



Empowering DXP with Autonomy: Building Agents and Assistants in Ibexa DXP

What is **ibexa/ai-assistant-ui** ?

The **ibexa/ai-assistant-ui** is a library providing ***reusable components*** to build AI Assistants.

Key Features

- 💰 **Layout adapting to the use-case** like ad-hoc questions, side-by-side and/or deep work
- 💰 Support for **Text, Voice & File upload input**
- 💰 **Interactive output** e.g., text, images, product carousel with **custom message types** support
- 💰 LLM **vendor agnostic** with OpenAI and Ibexa Orchestration Platform support out-of-the-box
- 💰 **Conversation history & management**
- 💰 **Context awareness** and ability to directly interact with active page
- 💰 Localization and internationalization included by default (EN, DE, FR, ES)
- 💰 **Keyboard navigation** and **accessibility**
- 💰 **Reusable components** distributed as frontend library (NPM package)



Prepare article about he... ▾



Hello! How can I help you today?

I need to prepare article about health, can you help?



Absolutely - happy to help! 😊

To get started, could you tell me a bit more about what you need?

A few questions to narrow it down:

- 1. Topic focus:** What specific area of health?
(e.g., nutrition, mental health, exercise, sleep, chronic illness prevention, public health policy, etc.)
- 2. Audience:** Who is the article for?
(e.g., general public, healthcare professionals, students, parents, seniors)
- 3. Length:** How long should it be?
(short blog 600–800 words, medium

Add GH registry

Create `.npmrc` file in your project root directory:



```
# Use GitHub Packages for @ibexa scope
# Provide a PAT via env var GH_PACKAGES_TOKEN with at least read:packages

registry=https://registry.npmjs.org/
@ibexa:registry=https://npm.pkg.github.com
//npm.pkg.github.com/:_authToken=${GH_PACKAGES_TOKEN}
always-auth=true
```

