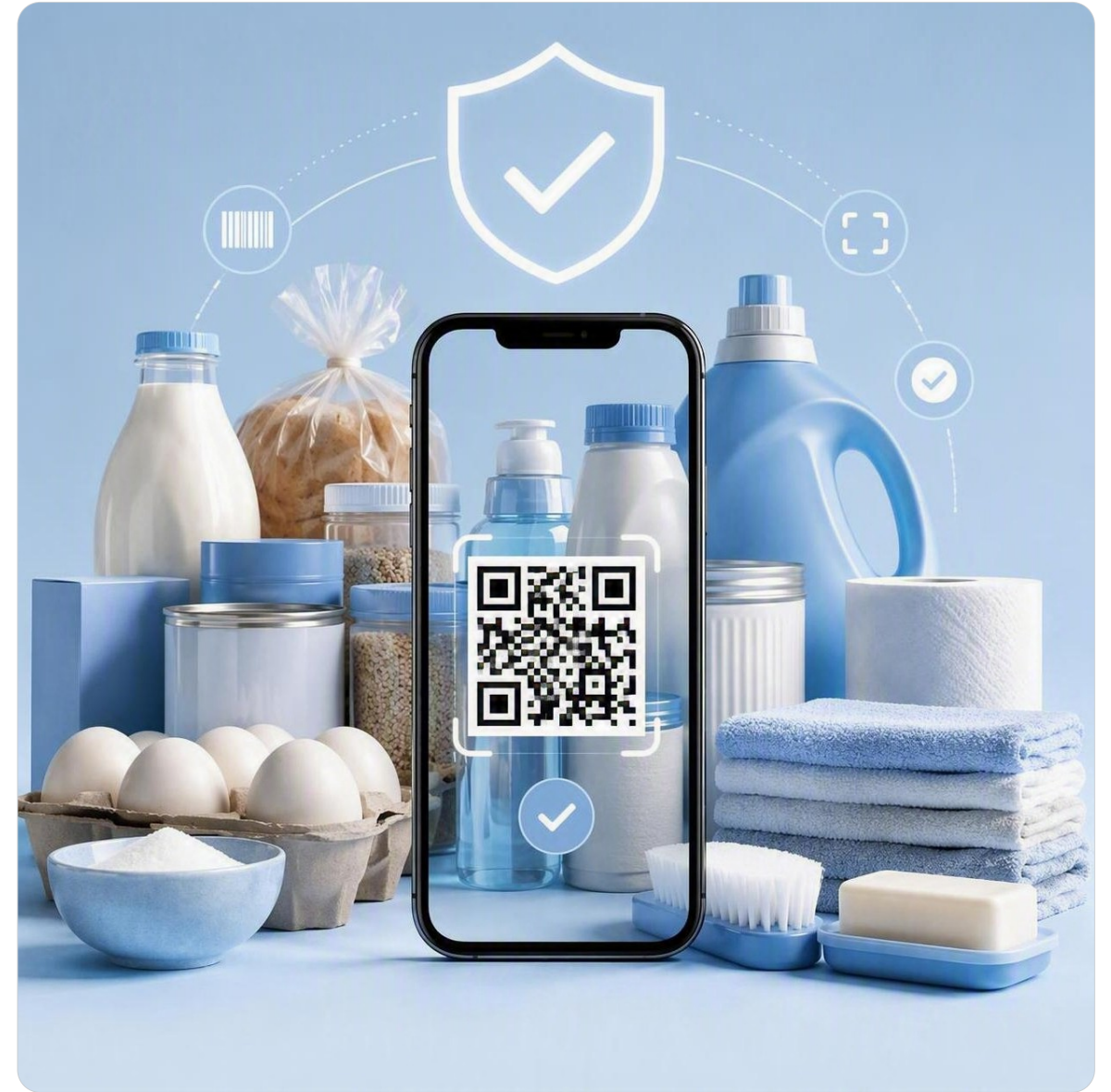


Human Shopping Integration with AI Protocols for Models, eCommerce and Communication with AI Agents

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W3C Workshop · 2026





The **BIG** question:

Will Agentic shopping effectively
utilize human buying patterns to
achieve sales growth!



