



Usability Assessment

Findings and Insights Report

May 2026



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USER Experience[™]
Researchers

User Research | UX/UI Design | Development | Usability Testing | Digital Solutions

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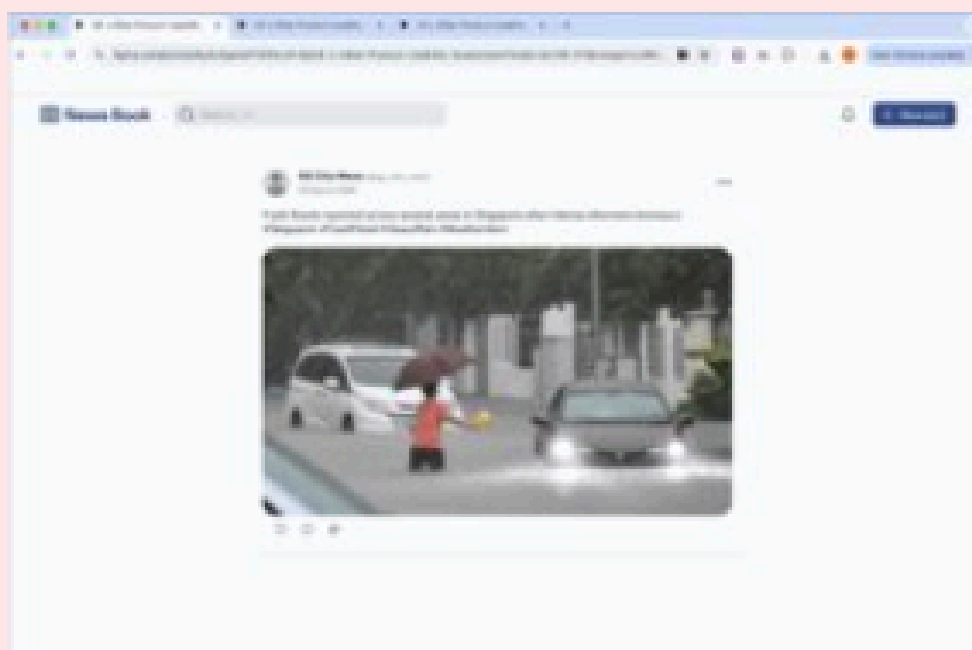
Activity 1 Goals and Set Up

Objective 1: Discoverability and Interpretation

How everyday users notice and interpret [REDACTED] trust signals in real-world contexts.

Set-up

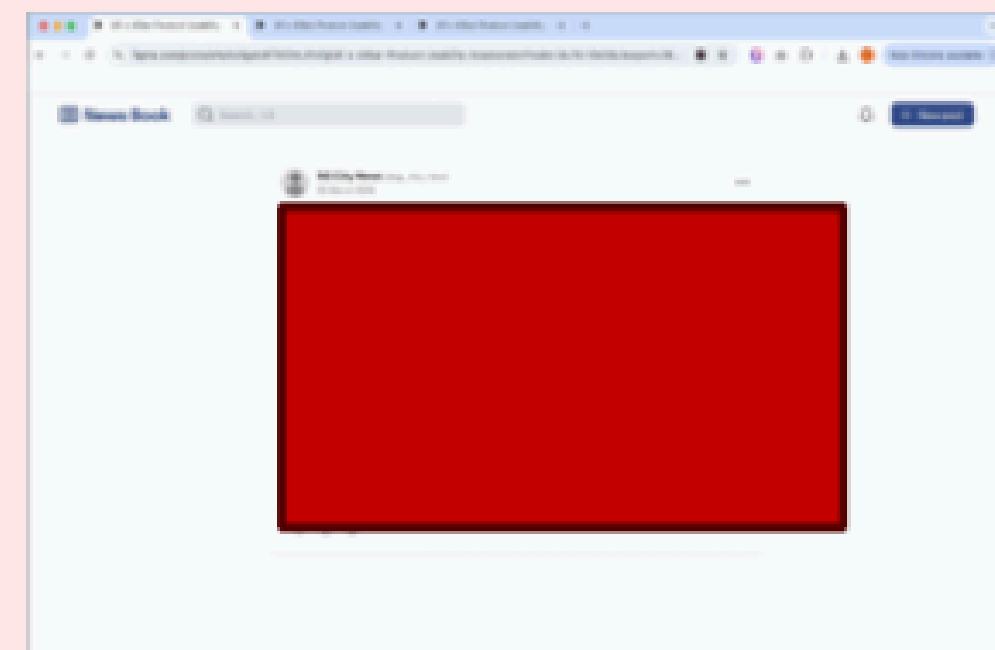
- Participants are shown activity in sequences.
- All 3 sample posts are kept standardised expect for the post images and inclusion of “j” icon in Post 2 and “[REDACTED]” icon in Post 3.
- Participants were asked to share their impression of each post and first impressions of the [REDACTED] (see questions in next page).



