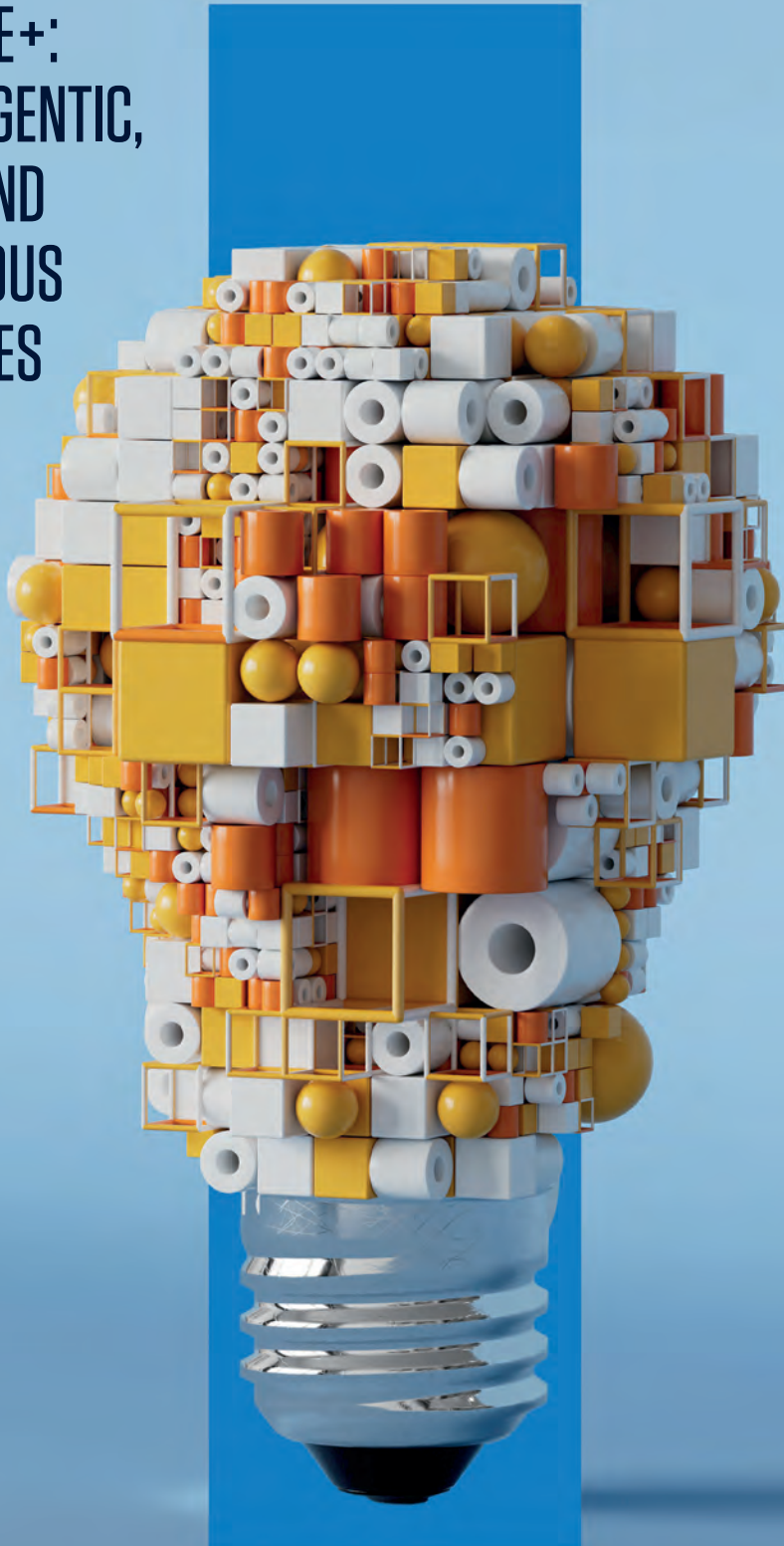


EXPERIENCE+:
TOWARD AGENTIC,
AI-FIRST, AND
AUTONOMOUS
EXPERIENCES





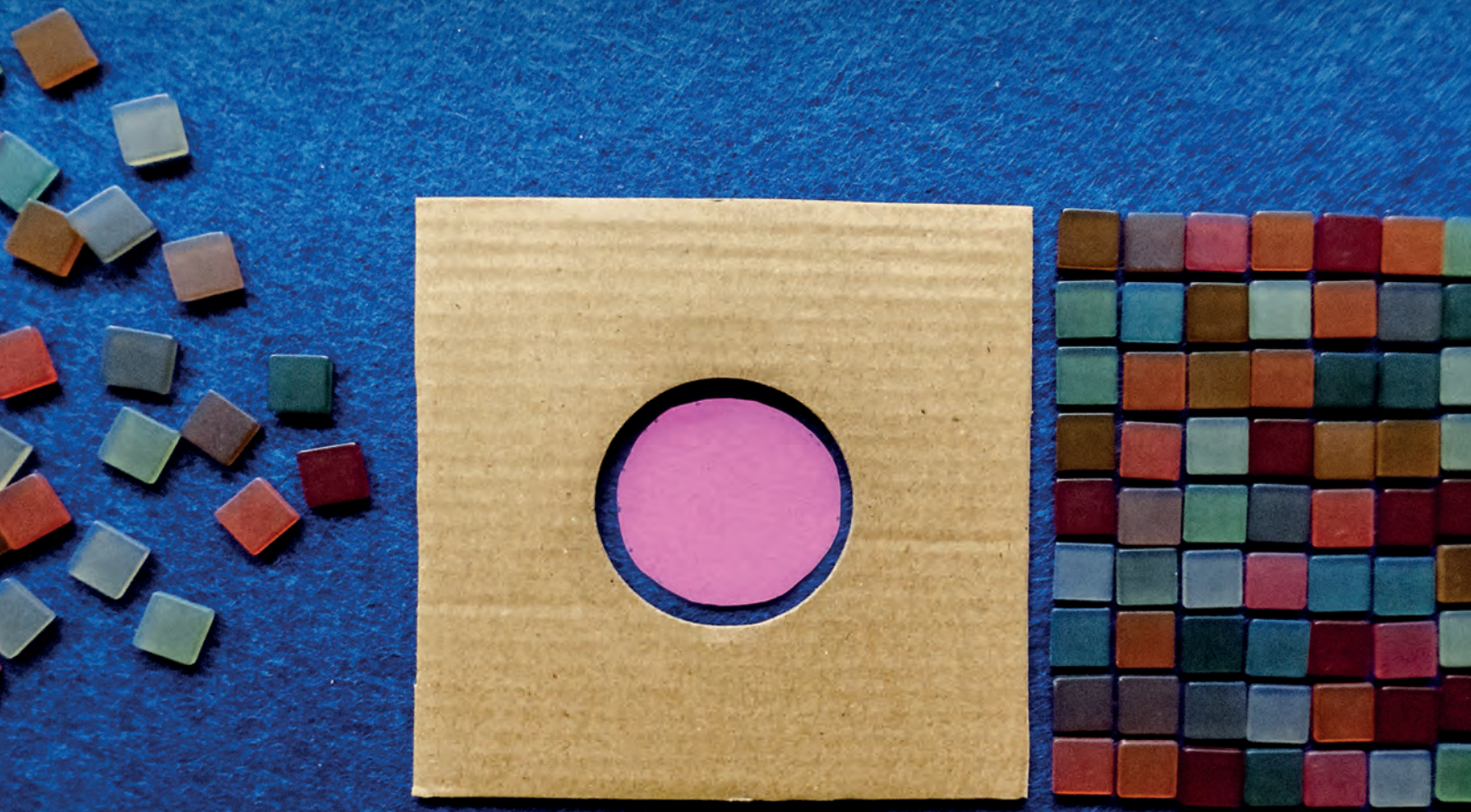
Contents

Introduction	4
The journey from horizon 1 to horizon 3	5
Experience design	7
User interfaces and digital channels	9
Experience engineering technology	11
AI in digital experience	13
Digital experience platforms	15
Contributors	18

Introduction

Experiences have moved from static interfaces or predefined journeys to intelligent, adaptive, and continuously evolving systems. Advances in generative AI, agentic systems, multimodal interaction, intelligent orchestration, and edge AI are driving this shift. Interfaces are becoming context-aware, digital channels are evolving into autonomous service layers, and AI agents are increasingly capable of reasoning, guiding, and acting on behalf of users. Enterprises are rethinking experience delivery through modular architecture, design-to-code pipelines, hyperpersonalization, and intelligent content operations.

The Experience+ TechCompass explores how these shifts are redefining the future of digital experience. It examines the technologies, architectures, and operating models shaping the next generation of engagement, where experiences become predictive, conversational, composable, and personalized.