Why do humans buy?



Save time



Solve a problem



Be noticed



Feel & connect



Improve well-being

MCP · UCP · ACP

SHOPPING GRAPH + HUMAN ALIGNMENT

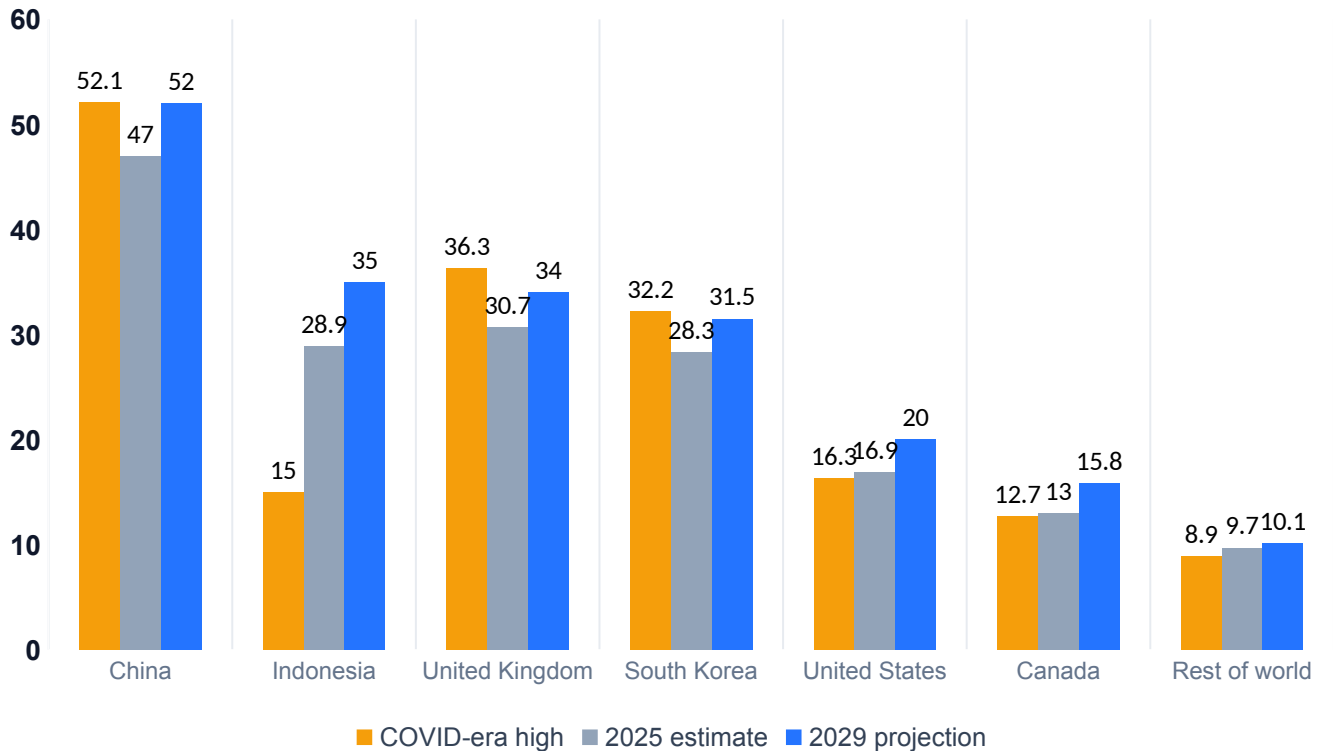
AI MARKETING + MARCOM connects utility to human demand

Protocols enable transactions. Human alignment creates demand.

