

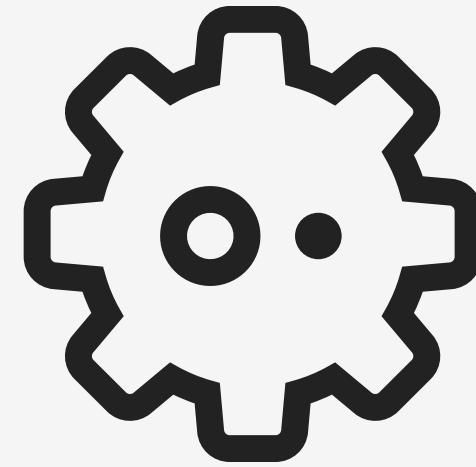
Content Credentials
progressive
disclosure + identity

Collaborative design



C2PA
UXTF

+

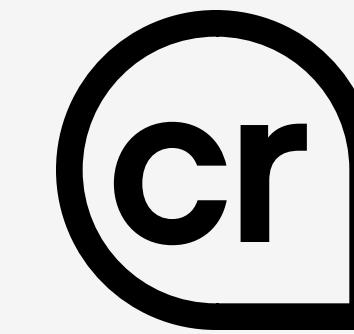


CAWG

Level 1 – the icon

content **credentials**

Level 1 – the icon



An indication that provenance data is present

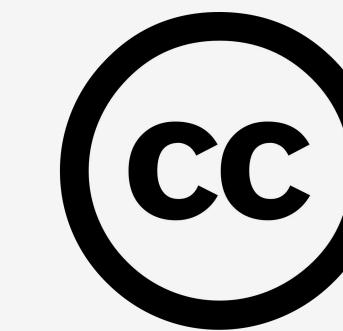
Content Credentials



Copyright



Creative Commons



Trademark



Registered trademark



Sound recording copyright



Label



Examples



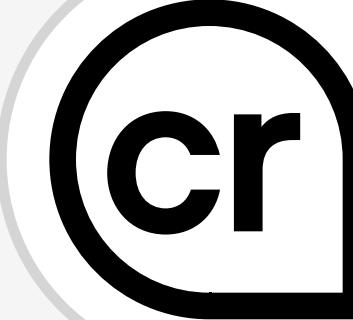
AI-generated



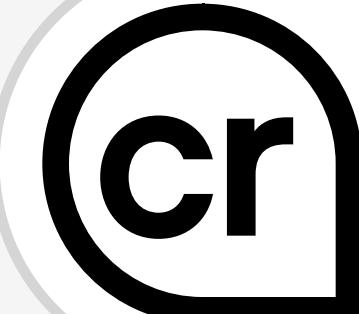
AI-edited



Camera-captured



Human-made



Verified creator



cr AI-generated

Level 2 – Nutrition Facts

Texas Burger

Nutrition Facts

about 2 servings per container
Serving size 3.5 oz (100g)
Amount Per Serving
Calories 280
% Daily Value*
Total Fat 13g 17%
Saturated Fat 5g 25%
Trans Fat 0g
Cholesterol 85mg 28%
Sodium 430mg 19%
Total Carbohydrate 28g 10%
Dietary Fiber 2g 7%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 12g 24%
Vitamin D 0mcg 0%
Calcium 130mg 10%
Iron 4.86mg 25%
Potassium 705mg 15%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Chicken Nuggets

Nutrition Facts

about 2 servings per container
Serving size 3.5 oz (100g)
Amount Per Serving
Calories 190
% Daily Value*
Total Fat 8g 10%
Saturated Fat 1.5g 8%
Trans Fat 0g
Cholesterol 40mg 13%
Sodium 360mg 16%
Total Carbohydrate 16g 6%
Dietary Fiber 0g 0%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 13g 26%
Vitamin D 0mcg 0%
Calcium 12mg 0%
Iron 1mg 6%
Potassium 242mg 6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