The journey from horizon 1 to horizon 3



In horizon 1 (H1), enterprises focused on building foundational digital experiences centered on responsive interfaces, traditional content management systems, predictable workflows, and siloed engagement channels. Experiences were largely human-operated, manually designed, and optimized for usability, consistency, and scale across web and mobile environments.

H2 marked the shift toward connected and intelligent experience ecosystems. Cloud-native architectures, microservices, composable platforms, and AI-assisted workflows enabled organizations to deliver more agile, data-driven, and omnichannel experiences. Enterprises adopted modular design systems, design-to-code pipelines, personalization engines, and intelligent orchestration layers to unify content, commerce, and customer engagement. Experiences became increasingly adaptive, context-aware, and

continuously delivered through integrated digital platforms.

H3 represents the emergence of AI-native and agentic experiences. Interfaces are evolving from passive screens into proactive systems capable of reasoning, guiding, and acting on behalf of users. AI agents, multimodal interfaces, generative user interface (UI), autonomous orchestration, and contextual intelligence are transforming digital channels into outcome-driven environments that anticipate intent and dynamically execute tasks across enterprise ecosystems. Browsers, assistants, applications, and engagement platforms have become intelligent companions that collaborate with users in real time. In this horizon, experience design, engineering, and AI converge to create adaptive, predictive, and continuous learning systems that redefine how people interact with technology.

Figure 1. Key trends across subdomains

 Experience design	Trend 1. Enterprise interfaces move toward agent-assisted interaction Trend 2. Design intent links directly to delivery with CD4 and design-to-code
 User interfaces and digital channels	Trend 3. Browsers take on task execution through agentic interaction Trend 4. Interfaces shift from navigation to outcome execution across agents and tools Trend 5. Interface creation moves closer to prompt-driven generation Trend 6. Commerce shifts to agent-led, intent-driven interaction
 Experience engineering technology	Trend 7. Edge intelligence brings context-aware interaction closer to the user Trend 8. Agentic engineering redefines how digital experiences are built and delivered Trend 9. AI-powered intelligent experience ecosystems
 AI in digital experience	Trend 10. Browsers shift from navigation tools to intelligent action layers Trend 11. Intelligent assistants redefine digital interaction Trend 12. Interfaces adapt in real time through generative design Trend 13. Interaction shifts toward multimodal and collaborative systems
 Digital experience platforms	Trend 14. Content platforms shift to intelligent orchestration Trend 15. Personalization moves to real-time, intent-led engagement Trend 16. From search to intelligent assistance across channels Trend 17. Retail media expands data-driven advertising across touchpoints

Source: Infosys

Experience design



Early digital experiences were constrained by rigid workflows and fragmented design and delivery processes, where user needs were often addressed late in the cycle. Today, this approach is being replaced by more continuous and integrated models. Continuous discovery, design, development, and deployment (CD4) places the user at the center of the life cycle and brings designers, researchers, and engineers into closer collaboration. This enables iterative prototyping, real-time feedback, and the development of adaptive design systems that evolve with user needs.

At the same time, design-to-code capabilities are reducing friction between creative intent and execution. Design outputs can now be translated more directly into functional interfaces, improving speed and consistency while minimizing handoff gaps. Another key enabler in this transition is the emergence of agentic user experience (UX) — interfaces that provide intelligent, context-aware guidance to help users navigate complexity with greater confidence. Combined with modular design systems and personalized experience layers, these capabilities support more intuitive, inclusive, and context-aware

interactions. The result is a more dynamic design process centered on continuous iteration, learning, and co-creation.

Trend 1: Enterprise interfaces move toward agent-assisted interaction

Agentic interfaces are redefining enterprise workflows by embedding intelligent agents within the UI to guide users through complex processes. Instead of relying on users to navigate multiple steps independently, these agents can proactively suggest actions, validate inputs, and ensure compliance — shifting service delivery from manual execution to adaptive, guided interaction.

Context-aware AI agents can interpret user intent and workflow state, allowing them to provide relevant guidance at the right moment. Modular design systems ensure that agent-led interactions remain consistent and scalable across applications, while dynamic tone-of-voice frameworks help maintain clarity and alignment with user expectations across different contexts.

For enterprises, adoption typically begins with identifying high-impact opportunities where agentic intervention can reduce friction or improve accuracy. Applying design and systems thinking helps pinpoint these moments within workflows. Organizations then integrate agentic UI frameworks to automate key functions and embed AI agents within service design so that contextual support becomes a natural part of the user journey rather than an add-on.

