

# Self-Learning AI Agent for Intelligent Product Support

Irosha de Silva, Dr. Yasith Jayawardana

Marketrix Inc

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## Abstract

Navigating complex digital product interfaces remains challenging, even with today's advancements. Traditional support methods—text chats, onboarding tutorials, and screen-sharing sessions—are often slow and frustrating for users. We propose an AI-powered system that masters product UIs by continuously exploring them and staying updated on product documentation and release notes. With this deep understanding, the AI delivers dynamic, context-aware, and visual on-screen support. Our system automates three key challenges in traditional support:

- (1) adapting to UI changes without manual reconfiguration,
- (2) gathering context to provide more precise user assistance, and
- (3) automating support for complex queries.

By eliminating static support scripts and reducing time-to-resolution, our system makes navigating software interfaces smoother, faster, and more intuitive.

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## 1. Introduction

The rapid evolution of digital interfaces has led to increased complexity in software applications. Users often feel like they are "wandering without a map," resulting in frustration and decreased productivity. Traditional support mechanisms are inadequate, as they are intrusive, slow, and fail to provide the immediate assistance users expect.

### 1.1 The Problem

- **User Frustration:** Navigating complex interfaces without effective guidance.
- **Inefficient Support:** Traditional methods do not offer instant, contextual assistance.
- **Productivity Loss:** Time spent seeking help detracts from productivity
- **Increased Support Costs:** Higher demand for support escalates operational expenses.
- **Decreased User Satisfaction:** Poor experiences lead to lower retention rates

### 1.2 The Need for Innovation

To address these challenges, there is a critical need for an intelligent system that can:

- Autonomously interact with user interfaces designed for humans.

- Adapt to interface changes without manual updates.
  - Provide real-time, context-aware assistance.
  - Enhance user experience and therefore product satisfaction.
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## 2. Background

### 2.1 Limitations of Current Solutions

- **Automation Tools:** Rely on predefined scripts (e.g., Selenium, Appium) and lack adaptability.
- **Chat-Based Support:** Offers text-based assistance without direct interface interaction.
- **Co-Browsing and Screen Sharing:** Intrusive and often lead to latency issues.
- **Rules-Based Systems:** Do not simulate human-like understanding or interactions.

### 2.2 The Gap in Existing Technologies

Current methods fail to maintain a bidirectional relationship between the visual interface and the action space, which is crucial for planning and executing actions in digital environments. There is a need for a system that can:

- Simulate human-like navigation.
  - Continuously refine its understanding of the interface.
  - Verify its understanding through simulated actions.
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## 3. Proposed System

To resolve these challenges, we have introduced a system that enables intelligent interaction with digital user interfaces through continuous simulation-based spatial understanding. The system consists of four main components:

### 3.1 Continuous Simulation Module

- **Function:** Performs human-like navigation on digital interfaces.
- **Purpose:** Uncovers the action space by taking snapshots of interface states.
- **Operation:** Systematically interacts with interface components, capturing both visual and source code snapshots.

### 3.2 Spatial Interaction Model

- **Function:** Identifies actionable sections using pre-trained AI models.
- **Purpose:** Translates snapshots into an unstructured action space or Directed Acyclic Graph (DAG).

- **Capabilities:**
  - Recognizes interface elements (buttons, menus, forms).
  - Preserves bidirectional relationships between actions and spatial states.
  - Allows flexible querying through logic programming or AI models.

### 3.3 Interaction Execution Module

- **Function:** Executes interactions based on the spatial model's outputs.
- **Purpose:** Autonomously navigates and performs actions within the environment.
- **Methods:** Utilizes AI-generated automation scripts for interaction.

### 3.4 Adaptation Module

- **Function:** Detects and adapts to interface changes in real-time.
  - **Purpose:** Maintains accuracy without manual intervention.
  - **Mechanism:** Verifies outcomes of executed actions and updates the spatial model when discrepancies exist.
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## 4. Technical Implementation

### 4.1 Training Data and Methods

- **Data Sources:**
  - Documentation and user manuals.
  - Training videos and tutorials.
  - Simulated and real user interactions (anonymized for privacy).
  - Visual and source code snapshots.
- **Algorithms:**
  - **Machine Learning:** Supervised, unsupervised, and reinforcement learning.
  - **Computer Vision:** Recognizes and classifies interface elements.
  - **Natural Language Processing:** Understands textual information and user queries.
  - **Action Discovery:** Infers action paths using logic programming and AI models.

### 4.2 Spatial Understanding and Interaction

- **Element Recognition:** Identifies interface components and their spatial relationships.
- **Interaction Patterns:** Learns common workflows and sequences.
- **Novel User Journeys:** Discovers new interaction methods by sampling actions.

### 4.3 Adaptation to Interface Changes

- **Simulation and Verification:** Continuously simulates actions and verifies outcomes.
- **Real-Time Updates:** Automatically adjusts the spatial model upon detecting changes.

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## 5. Applications

### 5.1 Customer Support and User Assistance

- **Autonomous Support:** Provides real-time assistance without human intervention.
- **User Onboarding:** Guides new users through features and functionalities.
- **Presales Demonstrations:** Offers interactive product walkthroughs.

### 5.2 Intelligent Automation

- **Process Automation:** Performs repetitive tasks efficiently.
- **Workflow Optimization:** Streamlines operations through intelligent interactions.

### 5.3 Autonomous Agents

- **Digital Assistants:** Completes tasks based on user requests.
- **Customer Service Bots:** Resolves issues by interacting directly with interfaces.

### 5.4 User Interface Optimization

- **Usability Analysis:** Identifies and suggests improvements for interface design.
  - **Predictive Modeling:** Simulates user interactions to forecast behavior.
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## 6. Advantages

### 6.1 Intelligent Interaction Without Predefined Scripts

- **Adaptability:** Eliminates reliance on manual script updates.
- **Flexibility:** Adapts to new or modified interface elements autonomously.

### 6.2 Continuous Simulation-Based Spatial Understanding

- **Up-to-Date Models:** Maintains current representations of interfaces.
- **Comprehensive Understanding:** Reflects all possible user interactions.

### 6.3 Real-Time Adaptation

- **Automatic Detection:** Identifies interface changes through ongoing simulations.
- **Efficient Updates:** Adjusts without manual reconfiguration.

### 6.4 Versatility Across Platforms

- **Multi-Platform Support:** Applicable to web, mobile, and spatial computing interfaces.
- **2D and 3D Environments:** Supports interactions in various digital spaces.

## 6.5 Enhanced User Experience

- **Immediate Assistance:** Provides context-aware guidance.
  - **Improved Satisfaction:** Reduces frustration and enhances accessibility.
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## 7. Conclusion

We have presented a system for intelligent interaction with digital user interfaces through continuous simulation-based spatial understanding. By simulating human-like navigation and continuously refining its spatial model, the system autonomously adapts to interface changes and provides real-time assistance. This innovative approach addresses the limitations of traditional support methods, enhances user experience, and offers significant advancements in AI-driven interface interaction.

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## About the Authors

*Irosha de Silva* and *Dr. Yasith Jayawardana* are leading innovators at Marketrix Inc, specializing in artificial intelligence and user interface technologies. Their work focuses on enhancing user experiences through intelligent systems that bridge the gap between complex digital environments and user accessibility.