

OpenAI

Progressive Enhancement

Evolving the web for
agents and commerce

Riley Strong, Member Technical Staff

W3C · September 2026

Agents should work wherever the web works.



Part 1

Iterative Deployment

Iterative deployment

Deploy → Learn → Improve

There is only so much you can learn in a lab.

The web already taught us this.

HTML

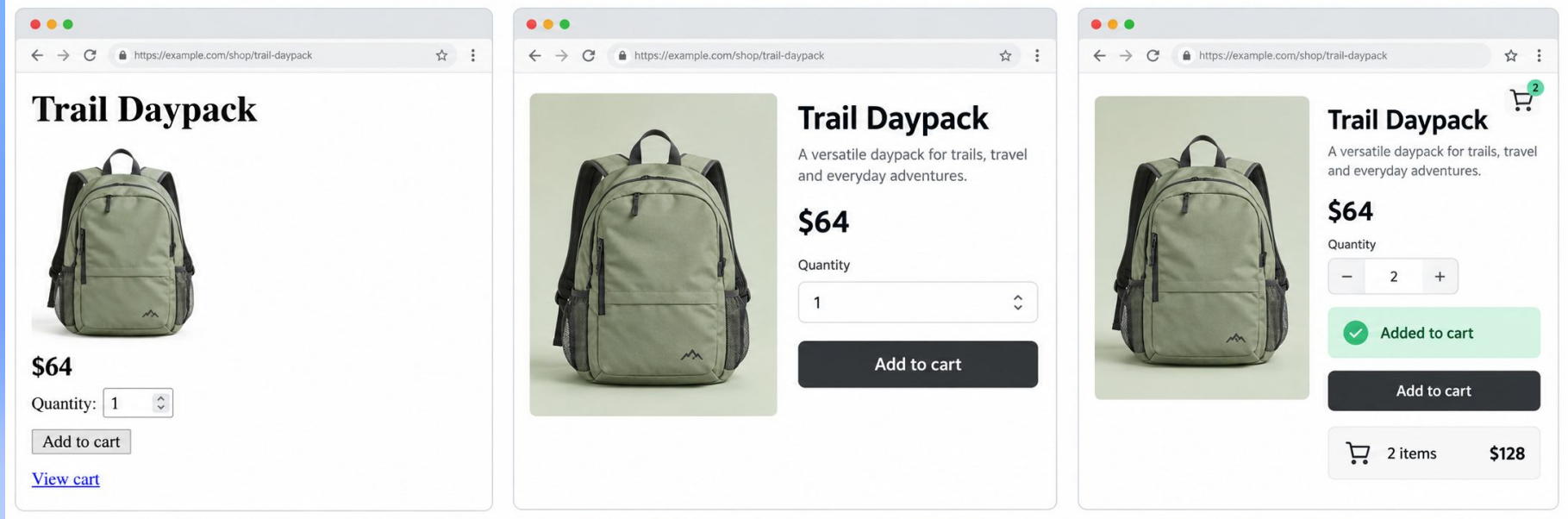
Useful by default.

+ CSS

Clearer presentation.

+ JavaScript

Instant feedback.