A global professional services company, with the help of Infosys, implemented an agentic UX framework that accelerated service deployment, reduced manual errors, and supported professionals with intelligent assistance. A modular design system ensured brand consistency and scalability across global operations, supporting faster response to market demands.

Trend 2: Design intent links directly to delivery with CD4 and design-to-code

Design-to-code and CD4 are emerging as key drivers of continuous digital transformation. Together, they

enable organizations to move away from traditional, linear delivery models toward more integrated and iterative pipelines where design and development evolve in parallel. Instead of relying on multiple handoffs, design intent can be translated directly into working interfaces, improving alignment and reducing delays.

Advances in design-to-code engines are enabling more dynamic configuration of UIs, supported by iterative validation processes that integrate user feedback throughout the life cycle. Reusable design libraries and well-defined guidelines further ensure consistency while still allowing flexibility across diverse user contexts and platforms.

Infosys worked with a global banking institution to implement a design-to-code workflow aligned with CD4, helping accelerate feature deployment and reduce release cycles while improving consistency across markets. This approach supported greater operational efficiency and a more responsive, user-aligned experience.

User interfaces and digital channels



UIs and digital channels are moving through a clear transition. After years of centering on responsive layouts, usability, accessibility, and performance, the focus is now shifting toward agent-led and AI-first interaction models. Traditional interfaces that relied on structured, screen-based navigation are giving way to intelligent surfaces that interpret user intent, coordinate tasks, and support interaction across systems. Digital channels across web, mobile, in-app assistant experiences, kiosks, and embedded environments are becoming more adaptive and outcome-driven. These interfaces can read context, reason across inputs, and act dynamically to support user goals.

Trend 3: Browsers take on task execution through agentic interaction

Agentic AI browsers are changing digital channels from passive interfaces to active execution layers. Instead of navigating screens manually, users can rely on systems that understand intent and carry out actions across web environments, such as completing forms, comparing information, and assembling results.

These browsers use page structure, browsing context, and memory to support goal-driven interaction. As a result, digital properties need to be more structured and machine readable, with clear semantics and predictable patterns that allow agents to operate reliably.

This shift also changes how experience is measured. Success is defined less by page interaction and more by task completion. Organizations need governance frameworks to manage agent-driven activity, including consent, security, and risk.

Trend 4: Interfaces shift from navigation to outcome execution across agents and tools

Digital experiences are moving beyond step-by-step navigation to systems that can execute outcomes directly. Users no longer need to move across multiple screens or applications to complete tasks. Instead, they express intent, and systems coordinate the required actions across tools, services, and data sources.

This shift is enabled by a combination of agent-based systems and tool orchestration. AI agents can interpret goals, plan actions, and manage execution, while underlying platforms dynamically select and connect the right APIs, services, or applications needed to complete the task. Interfaces are therefore evolving from static workflows to intent-driven layers that expose capabilities rather than predefined steps.

For organizations, this changes how digital systems are designed and delivered. Applications need to expose structured, machine-readable actions, supported by well-defined APIs and clear capability models. At the same time, governance becomes more important. Enterprises must implement controls for validation, monitoring, and policy enforcement to ensure that autonomous actions remain reliable, secure, and compliant.

The result is a more seamless and integrated experience where tasks are completed with less effort, interactions feel more intuitive, and systems operate as coordinated environments rather than disconnected tools.

Trend 5: Interface creation moves closer to prompt-driven generation

Interface creation is shifting from manual development to AI-assisted generation. Instead of building every screen, teams define design systems, constraints, and rules, and AI generates layouts and interaction patterns that align with these guidelines.

This approach improves speed and expands design exploration by allowing teams to test and iterate more quickly. At the same time, validation remains essential. Generated interfaces must meet requirements for accessibility, security, and performance before moving into production.

Over time, teams build structured prompt libraries and reusable patterns that guide generation and maintain

consistency. This results in a more scalable approach where design systems and governance remain central, even as creation becomes more automated.