French Fries

Nutrition Facts

about 2 servings per container
Serving size 3.5 oz (100g)
Amount Per Serving
Calories 170
% Daily Value*
Total Fat 13g 17%
Saturated Fat 5g 25%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 140mg 6%
Total Carbohydrate 11g 4%
Dietary Fiber 4g 14%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 1g 2%
Vitamin D 0mcg 0%
Calcium 26mg 2%
Iron 1.08mg 6%
Potassium 517mg 10%
Vitamin C 15%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Lollipop

Nutrition Facts

1 servings per container
Serving size 1 lollipop (25g)
Amount Per Serving
Calories 380
% Daily Value*
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 30mg 1%
Total Carbohydrate 24g 9%
Dietary Fiber 6g 21%
Total Sugars 6g
Includes 0g Added Sugars 0%
Protein 0g 0%
Vitamin D 0mcg 0%
Calcium 0mg 0%
Iron 0mg 0%
Potassium 0mg 0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Fact panel

① Start Here →

② Check Calories

③ Limit these Nutrients

④ Get Enough of these Nutrients

⑤ Footnote

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs.

	Calories 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

⑥ Quick Guide to % DV

- 5% or less is Low
- 20% or more is High

Content Credential panel

1 Title

Issued by Adobe Inc. on Apr 17, 2021

2 Signer and date

3 Content summary

4 Identity info

Produced by Coleen Jose

Social media

Website contentauth.org

5 Creation info

App or device used
Adobe Photoshop

AI tool used
Adobe Firefly

6 Link to more info

Inspect

A summary of the most recent provenance data for a given piece of content

Level 3 – Content Credential Verify

Screenshot of the Content Credentials verification interface showing provenance data for a snowy pyramids image.

The interface includes:

- Content Credentials** sidebar: Includes a file selection area with "snowy-pyramids.png" (Mar 1, 2024) and a "Search for possible matches" button.
- Generated image** section: Shows the original image of the Great Pyramids of Giza covered in snow, with a timestamp of "Mar 1, 2024".
- Provenance Graph:** A network diagram showing the relationships between the generated image and its source components.
 - The main node is the "Generated image" (Mar 1, 2024).
 - It branches down to two intermediate nodes, both timestamped "Mar 1, 2024".
 - These intermediate nodes further branch down to two final source images:
 - A clear image of the pyramids.
 - A snowy image of a polar bear.
- Credit and usage** section: Displays information shared by the producer, including "Jane Smith" as the producer and "@janesmith" on Be.

A detailed display of all relevant provenance data

UX questions for identity displays

What is the “right” way to give identity attribution?



Produced by Jane Smith



role/action

individual/organization

How should different roles be displayed?



Produced by Jane Smith

Edited by Rodney Price

Created by Eli Carpenter

Published by
The News Company

How should multiple identities be displayed?



Names Dena Sharp,
Lara Myers,
Vonda Lowery

Paid partnership
The News Company
with Jasper's Boutique

Should we distinguish between manually-entered and verified identities?



Individual

Manually-entered
name

Produced by Harry Jimenez

Organization

Published by
The News Company

Verified name

Produced by Jane Smith

Published by
The News Company

Should there be a universal indicator for a verified identity?



Produced by Jane Smith



universal indicator

How important is the verifier to consumer audiences?



Produced by Jane Smith ✅ verified by Identity Company

universal indicator with verifier

Do different types of identity verifications warrant different UI treatment?



Manually-entered account

Social account @harryjimenez

OAuth account

Social account @janessmith ✓

2FA account

Social account @janessmith 2FA

Social account with its
own verification

Social account @janessmith ✅

How should we distinguish between levels of trustworthiness?



✓ Verified information

Produced by Jane Smith

Social account @janesmith

Website example.com ✓

Unverified information

Caption A photo of a rainy day

Copyright © 2024 by Jane Smith

**What are additional
topics for UX?**