In Retail E-commerce maturity varies across major retail markets

2025 online share of total retail sales

Selected markets · percent of total retail



What the gap means

3 Markets < Covid Era

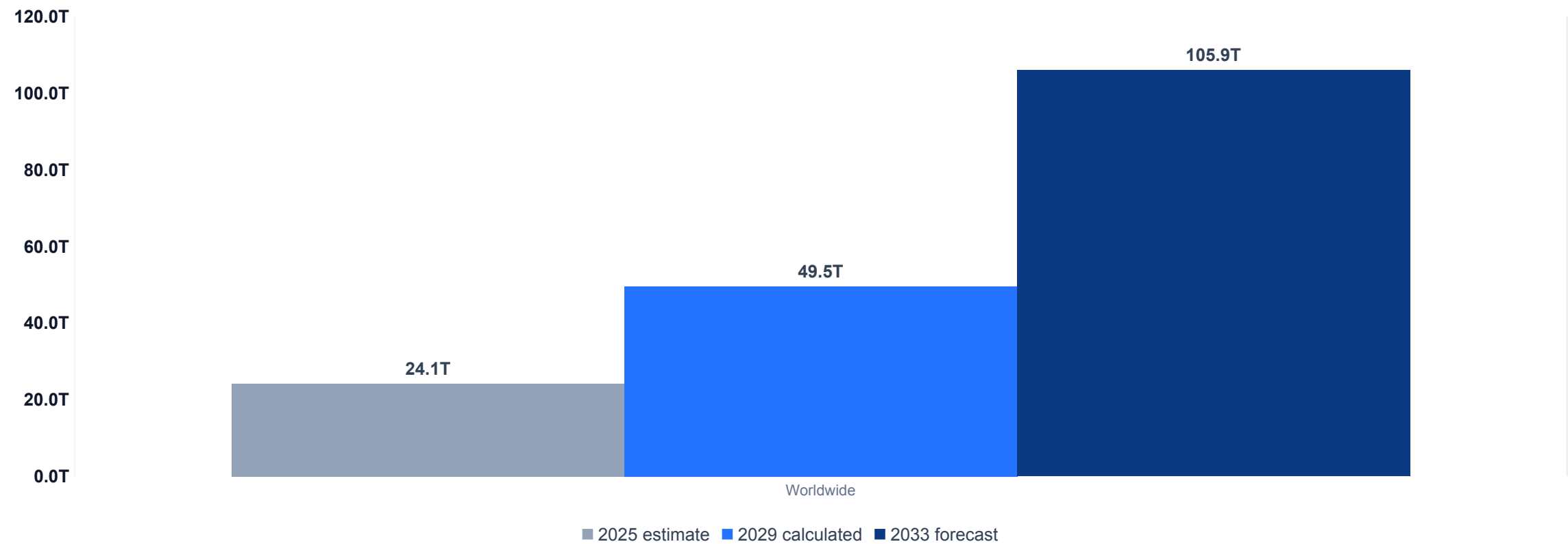
China, the UK and South Korea set the hardest benchmark: even sustained growth may only recover their pandemic high.

North America and the rest of the world remain predominantly store-led—leaving more share for agentic commerce to unlock.