Trend 6: Commerce shifts to agent-led, intent-driven interaction

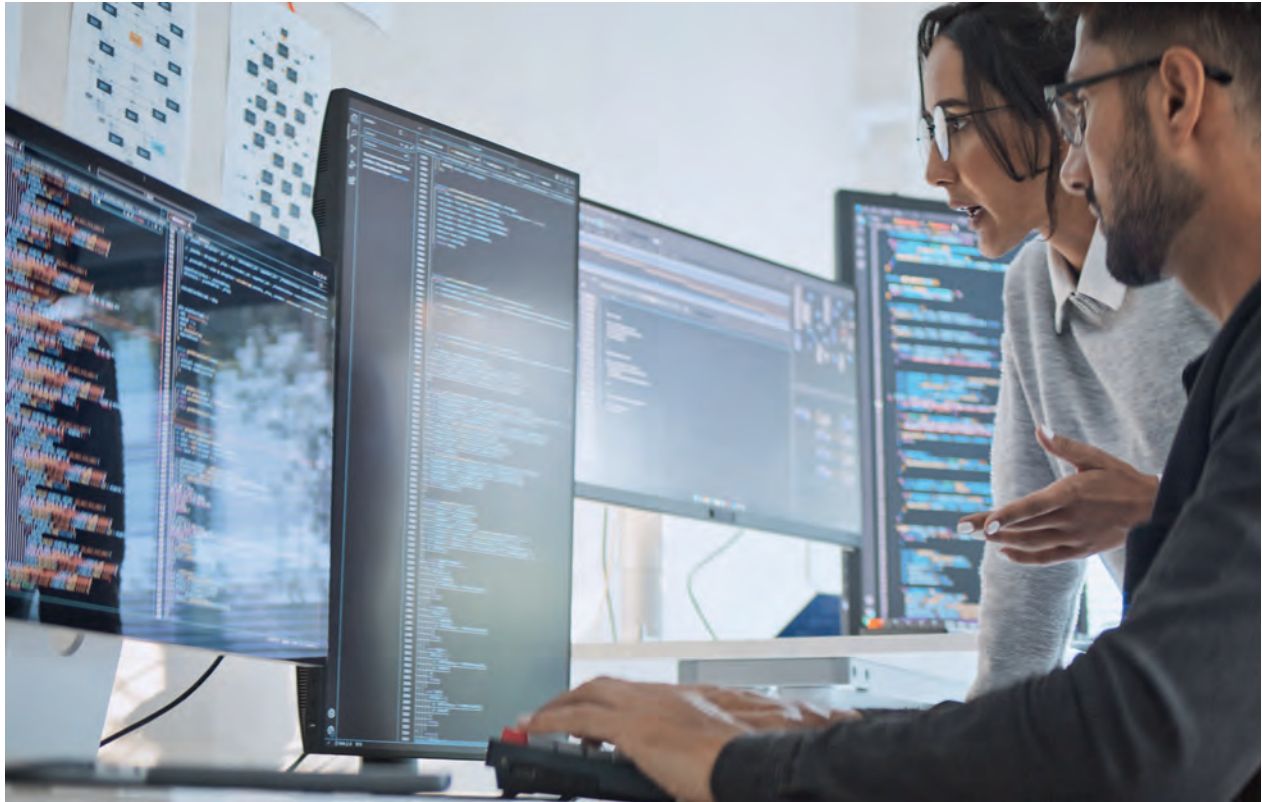
Agentic Commerce introduces a more direct and streamlined model for digital transactions. Instead of navigating product journeys manually, users express intent, and AI systems coordinate discovery, selection, and transaction across merchant systems.

These interactions can include user approval where needed or operate within defined boundaries for well-understood scenarios. This reduces friction in the purchase journey and simplifies decision-making.

To enable this, commerce systems need standardized interfaces that allow agents to interact consistently across platforms. Emerging protocols such as Agentic Commerce Protocol (ACP) and Universal Commerce Protocol (UCP) provide a foundation for exposing capabilities in a structured way, supporting interoperability across ecosystems.

Infosys worked with a large US-based retailer to enable agentic commerce using UCP across AI Mode in Google Search and the Gemini app. This allowed AI systems to support intent-driven product discovery and transactions within these two experiences, improving visibility and making product assortments easier to discover and purchase. The approach reduced friction in the buying journey and supported a more intuitive commerce experience.

Experience engineering technology



Experience engineering has evolved significantly across the digital transformation horizons. In H1, interfaces were largely static, tightly coupled, and designed for predictable, human-driven workflows. Engineering models were monolithic, with limited flexibility in adapting to changing user needs.

In H2, enterprises transitioned to cloud-native delivery models, adopting micro frontends, headless architectures, and API-driven integration. This enabled scalability, independent deployment of frontend components, improved performance, and greater flexibility in delivering consistent UX across channels.

In H3, engineering experience is becoming intelligent, composable, and orchestration-driven. Systems are not limited to rendering interfaces but are designed to interpret context, understand intent, and dynamically coordinate interactions across services. Technologies such as autonomous agents, multimodal foundation models, and edge-based context processing are enabling real-time, adaptive interactions.

