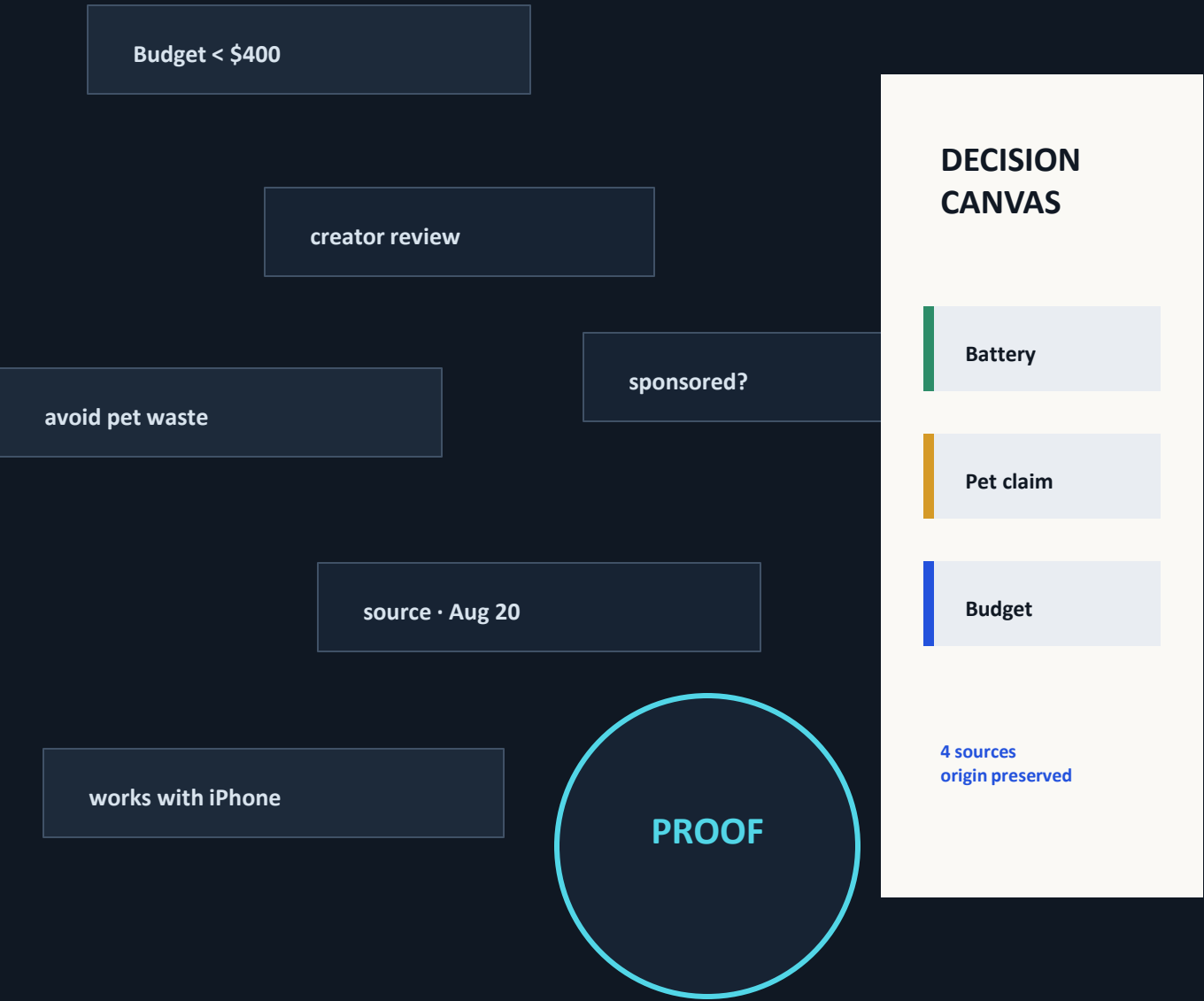


From Feed to Agent

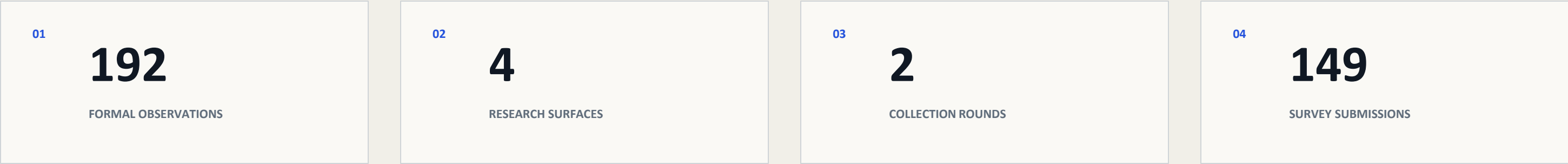
The missing product is the handoff.