B2B e-commerce could top \$100T by 2033

Market estimate rises from \$24.1T in 2025 to \$105.9T in 2033

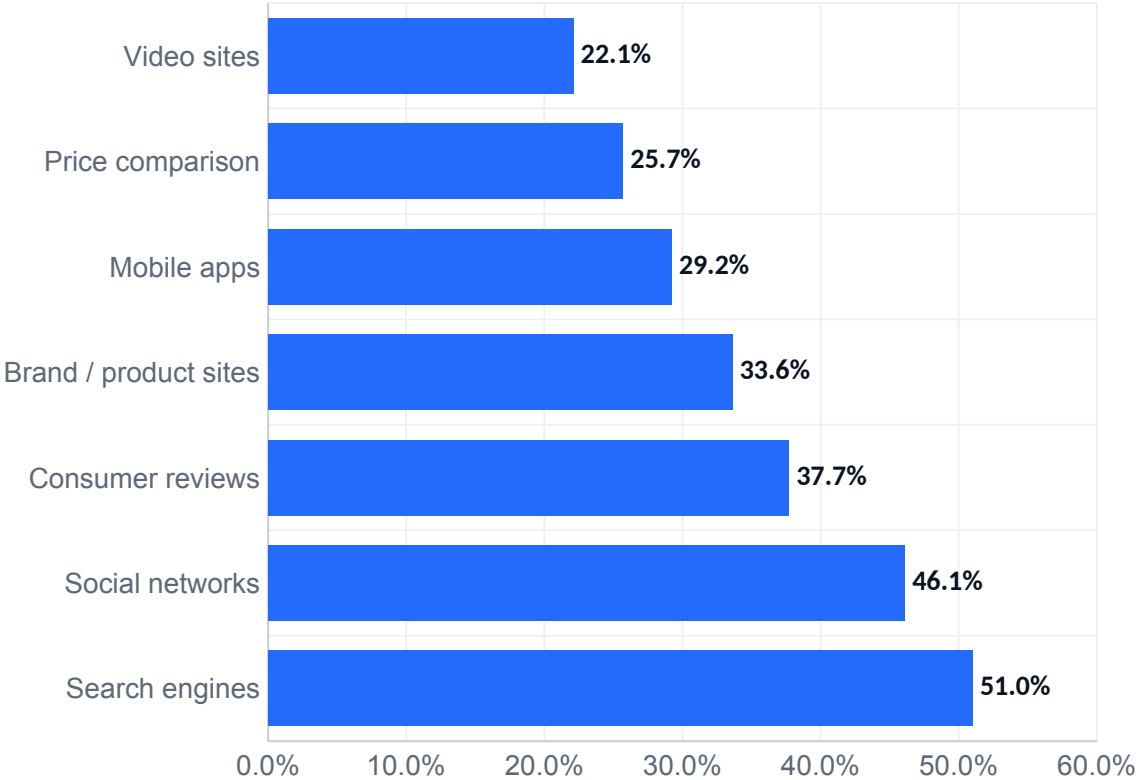
USD trillions



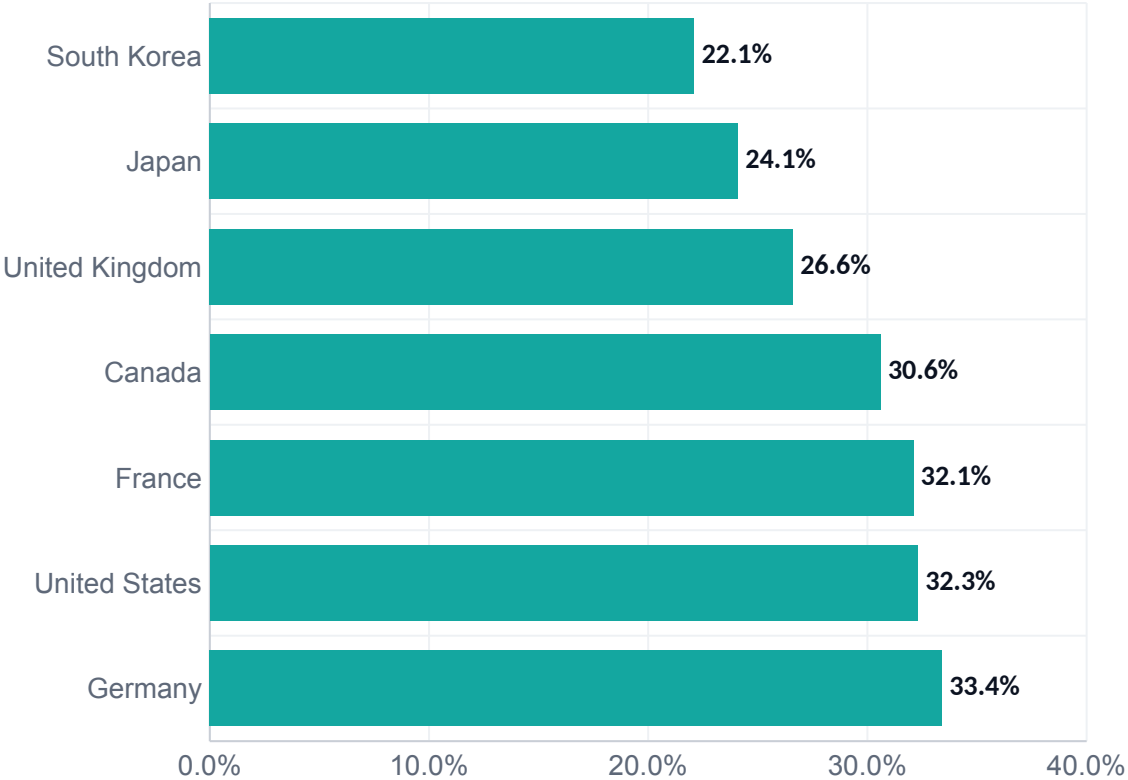
2025 and 2033 are Grand View Research estimates; 2029 is calculated from the stated 20.9% CAGR. Market definitions vary by provider.

