

WebMCP & UCP

Yoav Weiss — Shopify — W3C/GS1 Zurich, 8 Sep 2026



We have opinions

- Millions of merchants
- Buyer side agents
- Merchant side agents

Three buyer agentic flows

- Backend (e.g. UCP over MCP)
- Embedded (e.g. MCP Apps)
- In-browser
 - Browser-native (e.g. Gemini in Chrome, Codex IAB)
 - Extension-based (e.g. AgentBoard)
 - In-page (e.g. [Shopify Inbox](#))

...and three different experiences!

Yoav Weiss

I'm looking for belay glasses from yyvertical. Can you show me what they have?

GPT-5.5 now

Here's what **YY Vertical** currently has for belay glasses on its official site. They list **4 belay-glasses models** in stock, with prices from **€34.90 to €74.90**. (yyvertical.com)

Model	Price	Colors / variants	Best for	Key details
Plasfun First	€34.90	One main version	Budget / first pair	BK7 glass prisms, lightweight polycarbonate frame, 36 g, compatible with prescription glasses/sunglasses, includes protective case, lanyard, microfiber cloth, spare screws. (yyvertical.com)
Plasfun Evo	€54.90	Black, Orange, Blue	Best all-around / regular use	Best-seller; enlarged BK7 prisms for wider field of vision, polycarbonate Soft Touch frame, prescription-glasses compatible, includes hard case with carabiner and accessories. (yyvertical.com)
Clip Up	€64.90	Clip-on style	People who wear glasses or sunglasses	Clips onto most eyeglass/sunglass frames, has BK7 trapezoidal prisms, up/down flip mechanism, silicone pads to protect frames, includes hard case and accessories. (yyvertical.com)
YY Classic	€64.90–€74.90	Grey €64.90; Blue/Red €74.90	Premium / flexible metal frame	Flexible stainless-steel frame, BK7 prisms, adjustable temples and nose bridge, compatible over most prescription glasses/sunglasses, includes premium hard case and adjustment/repair accessories. (yyvertical.com)

YW

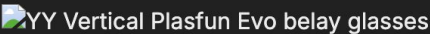
Yoav Weiss

Can you show me the plasfun evo?



GPT-5.5

Here's the **YY Vertical Plasfun Evo**:



Plasfun Evo belay glasses — €54.90

Available colors: **Black, Orange, Blue**. YY Vertical describes them as light with **extended BK7 prisms** for a wider field of vision and reduced neck strain with prescription glasses and come with a premium hard case, safety corner screws, and extra nose pads. (yyvertical.com)

Key specs

- **Frame:** polycarbonate with Soft Touch finish
- **Prisms:** BK7 optical glass
- **Weight:** 130 g
- **Use:** indoor climbing or crag belaying; YY Vertical notes use from the longer necessary. (yyvertical.com)



Chats



Search



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Updates & FAQ



Settings



Show me my cart please!

You have 3 items from 2 shops in your cart. Checkout with each shop separately.



KOTN

2 items



Checkout

CAD \$188.00



Fire Belly Tea

1 item



Checkout

CAD \$127.35

Let me know if you'd like to change your items or see some product reviews!

← Unisex French Terry Hoodie



KOTN

Unisex French Terry Hoodie

\$188.00



> Products > belay glasses Plasfun Evo

BEST-SELLER

belay glasses Plasfun Evo

belay glasses Lightweight polycarbonate goggles with enlarged prisms

★★★★★ 12 reviews

54.90 €

Taxes included. Shipping costs calculated at checkout.

Color

BLACK

ORANGE

BLUE

ADD TO CART - 54.90 €

🕒 Order in the next 3 hours and get your delivery on Monday, 07.09

Plasfun Evo from YY Vertical are the ideal belay glasses for climbers looking for a solution that combines comfort, style and performance.

Thanks to their elongated BK7 prisms, they offer a **wider field of visi...**

Read more

MA BROUSSE OFFERTE



AgentBoard



GPT



I'm looking for climbing glasses

- ✓ search_catalog WebMCP 235ms >
- ✓ browse_store WebMCP 200ms >
- ✓ browse_store WebMCP 254ms >

Got it — you're looking for belay (climbing) glasses to keep your neck comfortable while belaying. Here are the options available:

- Plasfun First — €34.90 (budget-friendly)
- Plasfun Evo — €54.90 (colors: Black, Orange, Blue)
- YY Classic — €64.90 (colors: Grey, Blue, Red)
- Clip Up — €64.90 (clips onto your own prescription/sunglasses)

Want me to open the belay glasses collection so you can browse, or would you like a recommendation? If you wear prescription glasses, the Clip Up is usually the pick. Tell me your budget and any color preference, and I can take you straight to the best match.

show me the Plasfun evo in orange

- ✓ search_catalog WebMCP 412ms >
- ✓ show_variant WebMCP 260ms >

Ask anything. Use /help for available commands.