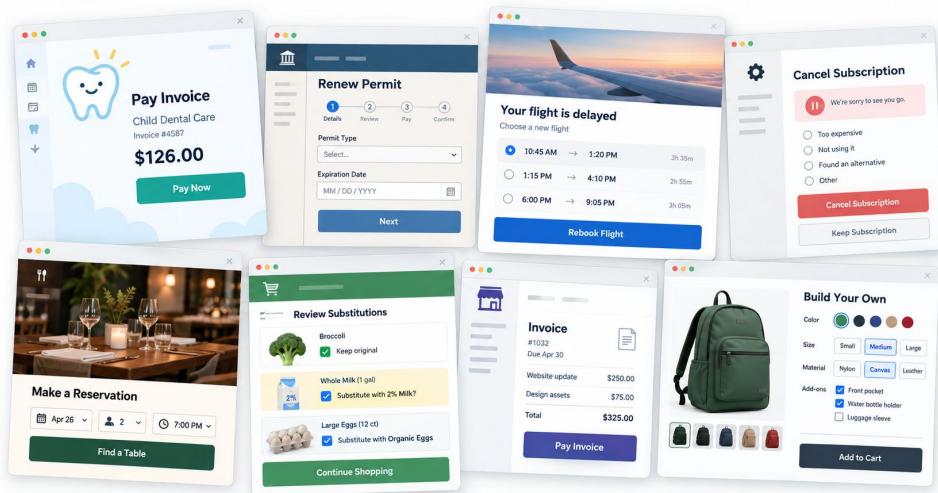


Instant Checkout & ACP

Requiring the whole journey
creates a high integration bar.

Deliver value from the first useful slice.

Commerce isn't one journey.



Everyday tasks.

Buy a shirt. Pay a dentist bill.
Choose seats. Buy movie tickets.

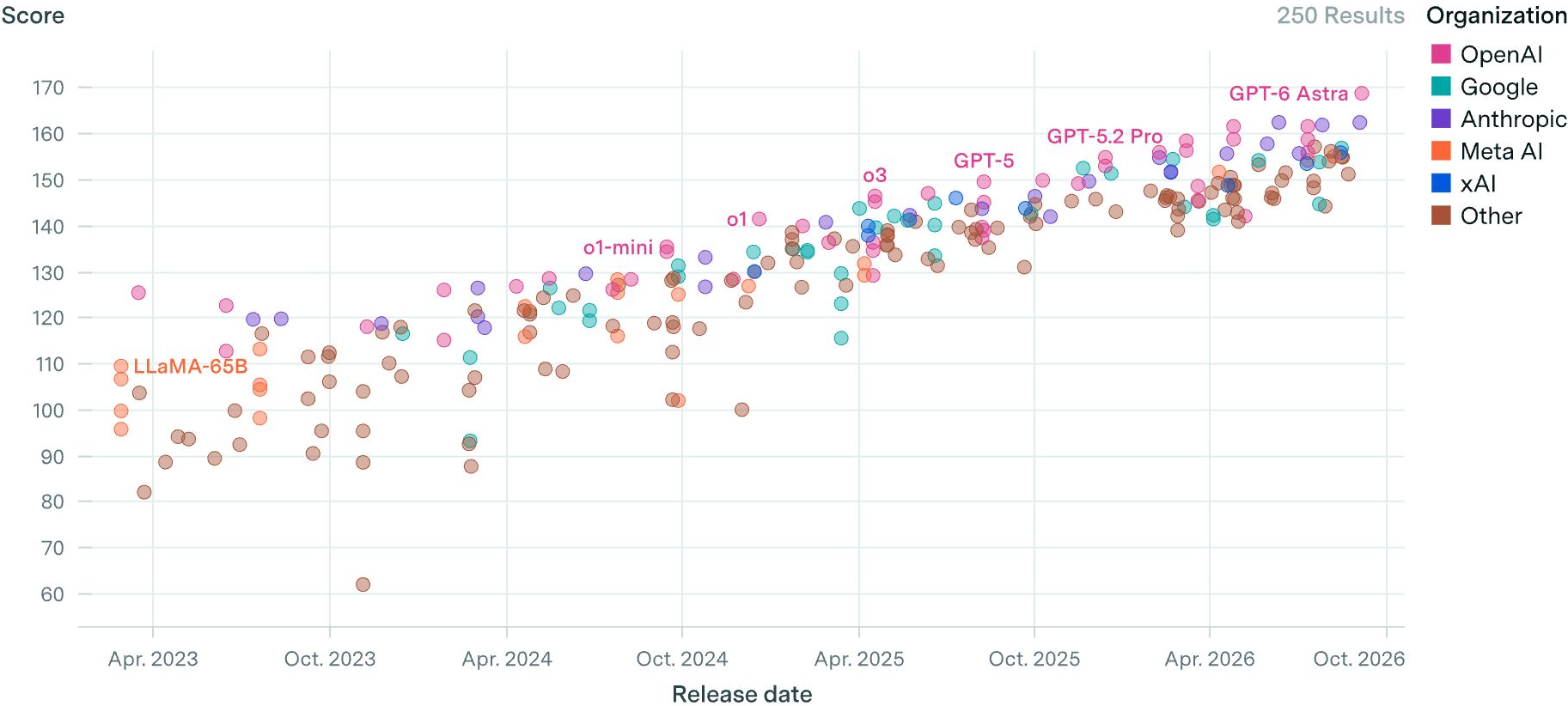
Different paths.