Activity 1.1



Activity 1.2

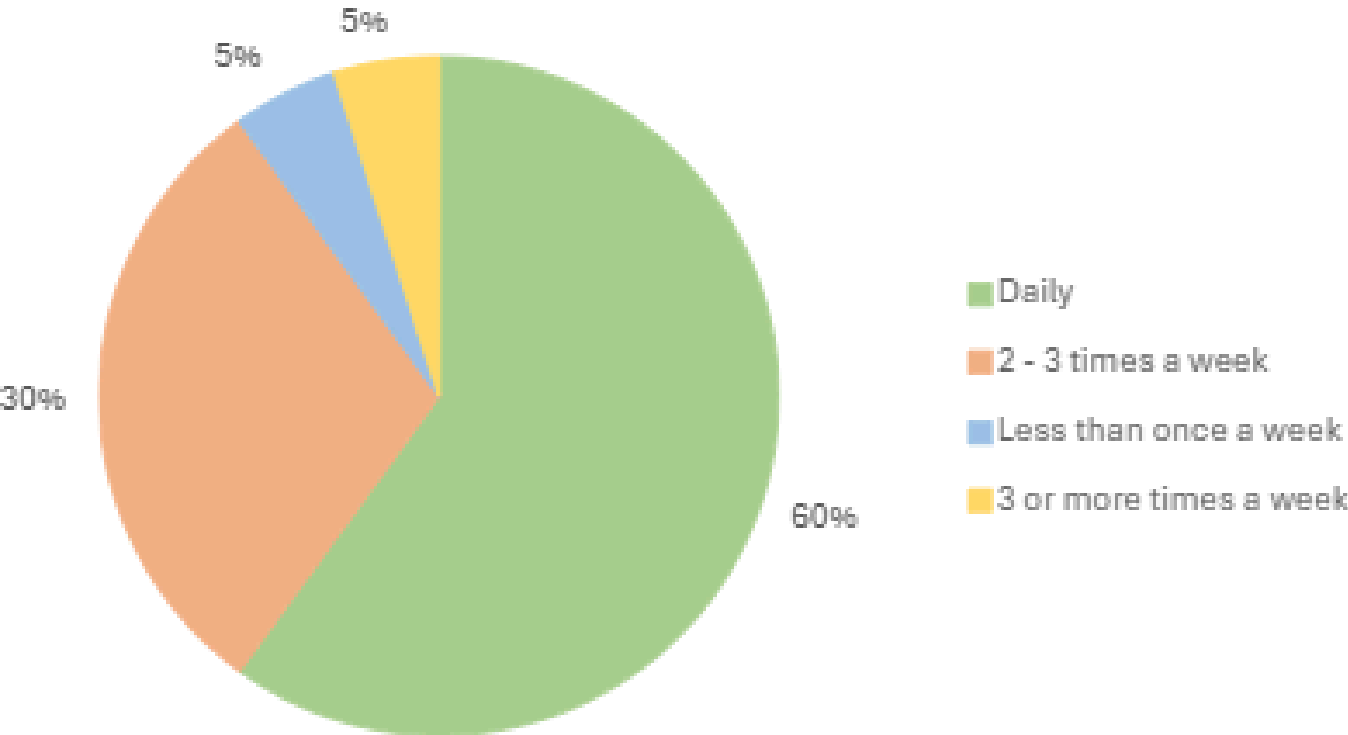


Activity 1.3

Note: Refer to [appendix B](#) for the detailed sample posts

News Consumption Habits

News Consumption Frequency

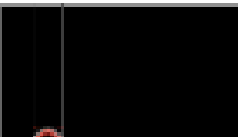


- Majority consume news daily or 2-3 times weekly
- English is the primary language for news consumption

Main New Sources

News Source		Percentage
Social media posts	17	85%
Short-form video platforms	10	50%
Long-form video platforms	7	35%
News aggregators	7	35%
Word of mouth	7	35%
News apps or websites	6	30%
Online Forums	6	30%
Messaging groups	5	25%

- Main news sources: Social media and short-form video platforms (e.g., TikTok, Instagram Reels, Youtube Shorts)



icon design is more preferred

Although the  icon is more noticeable, more participants preferred  icon because of familiarity and intuitiveness

Aspect	"i" Icon	Cr Icon
User Preference	60% (12)	40% (8)
Key Strength	• High familiarity: universally recognised as an information or tooltip icon across platforms and age groups • Intuitive to use: provide clearer expected interaction with minimal learning required	• More noticeable: more participant noticed the icon without being prompted • Professional-looking: conveys a stronger sense of professionalism, credibility, and verified content
Key Weakness	• Less noticeable: lesser participant noticed the icon without being prompted • Too generic: Doesn't convey idea of 'credibility' and lacks a strong trust signal on its own	• Low familiarity: most notice  icon but did not understand its meaning without explanation • Less intuitive: many participant were unaware that it was interactive and thought the acronym is not clear