Shopping attention spans several research channels

Primary sources used for online brand research



Use social networks to research potential purchases



Source: GWI Q3 2024 via Data Reportal Digital 2025; internet users age 16+. Respondents could select multiple channels.

Present Buyer Need based browsing decisions remove Human interactions

01 Conversational discovery

Describe a need, occasion or problem instead of guessing keywords.

02 Mission and occasion planning

Turn meals, trips, events or projects into complete, quantity-aware baskets.

03 Comparative decision support

Reconcile reviews, attributes, compatibility and trade-offs into a shortlist.

04 Multimodal discovery

Use an image, camera, voice or virtual try-on to specify what words cannot.

05 Basket building

Add complements, substitutions and preferred brands with fewer omissions.

06 Conditional purchasing

Act only when price, availability, timing or other user-set rules are satisfied.

07 Replenishment and management

Reorder routines, track deliveries, change orders and initiate returns.

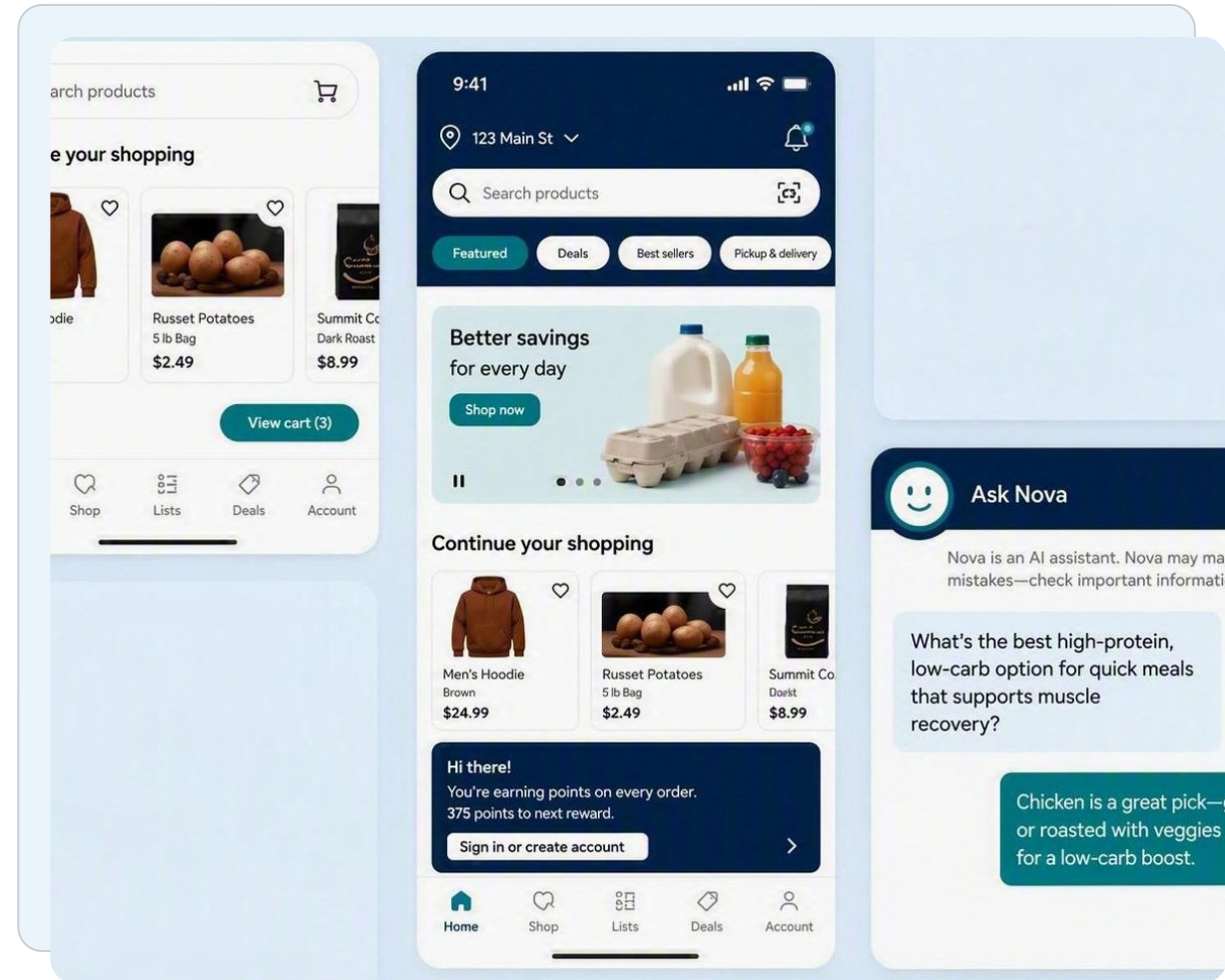
Mission shopping is the first high-value wedge

“Plan a night out for 4, gluten-free, under €150 per person .”

- | | | |
|-----------|--------------------------------|---|
| 01 | Understands the mission | occasion, people, dietary needs, budget |
| 02 | Builds the solution | recipes, quantities, products and substitutions |
| 03 | Completes the basket | cross-category items that shoppers often forget |