A portable evidence layer for intent, origin, uncertainty, and proof.



The opportunity sits between discovery and decision.

Four surfaces revealed four jobs—and one shared product gap.



Carry intent.

Preserve origin.

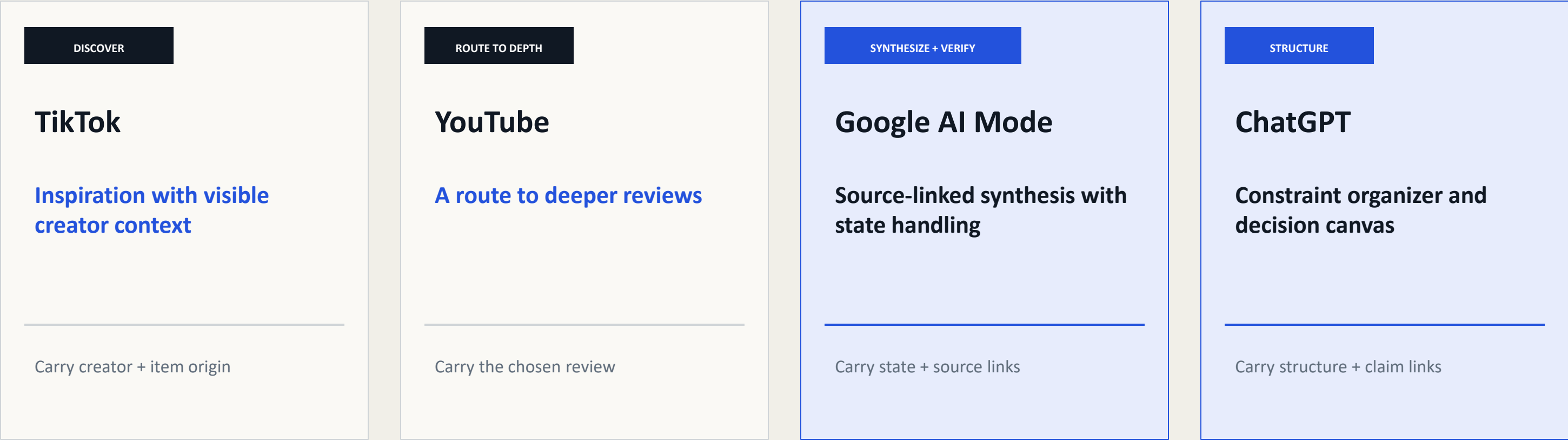
Expose uncertainty.

Make proof portable.

Platform comparisons are reported inside their captured evidence boundaries.

The surface matters less than the job it should hand off.

The product should preserve each surface's strongest evidence asset.



DISCOVERY

DECISION

A frozen task lattice made the comparison inspectable.

Three categories moved through four stages, two tasks, four surfaces, and two rounds.



Search pages

Visible text, metadata, links, and modules; videos were not watched.

Agent answers

Complete initial answers; follow-up dialogue was outside scope.