The Agentic Web == in-browser

- Backend UCP/MCP routes around the web
- MCP Apps - web technologies, but not the web
- We need in-browser to be a better experience

Today's in-browser reality

- "Computer use", screenshots, DOM / a11y tree inspection
 - Slow, expensive, fragile
- The user watches the agent fumble around their site
- Suboptimal outcomes even when it works

WebMCP: site tools for agents

- The page registers tools with explicit input and output schemas
 - `document.modelContext.registerTool(...)`
- Tools are JS functions, running in the user's session with auth & state

Status

- Chrome/Edge Origin Trial
- Open AI Codex support
- Shipped on Shopify storefronts

What did we learn?

WebMCP is easy!!

- Just create WebMCP tools that mimic your backend APIs and you're done!

Well..

- The agent updated their cart - nothing happened on screen
- Disconnected frontend/backend state => impossible for users to take over

Need to think about the user journey

- Sometimes it's best to summarize things in text
- Sometimes it's best to navigate to the relevant page (product page, collection, etc)
- Need to build your tools with that in mind, and guide the agent in the tool descriptions

Our approach

- Some tool calls navigate - take the user along for the ride
- Cart tools routed through [Standard Events and Actions](#)
 - Notify themes something happened in parallel to API call
 - Same execution path for human and agentic flows



Open

 bengreenstein opened on May 8

WebMCP is a W3C WebML standards proposal that allows Web developers to expose tools to AI agents imperatively via a new JavaScript API, or declaratively via new HTML attributes. See <https://github.com/webmachinelearning/webmcp> for more information about these APIs. This proposal is to use WebMCP as a new transport for UCP. The idea is that in the same way that MCP, as a transport, provides a 1:1 mapping of MCP tools to UCP capabilities, WebMCP would do the same.

By using WebMCP as a transport, an agent operating in a web browser can use UCP capabilities provided by a website via client-side connections to the website front-end.

This proposal solves two problems:

First is that currently UCP does not have a great way of enabling a web browser agent to conduct commerce client-side, on web page front-ends. Doing this in the front end as opposed to using REST to interact with a server has advantages such as providing user authentication and state management for free, and being able to invoke client-side web page UX.

Second is that WebMCP currently does not have standard tools for conducting commerce-related business on the web. Without UCP, every web page that offers a shopping cart, for example, would expose their own bespoke "add_to_cart" WebMCP tool, which would make it harder for an agent to learn how to use all of them, leading to decreased reliability of agents that use WebMCP for commerce.

We expect use by web pages of UCP and WebMCP to grow. We hope that UCP + WebMCP would be the most popular path for agents to conduct commerce on the web.

Non-Goals

No one assigned

No labels

No type

No projects

No milestone

None yet

No branches or pull requests

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Our tools are (roughly) UCP-shaped

- Some divergence when complex tools confused simple models

That's where standard shapes can help

- Standard tool shapes => agent eval suites
- Harness/model changes can be tested before it ships

Hard navigations are hard

- Same-origin navigation tears down and re-registers every tool
 - WebMCP tools local state needs to be stored (e.g. SessionStorage)
- In-page agents reload their entire state on every page
- Being explored: persistent widgets, WebMCP in shared workers

Observability

- We can count tool calls and timestamps (by wrapping)
- We can't currently answer:
 - Does the agent the user's happy?
 - Is the user actually happy?
 - What agents are hitting our stores?

Need RUM-shaped signal for agentic UX

Evals are hard

- Lack of real agent automation
 - Forced to emulate with models, rather than harnesses
 - Flakiness, especially with simpler models

What we need

UCP + WebMCP

- UCP schemas should be part of the model's training & eval
- Explore equivalent of [Skills-over-MCP](#) for WebMCP
- User-in-the-loop/elicitaiton primitive for WebMCP

User's Agent + Business' Agent

- Business agent lives on the site, independent of browser agent
- Browser agent lives in the sidebar, opened on demand by the user

It's not one or the other, both **will** exist and should work together.

Our vision:

- UCP [ask capability](#) (incubation) powers conversational agents over MCP
- Site agents use **ask** capability to power browser experience
- Site agents expose their **ask** API to browser agents via WebMCP

Thanks!!

Questions?