Book a table. Swap an item.
Cancel or renew a subscription.

Part 2

Bet on the Models

Epoch Capabilities Index (ECI)



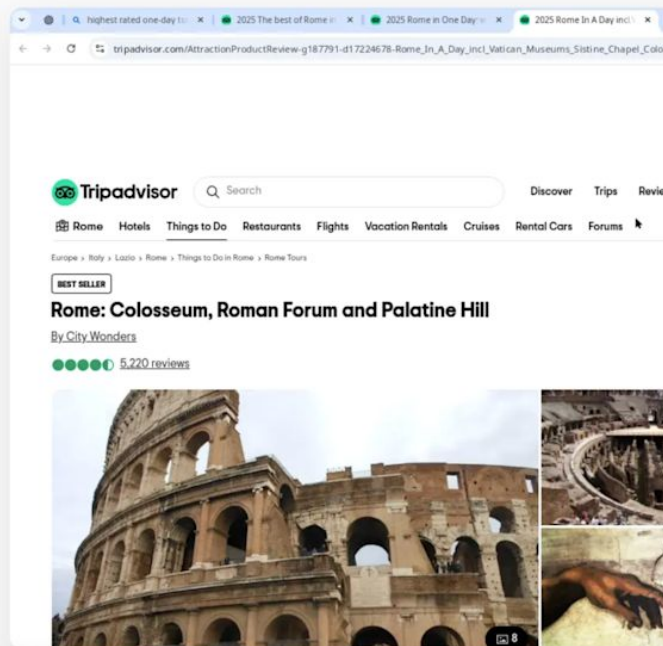
Operator Research Preview

Find and book me the highest rated one-day tour of Rome on Tripadvisor.

I'll search for the highest-rated tour of historic Rome on TripAdvisor. Once I find a suitable option, I'll provide you with the details. Let's begin.

Worked for 2 minutes ^

- Navigating to TripAdvisor website
- Selecting "Things to Do" category
- Searching for historic Rome tours
- Closing pop-up, continuing tour search
- Searching for Historic Rome tours
- Exploring all historic Rome tour options
- Closing Colosseum tab, resuming tour search
- Closing tour pop-up, tab afterward
- Exploring options for top-rated tours
- Sorting results by tour ratings
- Exploring filters for top-rated tours
- Scrolling for sorting options, finding tours



January 2025

8 weeks

Between public launches
GPT-5.6 · 9 Jul 2026
GPT-6 Astra · 3 Sep 2026

1.9x

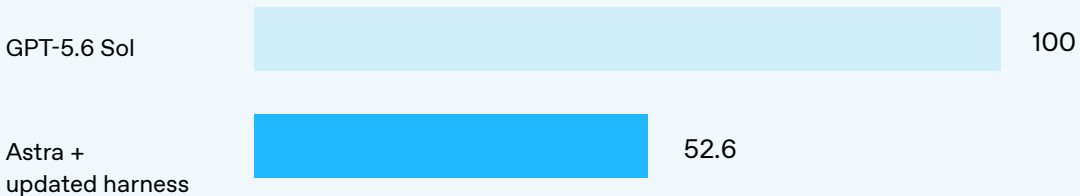
Faster completion
on Mind2Web

47% less time
on OSWorld 2.0

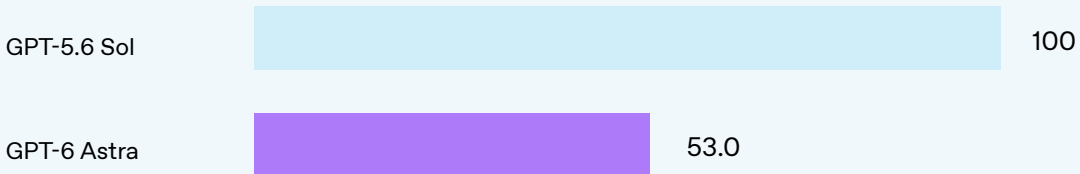
Relative completion time · baseline = 100

Lower is better. Each benchmark is normalized separately.