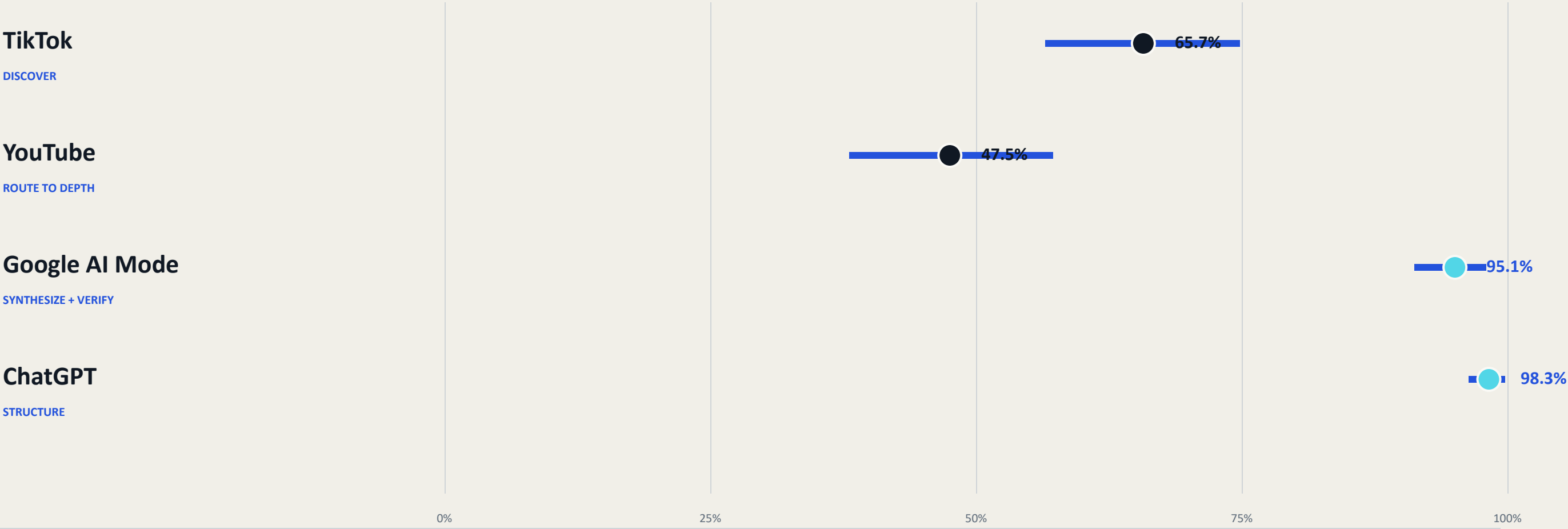
Truth checks

Six named tasks with verified, unclear, not covered, and incorrect states.

A stratified 48-observation coding audit checked protocol adherence across the formal lattice.

Agents surfaced more of the frozen scenario criteria.

Coverage describes the captured boundary. It is not an accuracy score.



95% cluster-bootstrap intervals resample the 24 frozen query clusters—not consumers or a platform population.

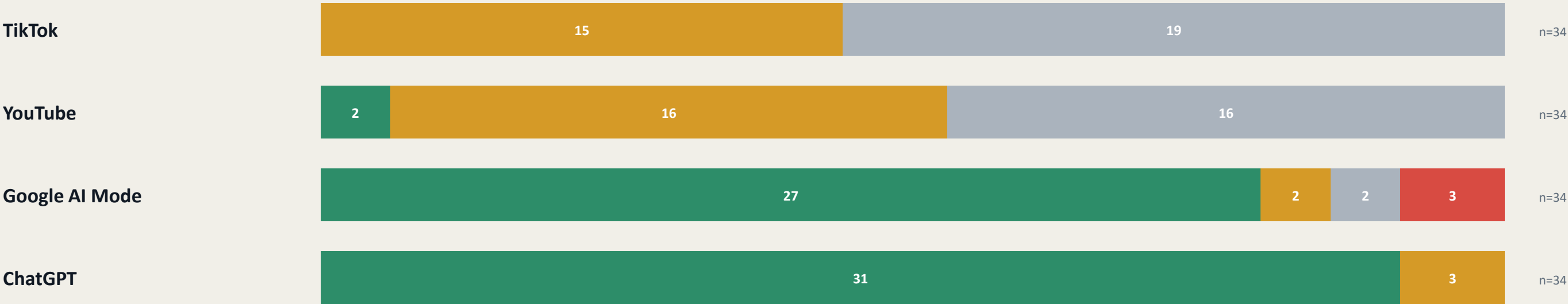
A fallback page is not an AI answer.

Eight Google AI Mode tasks in Round 2 showed generation failure with fallback results.



Missing, unclear, and wrong are different states.

