Agent Experience Integrity (AXI)

Mike Ye × Ella | exmxc

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Agent Experience Integrity (AXI) measures how effectively a digital property communicates truth, structure, and intent to AI agents navigating the web on behalf of users.

As agent-driven browsing replaces direct human interaction, traditional engagement metrics (clicks, time-on-site, conversions) lose meaning. AXI evaluates whether a system can be accurately interpreted, trusted, and selected by AI agents in this new environment.

AXI complements the Agent Readiness Index (ARI): while ARI measures a system's ability to expose capabilities (APIs, tools, endpoints), AXI measures how clearly and reliably those capabilities are understood and acted upon by agents.

Together, ARI and AXI form a complete model of agent-era competitiveness.

The AXI Quadrant Model

2x2 matrix titled "Agent Experience Integrity (AXI)" showing relationship between AXI (vertical axis) and Agent Readiness (ARI) (horizontal axis).

	Low ARI	High ARI
High AXI	**3. Clear but Limited** Well-structured but lacks actionable endpoints	**4. Agent-Dominant (Target State)** Fully accessible and optimally interpretable; Preferred by AI agents
Low AXI	**1. Invisible** Not accessible, not interpretable	**2. Exposed but Confusing** Tools exist but agents cannot reliably interpret them

1. The Shift from Human Browsing to Agent Mediation

The internet is transitioning from a human-browsed interface to an agent-mediated system.

Users increasingly rely on AI agents to:

- Navigate websites

- Compare options

- Extract information

- Execute decisions

This introduces a critical shift: **Interaction no longer equals intent.**

Clicks, pageviews, and dwell time are no longer reliable indicators of human interest. Instead, they may represent automated agent activity.

2. The Need for AXI

Traditional optimization frameworks (SEO, CRO, AEO) assume human interpretation.

However, AI agents:

- Do not "see" design

- Do not respond to persuasion

- Do not experience emotion

They operate by:

- Parsing structure

- Evaluating consistency

- Extracting meaning

AXI exists to measure how well a system performs under these conditions.

3. Core Dimensions of AXI

AXI evaluates five primary dimensions:

1. **Structural Clarity**
   - Clean schema (JSON-LD, OpenAPI, MCP)
   - Logical hierarchy and semantic consistency

2. **Interpretability**
   - Content easily parsed by AI systems
   - Minimal ambiguity or conflicting signals

3. **Consistency**

- Alignment across pages, metadata, and entities
  - Stable naming and canonical references

4. **Trust Signals**

  - Verifiable authorship
  - Transparent sourcing
  - Reliable citations

5. **Extraction Efficiency**

  - Information easily retrievable without friction
  - Minimal noise relative to signal

4. AXI vs ARI

Dimension	ARI	AXI
Focus	Capability Exposure	Interpretability
Measures	APIs, tools, endpoints	Structure, clarity, trust
Question	"Can agents use this?"	"Can agents understand and trust this?"
Failure Mode	Not accessible	Misinterpreted or ignored

5. The AXI Quadrant Model

Systems fall into four categories:

1. **Invisible**

  - Low ARI / Low AXI
  → Not accessible, not interpretable

2. **Exposed but Confusing**

  - High ARI / Low AXI
  → Tools exist but agents cannot reliably interpret them

3. **Clear but Limited**

  - Low ARI / High AXI
  → Well-structured but lacks actionable endpoints

4. **Agent-Dominant (Target State)**

  - High ARI / High AXI
  → Fully accessible and optimally interpretable
  → Preferred by AI agents

6. Strategic Implications

1. **Websites become machine interfaces**
   Human UX becomes secondary to machine readability

2. **Traffic becomes a weak signal**
   Agent selection replaces human browsing as the primary distribution mechanism

3. **Trust becomes the moat**
   Agents prioritize reliable, structured, and consistent sources

4. **Schema becomes infrastructure**
   Structured data is no longer optimization — it is foundational

7. AXI as a Competitive Layer

In the agent-driven web:

- ARI determines if you are reachable

- AXI determines if you are chosen

Systems that optimize for both will dominate agent-mediated workflows.

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