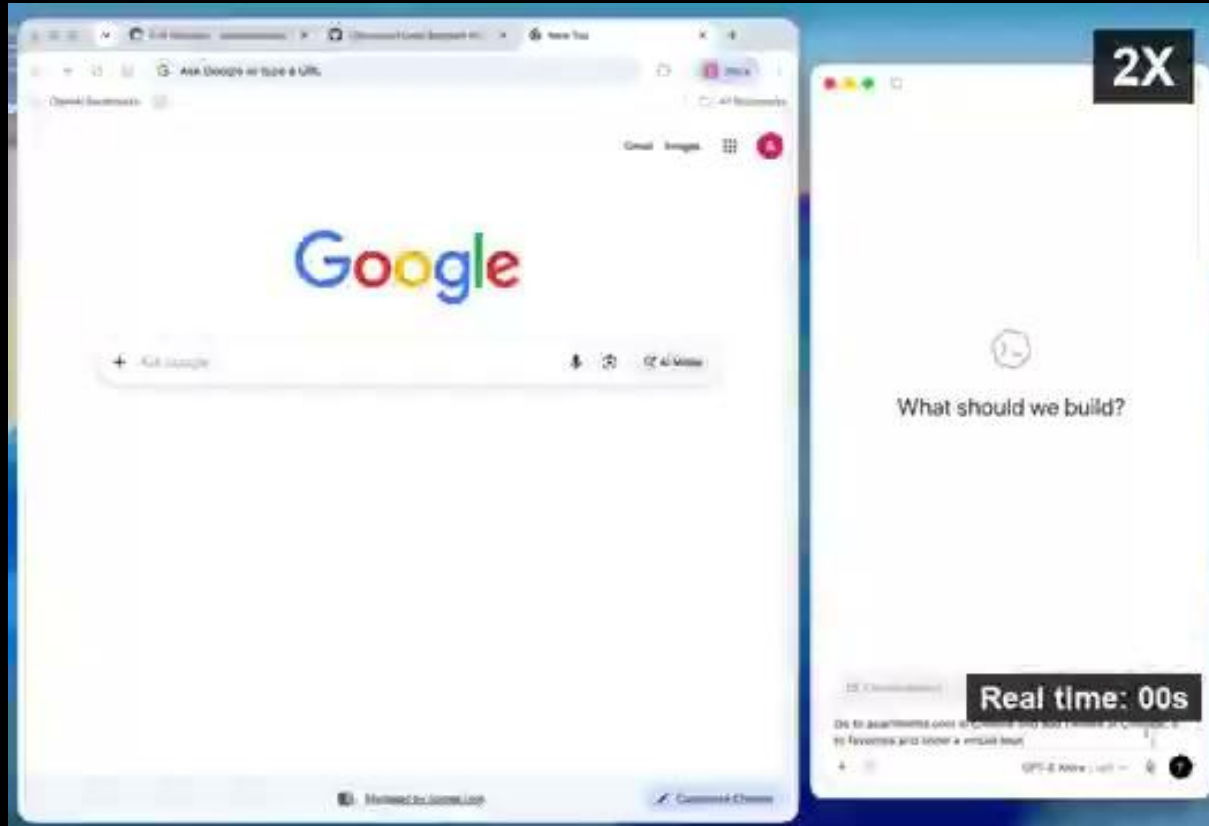
Mind2Web



OSWorld 2.0 latency simulations



Computer use, at a different pace



Part 3

Four primitives to build on

Four places to enhance the web.



1. Actions

What can it do?

How fast?

How efficient?



2. Identity

Who is acting?



3. Authority

What is it allowed
to do?