Experience engineering is therefore evolving into a unified orchestration layer, integrating UI, data, APIs, and AI. Human teams define intent, policies, and governance, while AI-driven systems increasingly execute workflows, generate interfaces, and optimize interactions dynamically.

Trend 7: Edge intelligence brings context-aware interaction closer to the user

Edge AI combined with contextual sensing is reshaping how experiences are delivered across mobile, IoT, wearable, and AR environments. Devices can now process inputs such as motion, sound, biometrics, and visual signals locally, enabling faster and more responsive interaction without depending entirely on cloud systems.

This shift allows experiences to adapt in real time to the user's environment. Devices move from passive data collection to active participation, offering timely insights and assisting users based on context.

Advances in multimodal sensor fusion, on-device AI models, and low-power processing capabilities are making this possible.

Experience engineering teams are increasingly incorporating these contextual signals, using factors such as movement, proximity, and environmental conditions to shape interaction. This supports more intuitive and privacy-aware experiences across industries, including healthcare, automotive, industrial systems, and consumer applications.

Trend 8: Agentic engineering redefines how digital experiences are built and delivered

Agentic engineering blends AI-native development, the breakthrough method for agile AI-driven development (BMAD), and multiagent DevOps to establish an autonomous delivery paradigm. BMAD introduces role-based agent orchestration patterns that structure how specialized agents collaborate across the software delivery life cycle. Multiagent ecosystems, where agents plan, code, test, optimize, secure, and deploy, are emerging as the new engineering backbone. This shift transforms experience engineering from manual execution to human-supervised orchestration. As reasoning models and multiagent collaboration grow more reliable, enterprises are beginning to adopt agentic delivery lanes across product, engineering, and operations.

New patterns such as reusable BMAD role-based modules, long-context orchestration, agent handoff workflows, and open-weight model customization give enterprises fine-grained control, governance, and traceability while enabling high levels of autonomy. Complementary orchestration capabilities, such as the Infosys' Agent Control Framework (ACF) composer and

workflow patterns, help organizations govern agent interactions, enforce human oversight, and standardize enterprise delivery processes. Organizations are restructuring delivery workflows to incorporate agents as first-class contributors, redefining productivity, release velocity, software quality, and design-to-code pipelines.

This evolution positions engineering teams to operate as supervisors, orchestrators, and governors of autonomous systems rather than sole executors of tasks. By combining specialized AI agents, governed workflow orchestration, and enterprise control frameworks, organizations can accelerate delivery while maintaining accountability, compliance, and operational resilience at scale.

Trend 9: AI-powered intelligent experience ecosystems

AI-powered applications are evolving into smart platforms that can understand goals, make decisions, and complete tasks on their own. Instead of just responding to questions, these systems can connect with enterprise tools, understand context, and carry out actions for users. With the ability to process text, images, documents, and other inputs, these systems are making digital experiences more natural, intuitive, and proactive.

As these technologies improve, organizations are moving away from step-by-step screen interactions to outcome-driven experiences, where users state what they want, and the system handles the rest. AI copilots for areas like commerce, customer service, and knowledge are helping automate tasks that were done manually. To ensure these systems work reliably and safely, organizations are putting in place strong controls, integration layers, and architectures that combine trusted data with intelligent decision-making.

AI in digital experience



With AI woven throughout digital platforms, these systems are evolving from passive tools into proactive, intent-driven solutions — able to interpret user needs, guide decisions, and act across workflows. AI-native browsers, intelligent assistants, generative interfaces, and multimodal interaction are together reshaping how users navigate and engage.

Experiences are moving away from fixed, one-size-fits-all journeys toward more adaptive and personalized interactions that evolve in real time. For organizations, this shift creates opportunities to simplify interactions, reduce friction, and improve decision-making. At the same time, it requires stronger foundations in governance, privacy, and system design to ensure reliability and trust.

Trend 10: Browsers shift from navigation tools to intelligent action layers

AI-native browsers are redefining digital navigation by embedding intelligent assistants directly into the browsing experience. These browsers go beyond static navigation, offering contextual understanding,

multitab summarization, and autonomous actions such as form filling and comparison shopping. This evolution positions the browser as a proactive digital companion rather than a passive tool.

Recent innovations include Chrome's Gemini-powered browsing experiences, which enable contextual Q&A, multitab analysis, scam detection, and intelligent assistance, alongside agent-first browsers such as Perplexity Comet and the Opera Neon agentic browser. These capabilities compress research, decision-making, and execution into a single conversational flow, improving productivity and UX.

