# Trust indicators & UI patterns

Design plays a critical role in shaping how users perceive and interact with AI systems. These guidelines focus on creating transparent, reliable, and user-centered experiences.

- [Displaying sources](#)
- [Confidence levels](#) `WORK IN PROGRESS`

Displaying sources

To build trust and transparency in AI systems, it's essential to show users where information comes from. This is especially important in agentic AI, where the system acts autonomously. Clear sourcing helps users maintain confidence and control, even when the AI takes initiative.
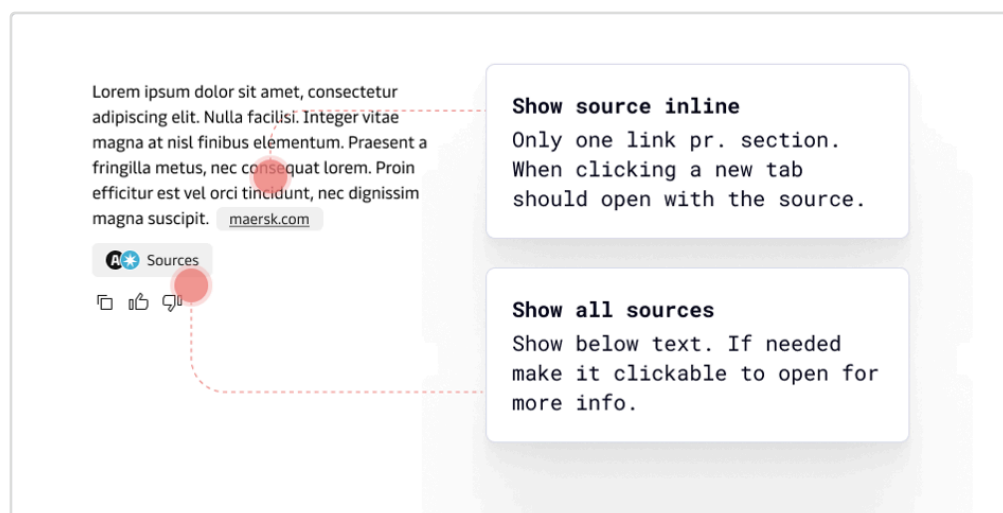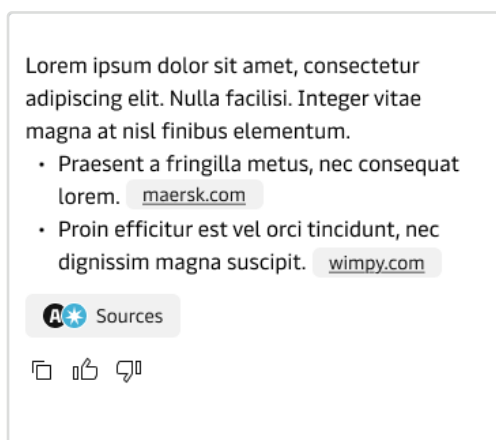
Confidence levels

Purpose

- **Create transparency** - Clearly communicates how confident the AI is in its output, helping users understand the reliability of what they see.
- **Create trust** - When users can see confidence levels, they're empowered to make informed decisions. Tis fosters trust in the system and its recommendations.
- **Risk Management** – Flags uncertainties to help users interpret results with care.

Definition

Using a categorical scale makes it easier for users to quickly grasp the level of certainty without needing to interpret raw numbers. It simplifies communication, provides clarity and consistency across UI components.

- **High confidence -** Indicates reliable outcome that does not need human review.
- **Medium confidence -** Indicates ambiguity; human-in-the-loop review is recommended for safety-critical or business-critical tasks
- **Low confidence -** Often signals the model is close to guessing. In this scenario we should most often not even show the suggested output to users. Rather state that it´s not possible for AI to do the task. Be transparent to build trust with users, and guide users in what input is missing to re-run the task.

External sources

- If using external sources then consider of you need to make that clear to end uses. User combination of confidence badge + source badge to highlight where the reply is coming from.

Design guidelines

Examples of how to show confidence

- Visual Badge: A colored badge with text label "High Confidence" (Recommended)
  - At a first glance we do not want users to interpret raw numbers, that they do not really know the scale of (what does 87% truly means..).
- Textual: Often used in conversational chats "This response has a confidence level of 85%."
- Combined: "High confidence (87%)"

Guidelines

- Provide a way for users to request more information about how confidence is calculated. Use tooltip explanations for more details when hovered over or clicked.
- Do not use icons for confidence levels. Textual labels and colors should be enough - often we have plenty icons in our designs so use with caution to not overload users.
- Percentage**:** Only use 2 digits like 87%. (Do *not* write 87.45%)
- Color: Only use colours if needed to stress importance. A neutral color (light grey) will be enough in most use cases. If using color then follow:
  - High confidence=Green
  - Medium confidence=Orange
  - Low confidence=Red (Remember we want to avoid even showing this status to users)

↓ Examples of contextual explanation

⌄ Open to see examples

High Confidence

- "This output is well-aligned with best practices"
- "The information reflects available context accurately"
- "This is likely to be correct based on available data"

Medium Confidence

- "Multiple interpretations are possible. Output may need refinement"
- "There may be some ambiguity or missing details"
- "Consider verifying key points before proceeding"

Low Confidence

- "High uncertainty exists in this response"
- "Critical information may be missing"