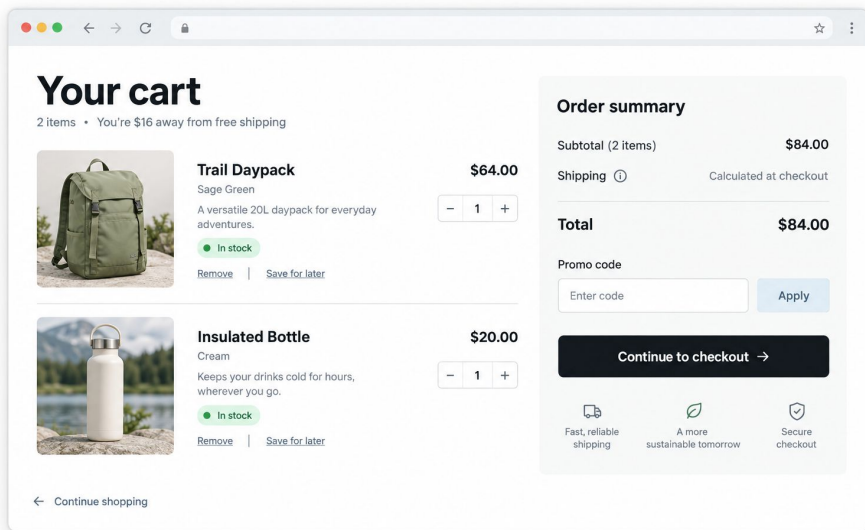
4. Payments

How does it pay?

1. Actions

BASELINE

Use the website



ENHANCEMENT

WebMCP tools



```
update_cart_item(...)
```

```
apply_promo(...)
```

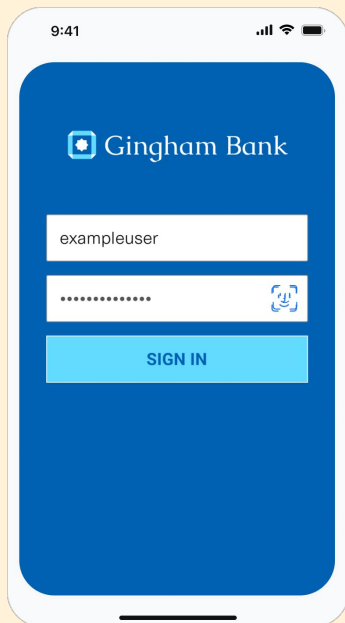
```
begin_checkout(...)
```

Faster. Fewer tokens.