This power introduces new security challenges, such as prompt injection and data leakage. Enterprises must implement guardrails like isolated AI profiles, AI-safe headers, and audit logs for autonomous actions. Designing agent-friendly sites with semantic markup and accessible components will ensure compatibility with these intelligent browsers. As AI-native browsers mature, they will become the primary interface for digital experiences, demanding robust governance and continuous testing.

Trend 11: Intelligent assistants redefine digital interaction

App-less mobile ecosystems are shifting from monolithic super-apps to assistant-first models that prioritize intent-driven interactions. Intelligent Assistants are emerging as a transformative trend in the AI era, revolutionizing how people interact with technology. Instead of navigating through multiple apps, users simply express their needs, such as booking a cab or paying a bill, through conversational AI assistants. These assistants orchestrate modular progressive web apps (PWAs) and microapps behind the scenes, reducing friction and enabling seamless, anticipatory experiences across devices.

This approach leverages AI-powered orchestration, deep linking, and federated identity to unify services without requiring installations. PWAs provide offline capabilities, push notifications, and SEO discoverability, while assistants personalize interactions using real-time data and predictive analytics.

Infosys worked with a large global telecommunications company to initiate its shift toward an assistant-first ecosystem, enabling conversational AI to orchestrate modular services and reduce dependence on standalone apps. This approach simplified interaction, reduced app clutter, and supported more seamless, intent-driven experiences across mobile platforms.

Trend 12: Interfaces adapt in real time through generative design

Generative UI is changing how interfaces are created and experienced. Instead of fixed layouts, systems can generate and adapt components dynamically based on user context, intent, and real-time signals.

This enables more flexible and personalized experiences, where interfaces adjust to the task rather than requiring users to adapt to predefined flows. Combined with agent-based systems, interfaces can also guide next steps or complete actions where appropriate.

Advances in structured design systems, component libraries, and controlled runtime environments are making this approach more reliable and scalable. Organizations are using generative UI in areas such as dashboards, support journeys, and configuration flows to accelerate development and improve relevance.

To ensure responsible use, teams need validation frameworks, accessibility checks, and human oversight for critical scenarios. This helps balance adaptability with control and consistency.

Trend 13: Interaction shifts toward multimodal and collaborative systems

Human-computer interaction is moving beyond traditional inputs toward more natural, multimodal engagement. Users increasingly interact through a combination of voice, text, gestures, and visual inputs, creating more intuitive and flexible experiences.

Interaction models are becoming more collaborative. AI systems are not limited to responding to commands; they can support decision-making, coordinate tasks, and assist across workflows. This includes both single-agent interactions and multiagent environments that work together across contexts.

In some cases, this extends to avatar-based or mediated interaction, where systems represent or support users in digital environments. These models enable richer engagement across domains such as healthcare, education, and enterprise collaboration.

This shift improves accessibility and usability and raises questions around transparency, control, and trust. Organizations will need to ensure that interactions remain explainable and aligned with user expectations.

Digital experience platforms



Digital experience platforms (DXPs) have evolved from traditional CMS-centric systems into composable, API-first experience ecosystems that orchestrate content, data, channels, and customer journeys.

In earlier stages, DXPs primarily focused on content storage and publishing through tightly coupled templates. Today, the focus has shifted toward content intelligence and dynamic experience orchestration, where AI supports creation, personalization, discovery, and delivery across channels.

Modern platforms such as Adobe Experience Cloud, Sitecore, Contentful, and Contentstack are embedding copilots and agent-based capabilities to assist content teams with authoring, tagging, translation, SEO optimization, semantic search, and retrieval. AI is coordinating content workflows, experimentation, and delivery decisions across the entire life cycle rather than operating as isolated features.

At an architectural level, DXPs are becoming central orchestration hubs, integrating:

- Headless content management system (CMS) and digital asset management system (DAMS).
- Customer data platforms (CDPs).

- Commerce and transactional services.
- Marketing automation and journey orchestration tools.

These platforms expose capabilities through APIs and are consumed by frontend experience layers (e.g., React/Next.js applications, mobile apps, and emerging agent-based interfaces).

As organizations mature, multiple systems — CMS, DAMS, enterprise content management (ECM), and marketing platforms — often coexist, leading to duplication, inconsistent governance, and slower time to market. To address this, enterprises are consolidating toward unified, AI-enabled content and experience hubs that streamline creation, collaboration, governance, and delivery. This results in faster execution, more consistent cross-channel experiences, and stronger control over quality, compliance, and brand integrity.