Why it wins

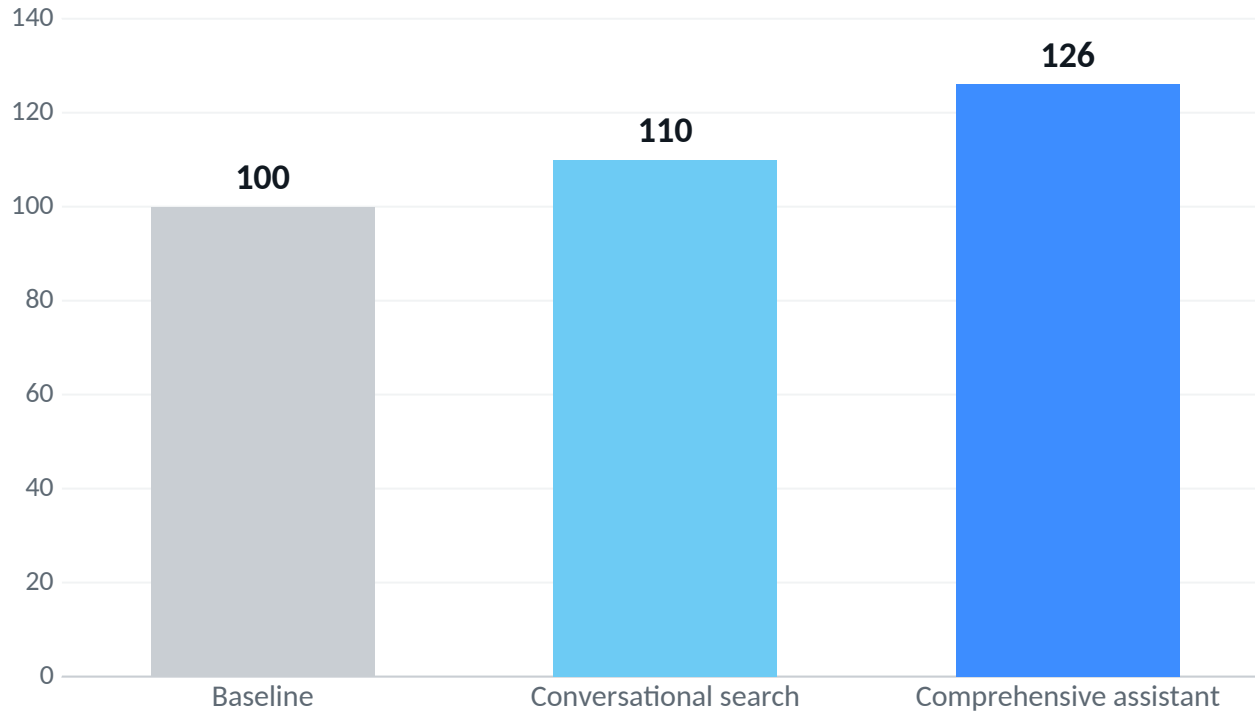
Less cognitive work for the shopper; more complete baskets for the retailer.



The first win is better baskets—not hands-off buying

Albertsons • average order value index

Non-user comparison normalized to 100



300M+

customers used Amazon's shopping assistant in 2025

60%+

more likely to convert when Rufus was used in the journey

Company-reported and observational; the figures do not establish causation.

Shopping is moving to wherever the conversation starts

ChatGPT

