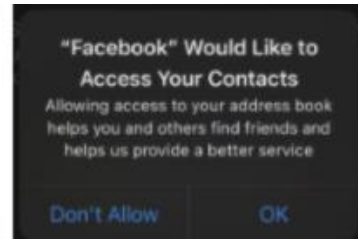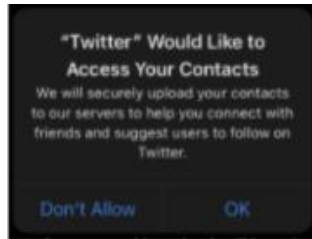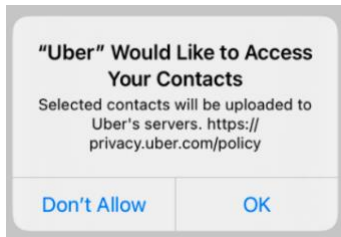
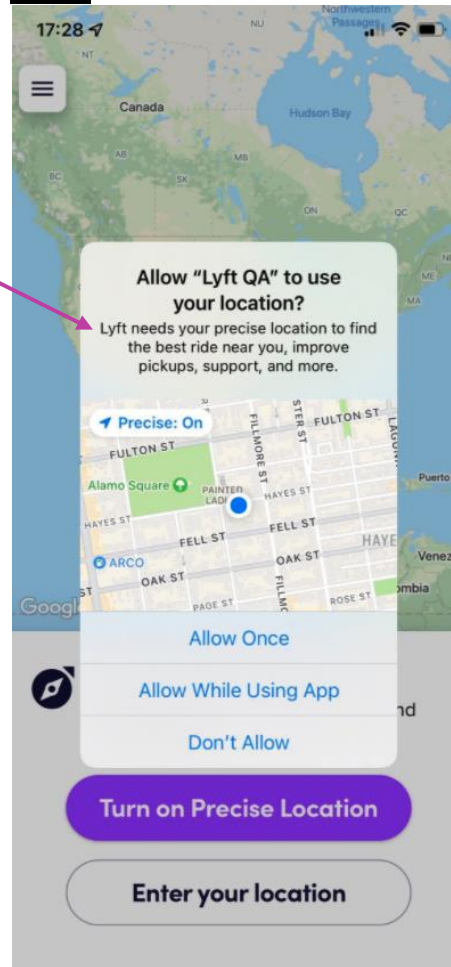**Solution #1:** Focus on how/why Lyft's access to location benefits the rider, the value add. That should be fairly easy. Lyft needs location information to pick up a rider, give transit directions, or guide a rider to the nearest available bike or scooter. Here I figured it was most helpful to flesh out a bit more *why* Lyft needs location access, to best improve pickups and overall service for riders:
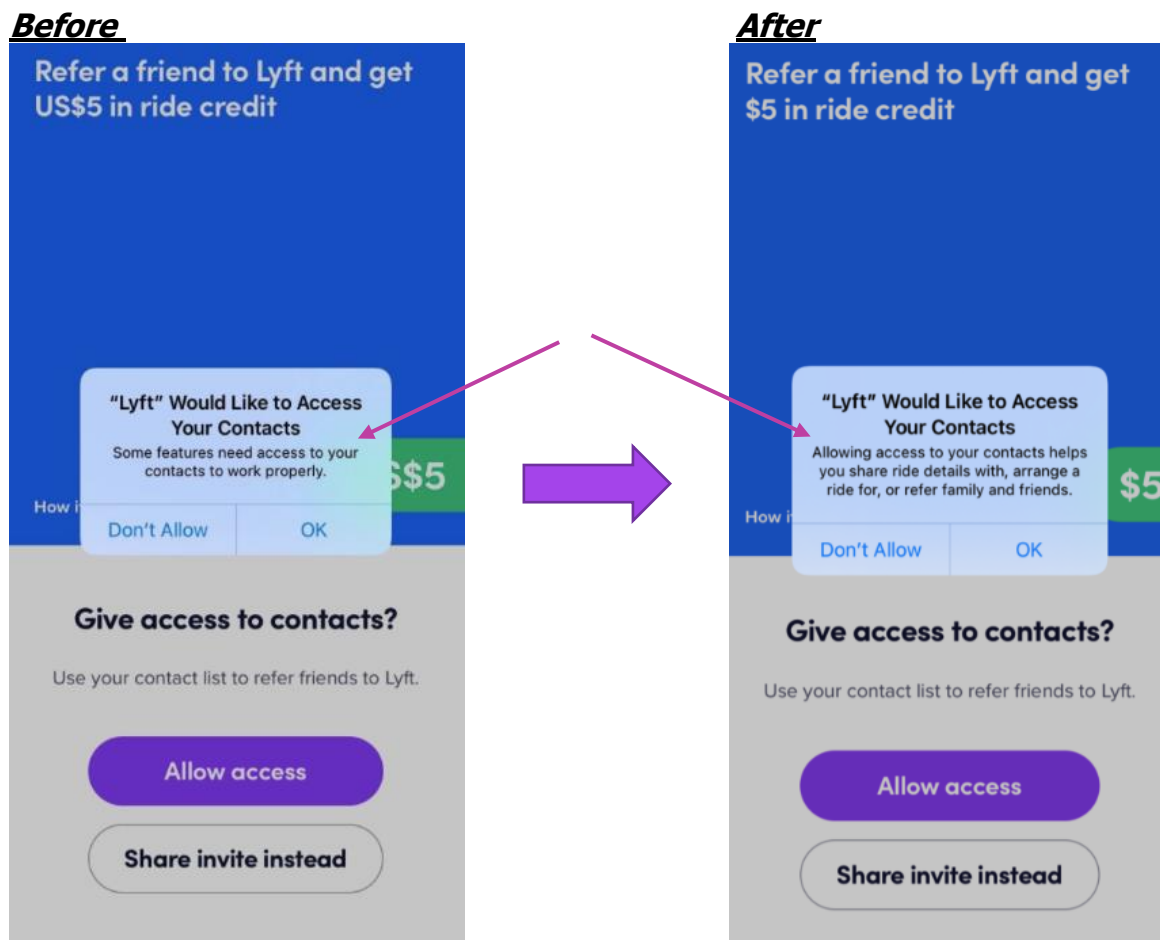
Before
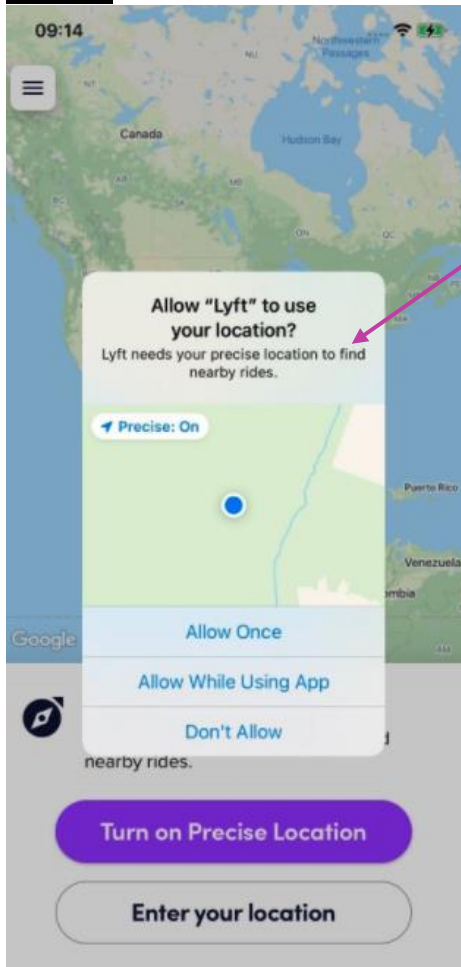
After