2. Identity

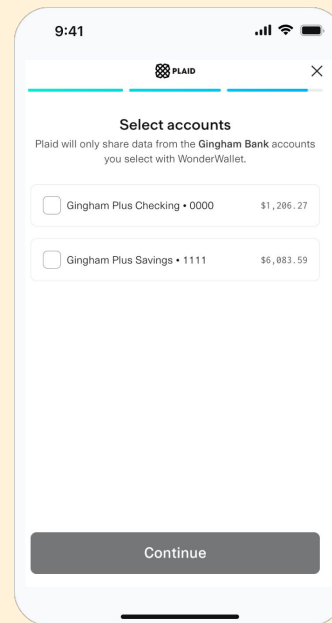
BASELINE

Existing login



ENHANCEMENT

Explicit account access



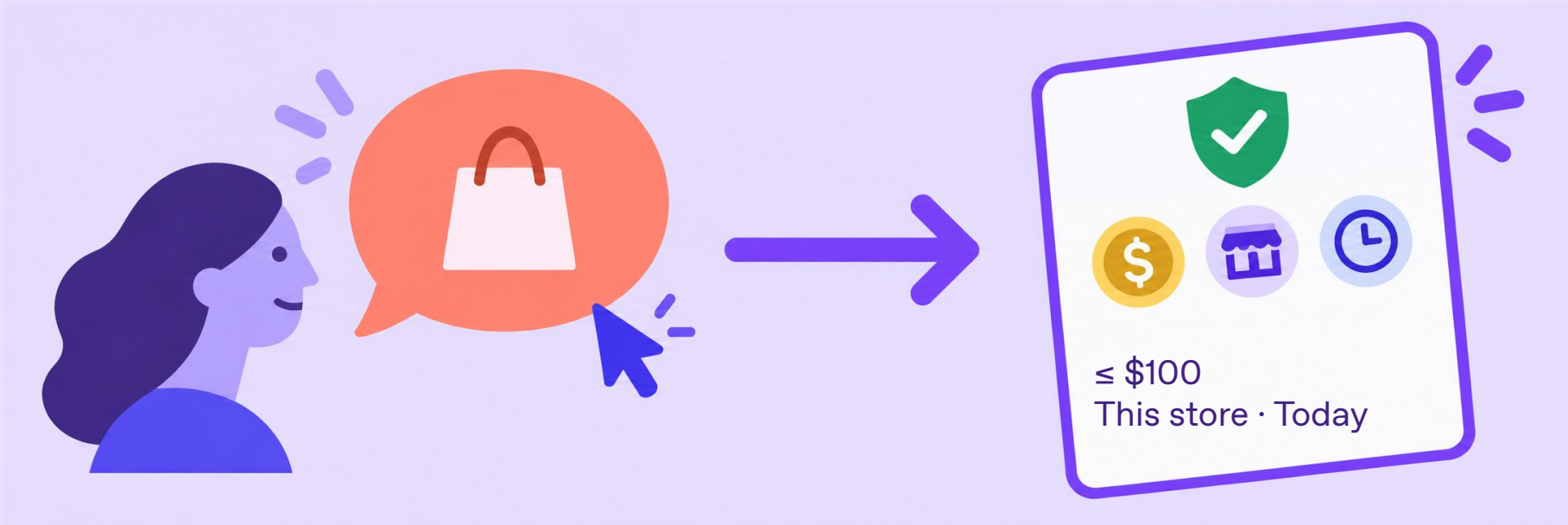
3. Authority

BASELINE

Model judgment

ENHANCEMENT

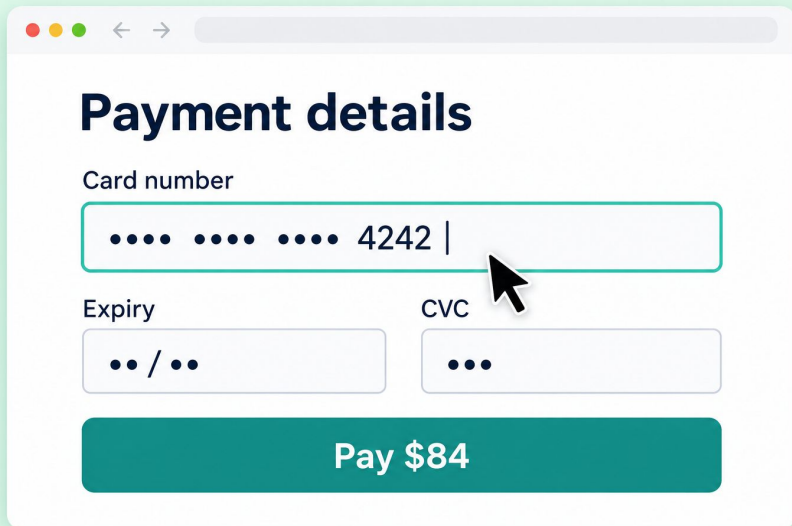
Explicit delegation



4. Payments

BASELINE

Browser entry



A browser window showing a payment form titled "Payment details". The form includes a "Card number" field with a cursor at the end of "4242", an "Expiry" field with a placeholder "00 / 00", and a "CVC" field with a placeholder "000". A teal button at the bottom says "Pay \$84".

ENHANCEMENT

Payment API



```
request_payment({  
  amount: 84,  
  currency: "USD"  
})
```

Payment Request · x402 · MPP

Keep the baseline.
Enhance the important parts.



1. Actions

Use the website

Add structured actions.



2. Identity

Existing auth

Add delegated access.



3. Authority

Model judgment

Add explicit delegation.



4. Payments

Browser checkout

Add payment primitives.

Web baseline → Agent-native enhancement

**Build on the web.
Deploy in steps.**

Thank you

Q&A

Riley Strong
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