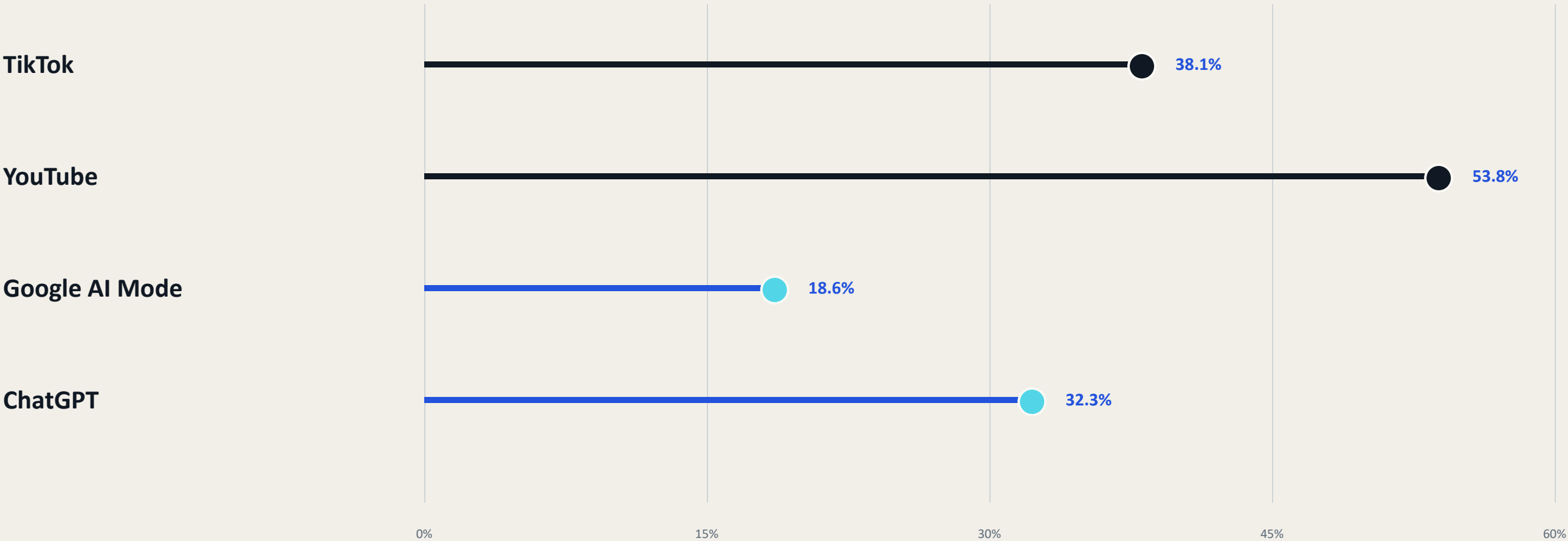
136 named checks across six validation tasks were coded against refreshed truth fields.



3 incorrect claims · all were narrow robot-vacuum overclaims in captured Google AI Mode answers.

Exact outputs moved; the surface roles stayed legible.

