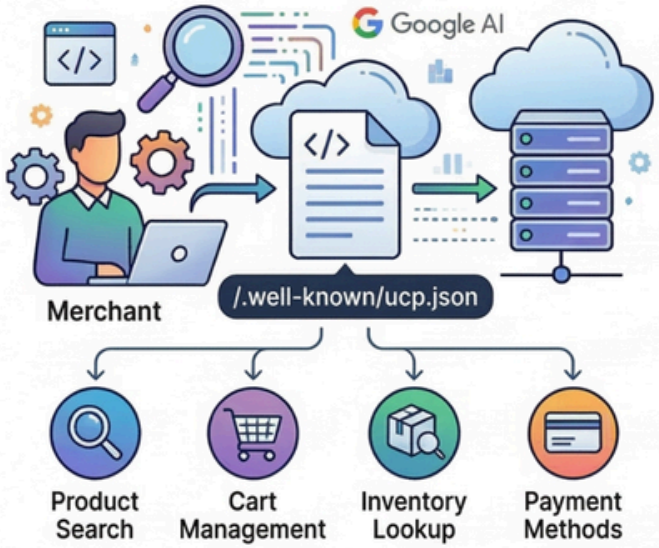
THE TECHNICAL WORKFLOW OF GOOGLE AI ASSISTANTS INTEGRATING WITH YOUR COMMERCE SITE

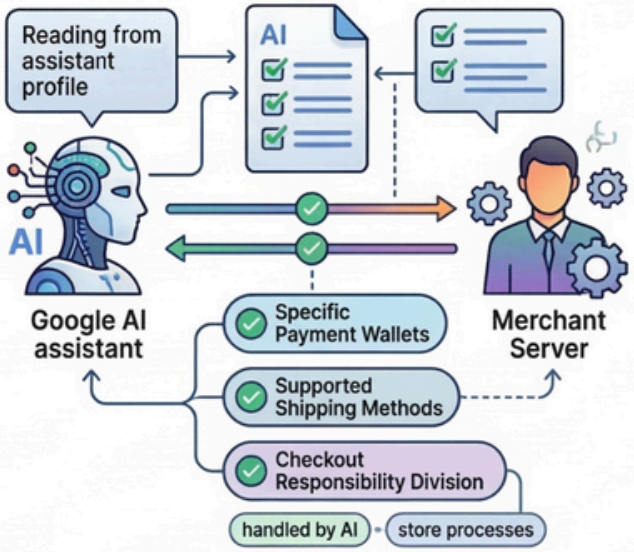
This process details the standardized negotiation that allows **AI agents** to securely handle discovery, cart management, and checkout sessions directly with a merchant's backend. (Need help with your Google feed? Contact us.)

STAGE 1 | MERCHANT PUBLISHES STANDARDIZED JSON MANIFEST



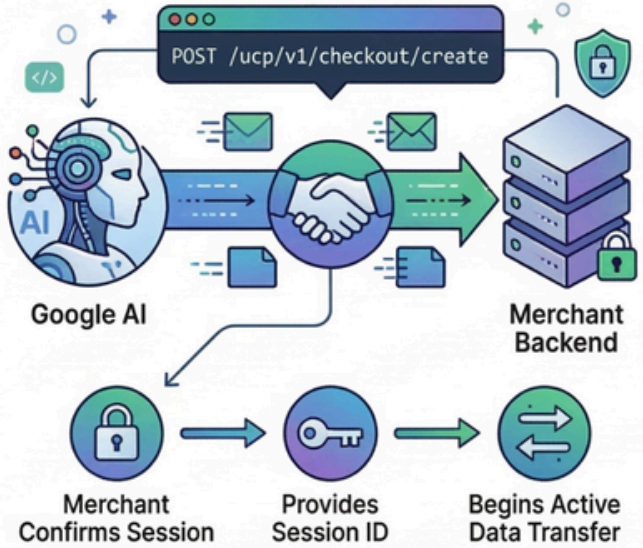
In Stage 1, the merchant publishes a standardized JSON manifest file, typically located at a well-known URL (/.well-known/ucp.json). By doing so, the merchant gives Google a sense of their capabilities (e.g., product search, cart management, inventory lookup, payment methods).

STAGE 2 | AI NEGOTIATES PATH FORWARD



In Stage 2, the AI assistant reads the profile and compares it with its own capabilities. The AI and the merchant server then negotiate a path forward, agreeing on specific payment wallets, supported shipping methods, and which parts of the checkout the agent will handle versus what the store must process.

STAGE 3 | AI INITIATES SECURE SESSION



Once agreement is reached, we enter Stage 3, where the AI initiates a session with the merchant backend through defined endpoints (e.g., POST /ucp/v1/checkout/create). The AI then links to the merchant's checkout, and the merchant confirms the session, providing a session ID to begin the active data transfer.