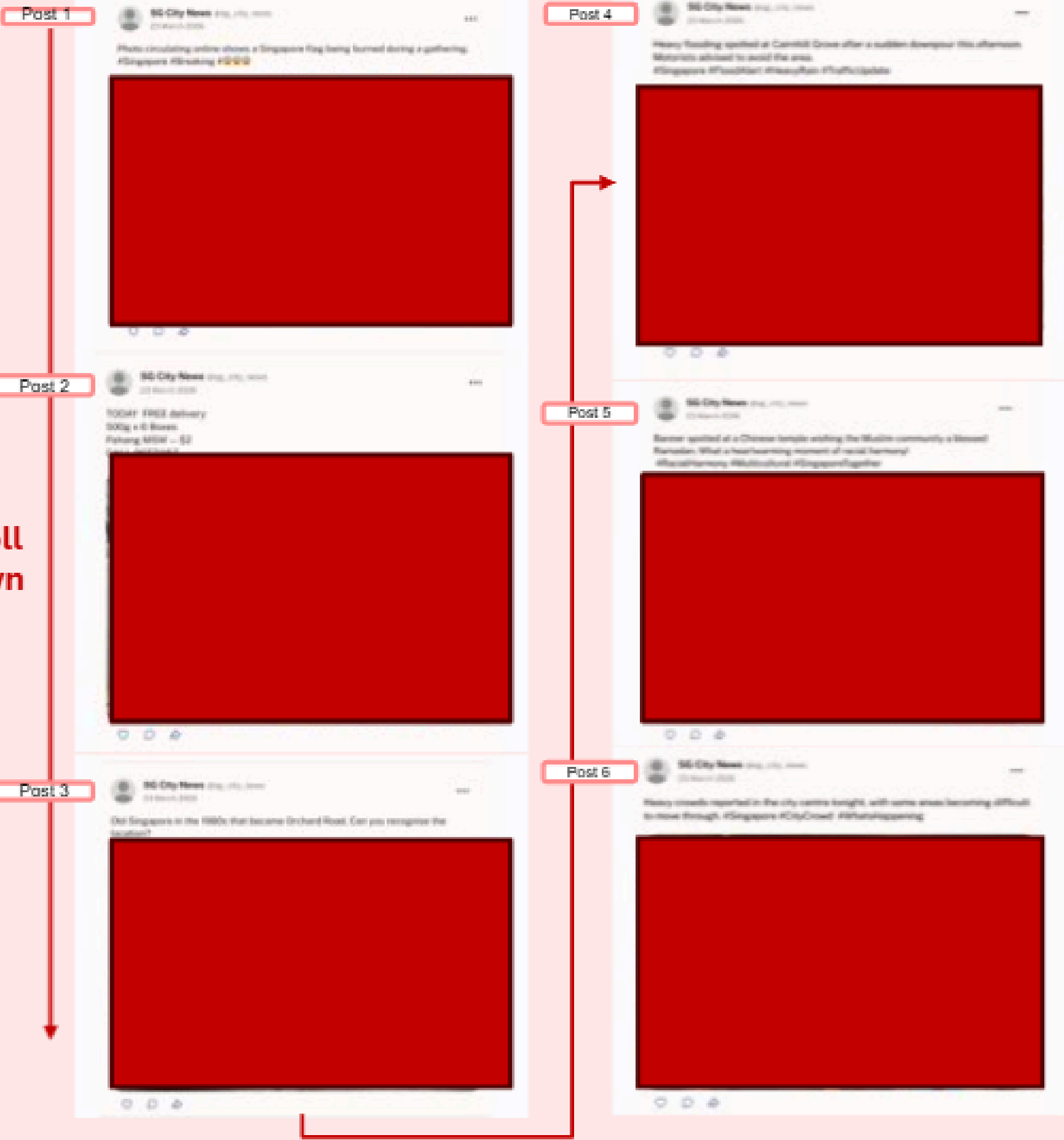
Activity 2 Set Up

Objective 2: [redacted] and Relevance
Which types of content contexts prompt users to seek out [redacted], and which metadata elements are most important in supporting their credibility assessments.

Set-up

- Participants are shown a scrollable feed with 6 sample posts.
- All sample posts were intentionally kept different in terms of content type; topic covered with different [redacted] metadata.
 - Post topics: 1-Burning Flag, 2-Durian Sale, 3-Historical, 4-Flood, 5-Temple and 6-Heavy Crowd
- Participants were asked to freely scroll through the feed as they normally would while verbalising their thoughts.

scroll
down



Activity 2 Key Insights – Engagement of post and [redacted] by context type

- **Engagement with post is driven by perceived impact:** Participants show higher engagement with topics that have direct impact on the society and people’s lives.
- **Personal relevance and trusted news sources influence perceived credibility more than [redacted]:** Participants primarily relied on contextual understanding and trusted external sources to assess credibility. While Cr remains as an image authenticity verifier when participants are uncertain about the involvement of AI or manipulation in the image.
- **Despite limited impact, [redacted] is still preferred to be available for ALL posts:** Although the [redacted] is only deemed useful to boost confidence and influence perceived credibility in certain context and posts, most participants preferred the [redacted] to remain available across all posts, allowing access to additional information whenever needed for varied user needs and scenarios.