Trend 14: Content platforms shift to intelligent orchestration

Content platforms are moving beyond managing content and assets to coordinating end-to-end content operations. AI enables predictive content

creation, automated tagging, translation, and intelligent retrieval, helping teams operate with less manual effort and more consistency across channels. AI agents increasingly orchestrate content, and marketing operations end to end.

This shift also addresses fragmentation. Many enterprises are bringing together disconnected CMS, DAM, and marketing tools into a unified content environment where workflows, governance, and delivery are centrally managed. This reduces duplication, improves turnaround times, and creates a clearer operating model for content management at scale.

Infosys worked with a leading European bank to address fragmented content systems that led to duplication, siloed workflows, and delays in time to market. The bank implemented an AI-enabled content orchestration solution to centralize governance, streamline workflows, and reduce operational overheads. This improved efficiency while enabling more consistent and seamless customer experiences across channels.

Trend 15: Personalization moves to real-time, intent-led engagement

Personalization is moving beyond predefined segments toward more dynamic, real-time interaction. AI systems analyze behavior, context, and intent signals to tailor experiences at an individual level, reducing the overhead of prebuilt variations and improving engagement relevance.

As third-party cookies decline, organizations are relying more on consent-driven first-party data, behavioral, transactional, and preference data, to support compliant personalization. Personalization

engines optimize continuously, shaping content, recommendations, offers, and next-best actions based on microbehaviors and context. Interactive video, AR try-ons, and immersive formats are also gaining traction as higher-engagement personalization approaches.

The above mentioned European bank brought together fragmented customer data and digital touchpoints into a single, AI-powered view of the customer. The engagement combined ML-driven segmentation, generative AI-enabled content and interaction models, and centralized journey orchestration across channels - shifting from reactive, channel-centric marketing toward predictive, customer-focused engagement. This improved digital onboarding, conversion rates, and customer satisfaction, while supporting scalable personalization and faster time to market.

Trend 16: From search to intelligent assistance across channels

Search is shifting from link-first discovery to AI-led answers across a multiplatform ecosystem. Users increasingly search with conversational and multimodal queries and expect immediate, context-aware responses. This means brands must focus on traditional search rankings and build authority and visibility across social platforms, AI engines, and AI-powered browsers.

Within the enterprise, retrieval-augmented generation is reshaping search by combining generative AI with trusted internal data to deliver accurate, grounded answers in natural language. As discovery becomes more AI-orchestrated, being part of the answer can matter as much as where a link appears.

Infosys worked with a leading American wholesale food company to improve search relevance on its B2B e-commerce platform and support AI-driven product discovery. The solution used AI models to generate personalized recommendations based on browsing behavior, along with autosuggestions and continuous model updates. This improved search accuracy and user engagement, and cut response times by 30%, while positioning the platform for more data-driven commerce and revenue optimization.

Trend 17: Retail media expands data-driven advertising across touchpoints

Retail media networks are becoming a major channel for data-driven advertising, allowing brands to reach customers across a retailer's digital and physical touchpoints, including websites, apps, email, in-store screens, and connected TV. By using retailer first-party data such as browsing behavior, purchase history, loyalty insights, and in-store signals, brands can target audiences closer to the moment of purchase and measure outcomes more effectively.

As the ecosystem grows, retail media is moving toward stronger interoperability and more consistent measurement approaches to scale across platforms and geographies. It also deepens the intersection of commerce and advertising, with in-store retail media emerging as a larger growth area alongside offsite placements and connected TV expansion.



Advisory council

Mohammed Rafee Tarafdar

Executive vice president and chief technology officer

Manesh Sadasivan

Associate vice president and unit technology officer

Producers

Ramesh N

Infosys Knowledge Institute

Pragya Rai

Infosys Knowledge Institute

Contributors

Navin Narayan

Manoj Joseph

Sumedh Kapoor

Neelesh Arun Patil

Visakh Raghunath

Vidhya Radhakrishnan Chandrika

Vishwa Ranjan

Sameer Choudhary

Kumaran Palani

Prasanna Gururaja

Joms Jose

Allyn Samuel

About Infosys Knowledge Institute

The Infosys Knowledge Institute helps industry leaders develop a deeper understanding of business and technology trends through compelling thought leadership. Our researchers and subject matter experts provide a fact base that aids decision-making on critical business and technology issues.

To view our research, visit Infosys Knowledge Institute at infosys.com/IKI or email us at iki@infosys.com.

For more information, contact askus@infosys.com



© 2026 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.