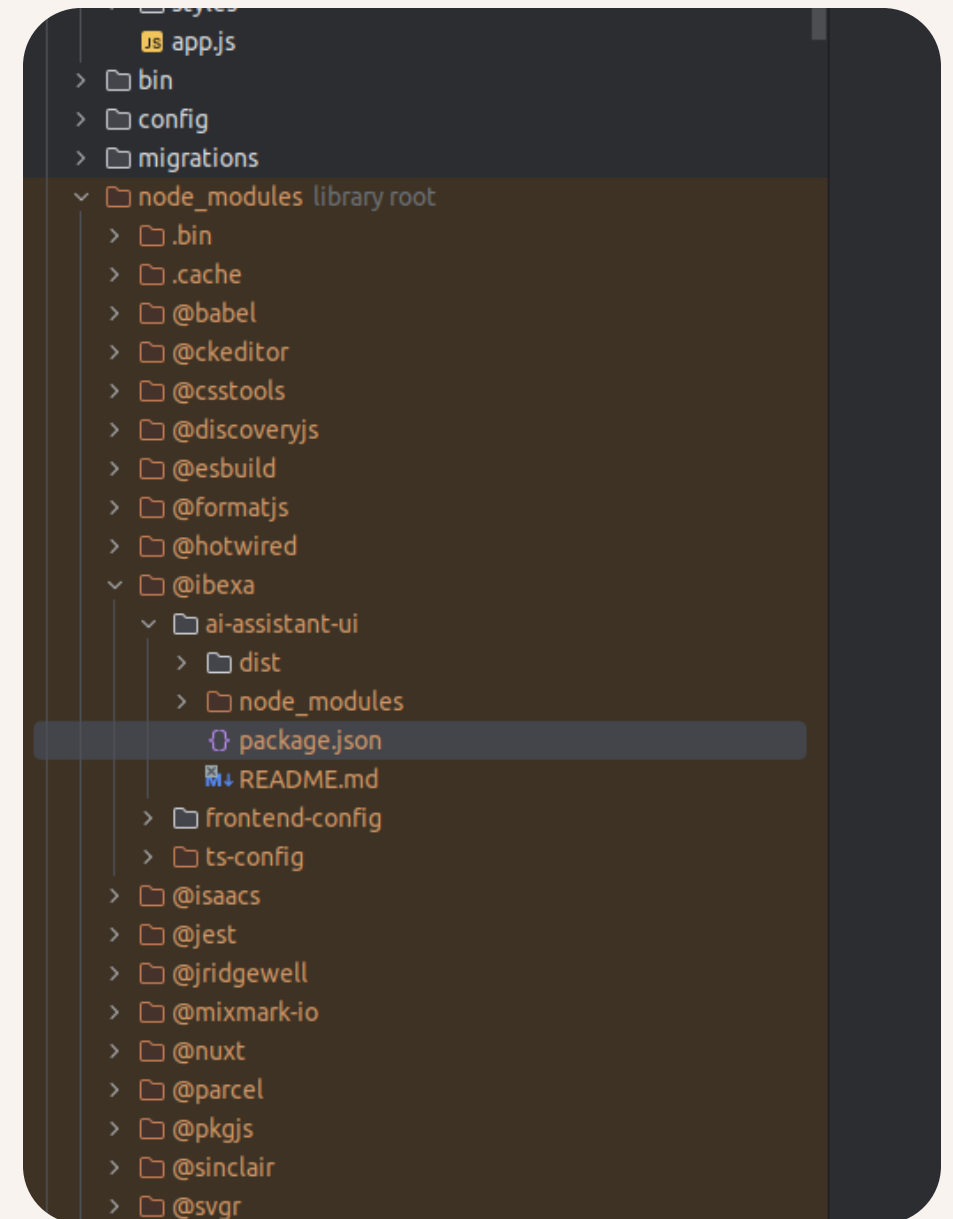
Installation

Run in your terminal:



```
$ yarn add @ibexa/ai-assistant-ui
```

After successful installation you should be able to see `@ibexa/ai-assistant-ui` in *node_modules*



Basic usage



```
import '@ibexa/ai-assistant-ui/styles.css';

import React from 'react';
import * as ReactDOMClient from 'react-dom/client';
import {Assistant, EchoAdapter} from '@ibexa/ai-assistant-ui';

document.addEventListener('DOMContentLoaded', () => {
  const adapter = new EchoAdapter("Hello from Ibexa AI Assistant!");
  const root = ReactDOMClient.createRoot(document.querySelector('#ai-assistant-root'));

  root.render(<Assistant adapter={adapter} />);
});
```

/assets/app.js



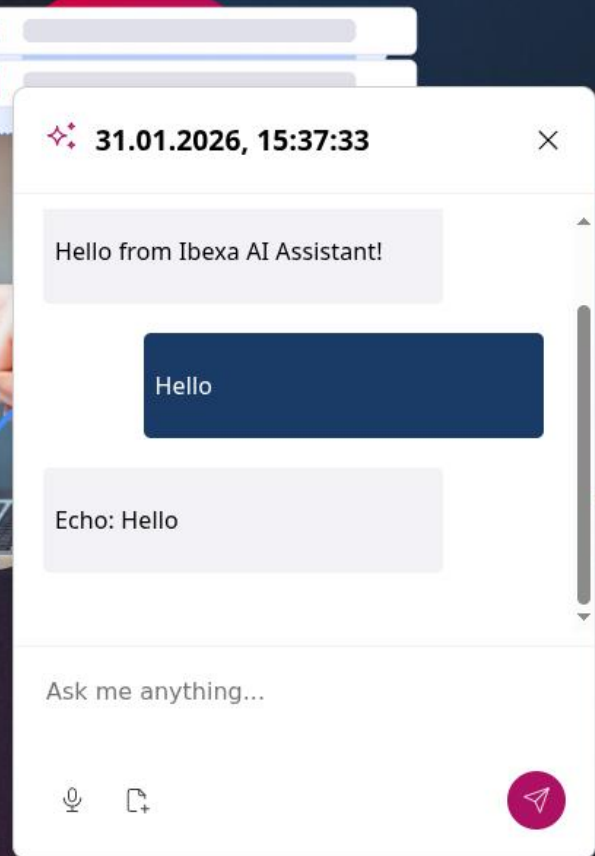
Welcome to Ibexa Digital Experience Platform 5.0.6

Digitalize and automate the way you do business.