"Deals and sensitive topics make me suspicious"

"Unknown source doesn't help even with [redacted]"

- **Based on, context the most valued metadata differs:** The perceived usefulness of metadata is context-dependent and varies based on user needs and content type.
- **Overall, 'AI' and 'Signed by' information are the more valued metadata:** Regardless of the content context, AI and Signed By metadata came up to be the more important metadata participants look out for among the 5 [redacted]

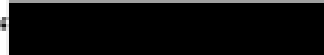
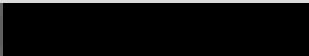
"First thing I look for is whether it's AI-generated"

[redacted] METADATA USEFULNESS RANKING (OVERALL)			
Rank	Metadata Element	Key Feedback	Mentions
1	AI Information (AI edits)	Key information to decide image authenticity and post credibility.	16
2	Signed By (Source)	Important IF from trusted source (i.e., CNA, The Straits Times).	13
3	Location	Useful for cross-checking location-specific events and posts.	10
4	Date	Helps determine if news is current or old, valid only for time-specific events and posts.	7
5	App/Device	Does not add credibility for most participants as they are not familiar with the app/ device indicated.	3

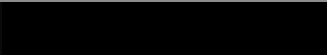
‘Inspect Details’ feature should be leveraged on

’s ‘’ button has high user interaction and potential value

Awareness & Interaction:

- All participants interacted with the ‘’ button and expect to see more details and explanation about image and 
- With high interaction intent, it shows that the participants are open to deeper engagement with 
- 4 participants were unclear about the intention of ‘’ or what to expect from it, there is still room to make it more intuitive.
- *The ‘’ page was intentionally not presented during the study. Instead, participants were asked to share the information they would expect or want to see on the page. This approach was used to gather unbiased insights to inform the page’s content and design requirements.*

Expectation of info:

- To provide richer information that meaningfully supports the credibility assessment and keep the main metadata clean and uncluttered, participants recommended placing secondary information within the  section
 - Contextual details: supplementary rather than essential information such as image’s original source, image taken time and location, detailed edit history/ provenance trail and  information
 - Authentication transparency: detailed process on how  metadata is being retrieved and what makes it reliable

Expected Info:

Expectation	Mentions
Image source (who, where from)	4
Edit history (AI details/ edits and changes)	4
Time, location of image taken	3
How metadata is being retrieved	3
App or device used	2

tried to click on it, and want to see more info, if anything is edited

“...want to see if there is any AI altered, how many versions of editing and how many times of editing”

Executive Summary – overall impression of [redacted]

- [redacted] has **strong potential** as a credibility signal, but will not be used as a standalone tool due to unclear design and information, limited engagement, doubts on metadata's credibility and misinterpretation of metadata.
- [redacted] is used to **guide credibility assessment and trust decisions** towards a content but not a replacement of current methods or source of verification that a content is credible.

[redacted] Potentially Led to Misunderstanding of Its Intended Purpose for First-time User

- 4 out of 20 conflated [redacted] with "verified by" initially, but understood the purpose of the [redacted] by activity 3.
- 1 participant conflated the purpose of [redacted] as a "credibility indicator" even after all the session activities.
- Majority of the participants have a good understanding of the [redacted] to help with their credibility assessment but think it is related to copyright ownership being "passed", "transferred", "sold", "reused".
- There is a lack of societal understanding of [redacted] as many participants did not understand the purpose and was initially confused by the 2 '[redacted]' sections in the L3/ activity 3 metadata.

Context affects [redacted] influence and is most effective when:

- Users are invested and uncertain about the content

Type of Content	Effect
High-impact topic and uncertain about post credibility	Strong
Personal Interest and uncertain about post credibility	Moderate
Obviously fake/ casual content for entertainment only	Low-None

- [redacted] is a trust source
 - Whether it is an established brand with good reputation (e.g., The Straits Times, CNA)
 - Whether it is an account they recognised
 - How long the source have been around for
 - For unfamiliar source accounts, users typically evaluate the profile's credibility. They review factors such as profile credentials, consistency of past posts, and overall professionalism
 - Users also consider indicators of credibility, including an established track record, a high follower count (e.g. 200K+), and strong engagement levels, such as likes and reposts
- There are doubts on the whether the image is real or authentic