Richer cross-merchant product discovery. Current direction emphasizes merchant-owned checkout after evaluation.

DISCOVER → HAND OFF

Google AI Mode / Gemini

Shopping Graph, Universal Cart and UCP-powered checkout for selected merchants and journeys.

DISCOVER → CART → BUY

Microsoft Copilot

Conversational product discovery with in-Copilot checkout in the U.S.; merchant stays merchant of record.

DISCOVER → BUY IN CHAT

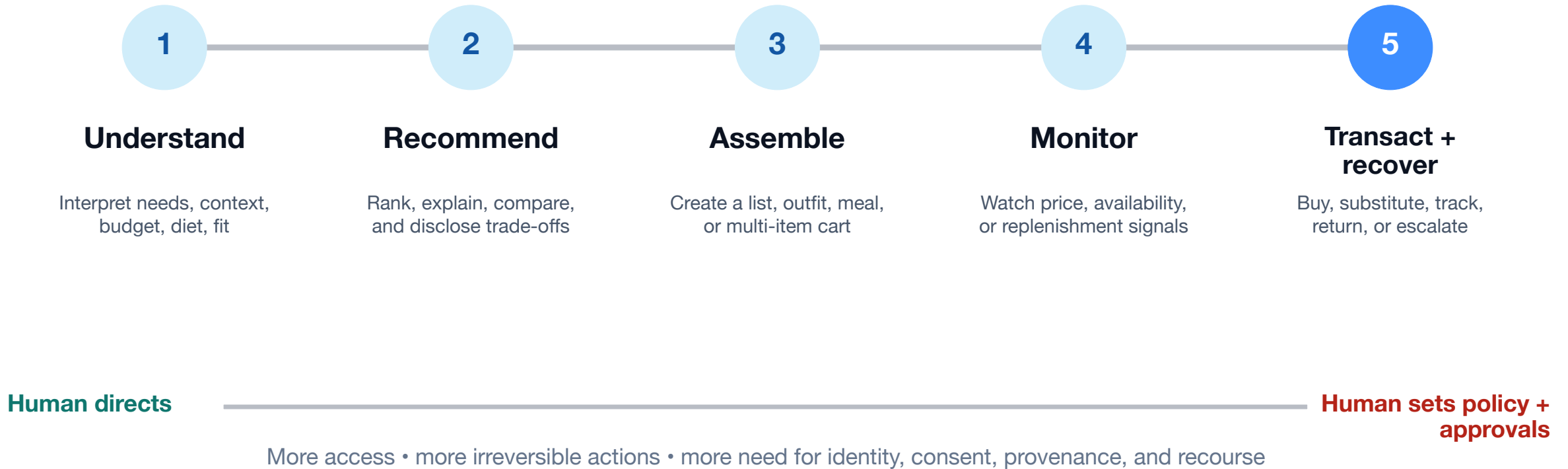
Implication There will be no single front door: merchants need a strong human experience and agent-ready endpoints.