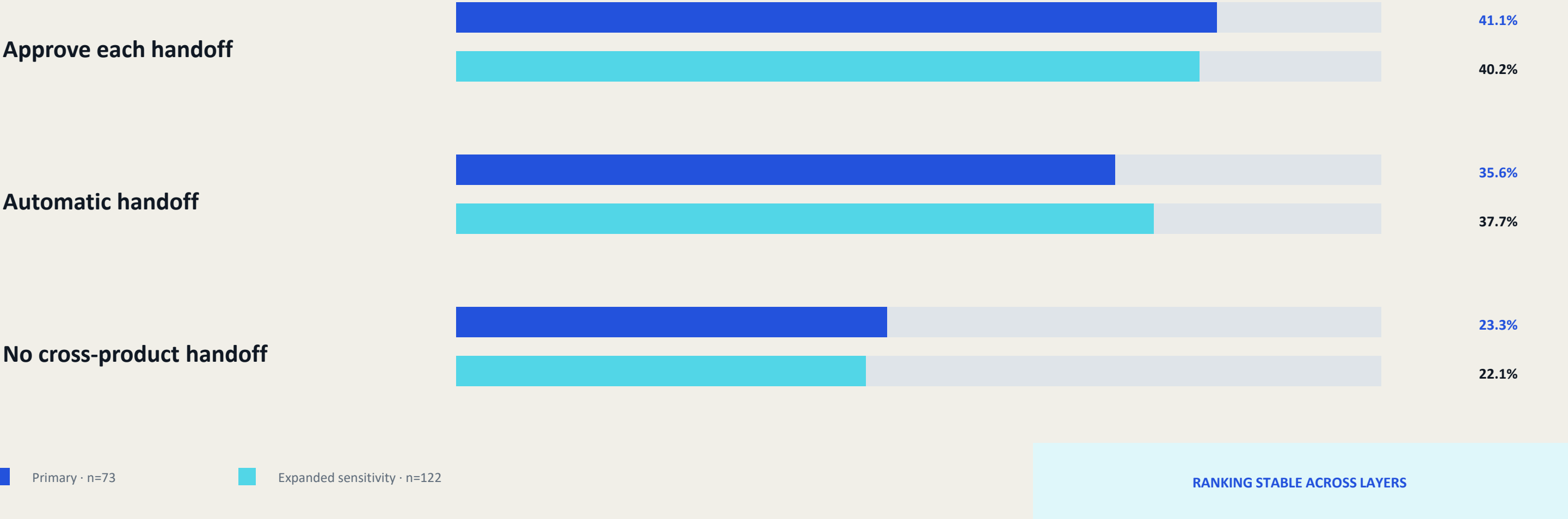
Round overlap tracks repeated URLs for search and repeated tokens for generated answers.



Task-role conclusions were based on the recurring evidence pattern—not identical output reproduction.

Respondents favored control over what travels with them.

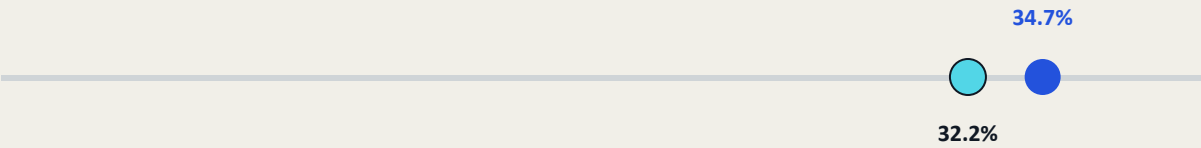
The expanded layer contains the 73-person primary group plus 49 additional respondents.



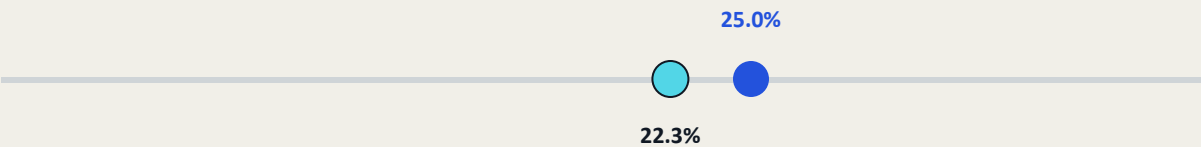
Portable proof was the clearest improvement request.

Respondents selected up to three improvements; percentages are descriptive.

