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Qhov Kev Xav Ntawm Xyoo 1998 Uas Nyob Tom Qab Feem Ntau Cov Tsev Muag Khoom

Heather Grizzle · March 14, 2026

Feem ntau lub tsev muag khoom hauv online tseem xav tias tibneeg mus saib cov qeb khoom. Kev lag luam siv Agent (Agentic commerce) hloov txoj kev nrhiav khoom vim cov AI agent nug cov ntaub ntawv qhia txog kev ntseeg siab uas muaj tsim cais tsis yog nrhiav ntawm lub khw muag khoom.

Cov Ntsiab Lus

1. Yuav Ua Li Cas Lub Khw Muag Khoom Loj Tau Tsiv Los Rau Hauv Is Taws Nem
2. Ib Qho Qauv Uas Tau Nyob Ruaj Khov Ua Ib Qho Qauv Sawv Cev
3. Tus Kev Xav Kuj Tau Tsim Cov Lus
4. Vim Li Cas Qhov Rooj Tom Hauv Ntej Tsis Tseem Ceeb Ntxiv

Feem coob ntawm cov khw muag khoom hauv is taws nem niaj hnub no tseem ua raws li ib qho kev xav txog qauv tsim uas muaj los ntawm thaum ntxov ntawm lub sijhawm kev lag luam hauv is taws nem: ib tug neeg qhib lub web browser, mus txog ntawm lub homepage, thiab pib tshawb nrhiav mus rau hauv cov qeb khoom txog thaum lawv nrhiav tau yam khoom lossis kev pab uas lawv xav tau.

Yuav Ua Li Cas Lub Khw Muag Khoom Loj Tau Tsiv Los Rau Hauv Is Taws Nem

Tus qauv no tshwm sim thaum lub sijhawm 1990s tom kawg, thaum cov platform e-commerce thaum ntxov yuav tsum daws ib qho teeb meem yooj yim tab sis tsis tau txaus siab. Cov neeg siv khoom tab tom tsiv los ntawm cov khw muag khoom tiag mus

rau hauv ib puag ncig digital uas cov khoom noj khoom siv tsis muaj kev pom tseeb ntawm cov txaj khoom lawm. Kom pauv rov qab rau qhov ntawd, cov websites rov tsim lub qauv ntawm lub khw muag khoom loj. Cov qeb khoom hloov chaw rau cov kev sib txuas. Cov nplooj ntawv khoom hloov chaw rau cov thab khoom. Cov ncej menu kev qhia mus ua tim khawv qhia kev rau cov neeg yuav khoom mus thoob plaws lub khw.

Tag nrho qhov kev sim ntawd tau tsim los ncig lub tswv yim ntawm kev tshawb nrhiav pom tseeb los ntawm ib tug neeg siv. Lub homepage ua hauj lwm ib yam li lub qhov rooj tom hauv ntej. Cov qhov nrhiav thiab cov filter pab kom tsawg cov kev xaiv. Cov ntawv teev khoom qhia cov duab, cov qhab nias, thiab cov lus piav qhia uas tso cai rau ib tug neeg sib piv cov kev xaiv raws li lawv lub sijhawm.

Ib Qho Qauv Uas Tau Nyob Ruaj Khov Ua Ib Qho Qauv Sawv Cev

Raws sijhawm, tus qauv tsim ntawd tau nyob ruaj khov los ua tus qauv sawv cev rau yuav luag txhua lub khw muag khoom hauv is taws nem. Cov platform tau siv nyiaj ntau kom txhim kho cov yam ntawv pab txhawb kev tshawb nrhiav ntawm neeg: cov cuab yeej qhia txog kev xaiv, cov npav qhia xov xwm, cov carousel qhia khoom, thiab cov qhov nrhiav uas nyuaj zuj zus. Kev vam meej tau ntsuas los ntawm cov qauv sib xws li tus nqi click-through, lub sijhawm nyob ntawm nplooj ntawv, thiab cov funnel hloov pauv uas taug qab kev ib tug neeg mus thoob plaws lub vev xaib tsib qib ib zaug.

Txawm tias thev naus laus zis nce qib mus lawm, tus tswv yim hauv qab no tsis tau hloov ntau. Lub khw muag khoom tseem tau xav tias yog ib qhov chaw ib tug neeg yuav “nkag mus,” zoo li mus rau hauv ib lub khw. Kev tshawb nrhiav pib ntawm lub homepage thiab tshwm sim los ntawm kev taug kev pom tseeb.

Lub khw muag khoom tseem tau xav tias yog ib qhov chaw ib tug neeg yuav “nkag mus,” zoo li mus rau hauv ib lub khw.

Tus Kev Xav Kuj Tau Tsim Cov Lus

Tus kev xav no tsis yog tsuas tsim tus qauv interface rau tus neeg siv xwb, tab sis kuj tsim txoj kev piav qhia txog cov kev pab thiab khoom. Cov ntawv teev khoom tau sau feem ntau ua cov ntsiab lus lag luam uas npaj los ntxias tus neeg nyeem. Cov ntaub ntawv pov thawj, kev muaj peev xwm, thiab kev lav ntawv feem ntau tau muab tso rau hauv cov lus piav qhia dab neeg tsis yog tso ua cov ntaub ntawv tsim khob.

Rau tshaj ob caum xyoo txoj kev no ua hauj lwm zoo vim tus neeg yuav khoom, txoj kev ntsuas, thiab kev txiav txim siab kawg tag nrho yog neeg tswj. Lub platform muaj nyob los coj ib tug neeg mus thoob plaws ib txoj kev xaiv pom tseeb txog thaum lawv mus txog qhov yuav khoom.

Vim Li Cas Qhov Rooj Tom Hauv Ntej Tsis Tseem Ceeb Ntxiv

Tab sis tus qauv tsim ntawd qhia txog ib lub ntiaj teb uas neeg ua tag nrho txoj kev tshawb nrhiav lawv tus kheej. Thaum cov software agents ywj pheej pib koom nrog kev tshawb nrhiav thiab kev yuav khoom, tus kev xav tias txhua qhov kev txiav txim yeem pib ntawm ib tug neeg mus click ntawm lub homepage pib nyob qeeb zuj zus. Lub “qhov rooj tom hauv ntej” ntawm lub khw muag khoom, uas ib zaug yog qhov chaw nkag tseem ceeb tshaj plaws rau kev lag luam hauv is taws nem, tsis tseem ceeb npaum li qub thaum kev tshawb nrhiav tuaj yeem tshwm sim los ntawm cov lus nug tsim khob es tsis yog kev taug kev pom tseeb.

> **TUS KEV XAV QUB UAS RAUG SIV LOS NTAWM**
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> Yuav luag txhua lub khw muag khoom tseem xav tias kev tshawb nrhiav pib ntawm ib tug neeg ntawm lub homepage, taug kev pom tseeb mus rau txoj kev txiav txim siab.

TIPS

Know something about a sign language AI system that the public should know? Send it to tips@novaracg.com. Every tip is read by me and kept confidential. If you work in the UK, writing to us is not by itself a protected disclosure under the Public Interest Disclosure Act 1998, so before you share employer information, check your options with Protect (protect-advice.org.uk), the free whistleblowing advice line.

Yuav Hais Qhov Chaw Li Cas

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