<u>Solution #2:</u> Focus on how/why Lyft's access to contacts benefits the rider. Looking at more social media-focused apps they tout the idea of connection: We need to access contacts to help you better connect with and find friends. I started to think about how could the idea of "connection" work for Lyft in a similar way?

I considered safety and the ability to provide in-ride details to friends and family, as well as arranging rides for family members (for example, via the "Lyft Family" initiative or rides to/from medical appointments for the elderly). Currently, no real explanation is provided to riders about contacts access, and the only benefit that has subtly been marketed is about contacts providing referrals for Lyft. This seems more business-focused and doesn't really provide a sense of connection for riders. Here is what I came up with, keeping in mind Lyft riders' needs, as well as those of the business and the Product Management team:

<u>Before</u>

Refer a friend to Lyft and get US$5 in ride credit

"Lyft" Would Like to Access Your Contacts
Some features need access to your contacts to work properly.

Don't Allow | OK

Give access to contacts?

Use your contact list to refer friends to Lyft.

Allow access

Share invite instead

<u>After</u>

Refer a friend to Lyft and get $5 in ride credit

"Lyft" Would Like to Access Your Contacts
Allowing access to your contacts helps you share ride details with, arrange a ride for, or refer family and friends.

Don't Allow | OK

Give access to contacts?

Use your contact list to refer friends to Lyft.

Allow access

Share invite instead

Conclusion: With a very tight deadline, I met with a larger team to review the revised copy and all were in favor of the changes. We had Legal review, as well as engineers and gained full approval that evening to submit back to Apple the next morning. Apple approved the changes, and the screens went live the week of 8/30/21.