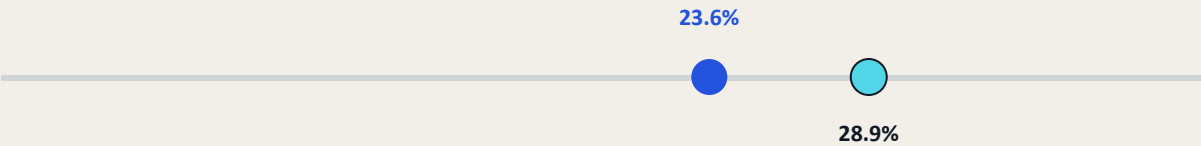
Direct links or citations



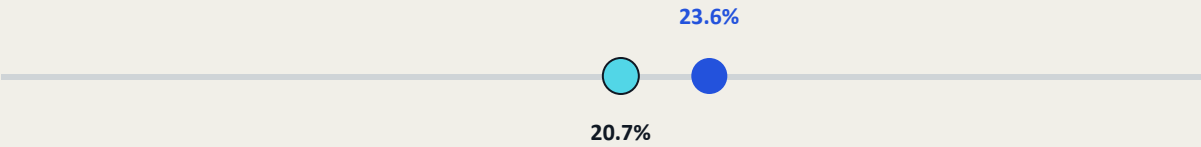
Side-by-side comparison



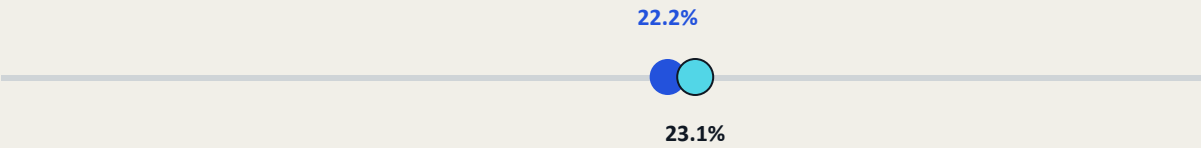
Current price and availability



Save or export a shortlist



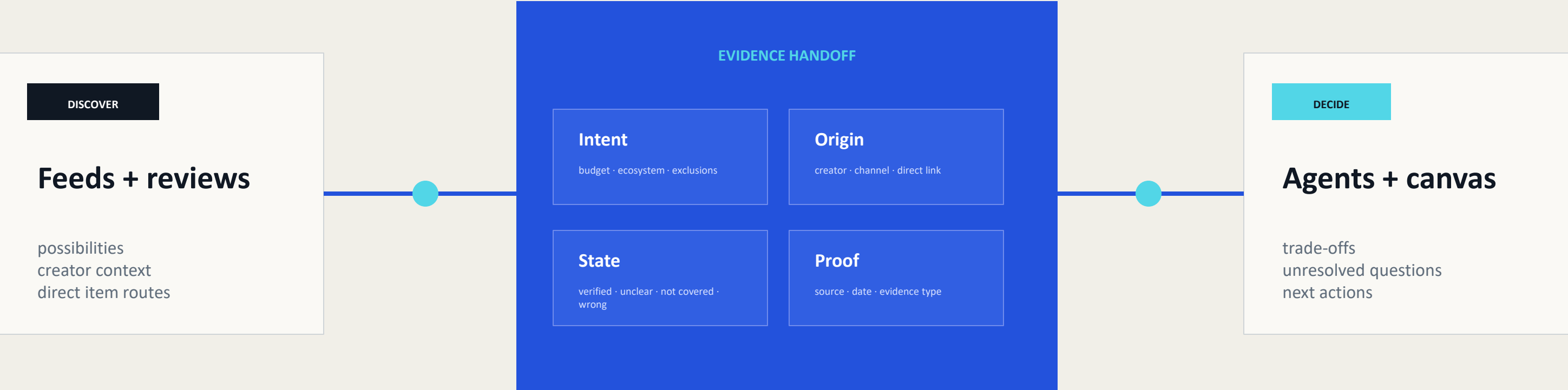
Carry needs and constraints



PRODUCT IMPLICATION · Keep source links, comparison state, price context, and shortlist export attached.

Build the bridge, not another destination.

The handoff layer should add trust and continuity without erasing source context.



The research supports prototyping this handoff. Adoption, willingness to pay, and product-market fit remain to be tested.

Start with control, proof, verification, and a decision canvas.

Public horizons are Build first and Build next; technical assumptions remain auditable in the workbook.

BUILD FIRST

01

Consent-based Intent Passport

Approve / Auto / Off controls for budget, ecosystem, constraints, and exclusions.

02

Claim-to-Proof Graph

Bind consequential claims to an accessible source, creator, date, and evidence type.

03

Verification Queue

Flag volatile, unsupported, contradictory, or safety-relevant claims.

04

Decision Canvas

Compare trade-offs, disqualifiers, and unresolved questions in one inspectable view.

BUILD NEXT

05

Portable Shortlist Snapshot

Export constraints, timestamps, links, and verification states.

06

Origin-preserving Evidence Drawer

Keep creator context, incentives, and direct item links visible.

Prototype the evidence handoff.

Do not optimize purchase completion until the evidence layer earns trust.

01

CONTROL

Does visible approval improve confidence without adding friction?

02

PROOF

Can users distinguish verified, unclear, not covered, and incorrect claims?

03

PORTABILITY

Does preserving origin improve downstream decisions?