Five layers are converging on the same trust dependency

AI model and front doors	OpenAI · Google · Microsoft · SpaceX · Opensource: DeepSeek · Moonshot AI · Alibaba
Retailer and marketplace agents	Amazon · Walmart · Uber · Instacart
Discovery & agentic Orchestration	Rezolve AI · Algolia · Bloomreach · Constructor · Coveo
Commerce and catalog platforms	Shopify · Salesforce · Adobe · commercetools
Payments and agent identity	Visa · Mastercard · PayPal · Stripe

Agency starts when AI can facilitate Human intent

An agent becomes commercially consequential when it preserves intent across steps and can act within explicit constraints.



Five controls turn probabilistic reasoning into trusted action

Verified evidence	Identity, structured product attributes, claim provenance and freshness
Intent and authority	Goals, constraints, budget, consent and approval limits
Policy and risk checks	Merchant rules, substitutions, thresholds and step-up conditions
Approved commerce tools	Authenticated catalog, checkout, payment and fulfillment endpoints
Audit and recovery	Source trail, action log, receipt, correction, cancellation and return

Design principle

The model proposes; the harness verifies, constrains and records.

Serve machines efficiently—and humans transparently

Agent endpoint

Returns structured product and offer data with identity, freshness, claim scope and source.

RETRIEVE → COMPARE

Decision harness

Resolves evidence, applies policy and determines whether human confirmation is required.

VERIFY → CONSTRAIN

Human surface

Shows price, merchant, proof and controls so the shopper can review, approve or recover.

REVIEW → APPROVE

Why it matters

The agent stays fast; the person sees the decision when consequence rises.

GS1 standards: Agents, Retailers, and Brands can leverage

01 Identify

GTIN, GLN and persistent product identity

02 Describe

GS1 Web Vocabulary and structured attributes

03 Connect

Digital Link to authoritative Web resources

04 Verify

Registries and issued-identity checks

05 Community

Retailers, brands, technology and policy

06 Industry solutions

Cross-merchant pilots with global feedback

Turn three propositions into a shared commerce agenda

Align AI to human behaviour

Define graph and ontology patterns for intent, context, discovery, social influence, impulse and readiness to buy.

ENCODE SHOPPING INTENT

Sequence adoption & B2B Commerce

Start with assistants, recommendations and basket builders; expand autonomy as evidence and controls prove reliable.

PILOT HIGH-VALUE JOURNEYS

Define the execution contract, GS1 & Industry

Connect protocols, verification, human approval, AI endpoints, receipts and recovery across merchants.

PROVE PROMPT → PURCHASE

Invitation

GS1, W3C and major AI labs can define the minimum shared contract—and test one journey together.



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