Start your project

Go to storefront

Demo



Options

| <i>Option</i> | <i>Description</i> |
|--|---|
| <code>title</code> | Default Assistant Title |
| <code>adapter</code> | Adapter used to connect to backend |
| <code>layout</code> | Layout used to render Assistant. floating by default |
| <code>conversationId</code> | ID of the last conversation |
| <code>avatar</code> | Name and profile image URL used as assistant identity |
| <code>currentUser</code> | Current user's ID, name, and profile picture (URL) |
| <code>locale</code> | Current locale used by Assistant, e.g., <i>en</i> , <i>fr</i> , <i>de</i> , <i>es</i> |
| <code>input</code> | Flag indicating available input types (text , voice , file) |
| <code>closable</code> | Flag defining whether the Assistant can be closed by the user |
| <code>allowFullscreen</code> | Flag indicating if Toggle Full Screen action is available |
| <code>allowConversationManagement</code> | Flag indicating if conversation management is enabled. |
| <code>...</code> | ... |

Switch to Open AI adapter



```
import '@ibexa/ai-assistant-ui/styles.css';

import React from 'react';
import * as ReactDOMClient from 'react-dom/client';
import {Assistant, EchoAdapter, OpenAIAdapter} from '@ibexa/ai-assistant-ui';

document.addEventListener('DOMContentLoaded', () => {
  const adapter = OpenAIAdapter.fromConfig({
    apiKey: 'sk-proj-...',
    model: 'gpt-5'
  })

  const root = ReactDOMClient.createRoot(document.querySelector('#ai-assistant-root'));
  root.render(<Assistant adapter={adapter} title="Assistant" />);
});
```

Switch to Open AI adapter



```
import '@ibexa/ai-assistant-ui/styles.css';

import React from 'react';
import * as ReactDOMClient from 'react-dom/client';
import {Assistant, EchoAdapter, OpenAIAdapter} from '@ibexa/ai-assistant-ui';

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    apiKey: 'sk-proj-...',
    model: 'gpt-5'
  })

  const root = ReactDOMClient.createRoot(document.querySelector('#ai-assistant-root'));
  root.render(<Assistant adapter={adapter} title="Assistant" />);
});
```

Switch to Open AI adapter



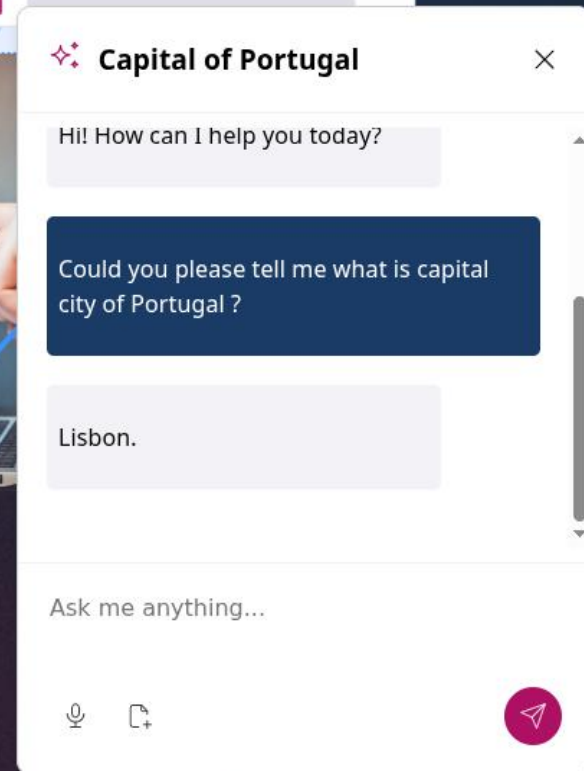
Welcome to Ibexa Digital Experience Platform 5.0.6

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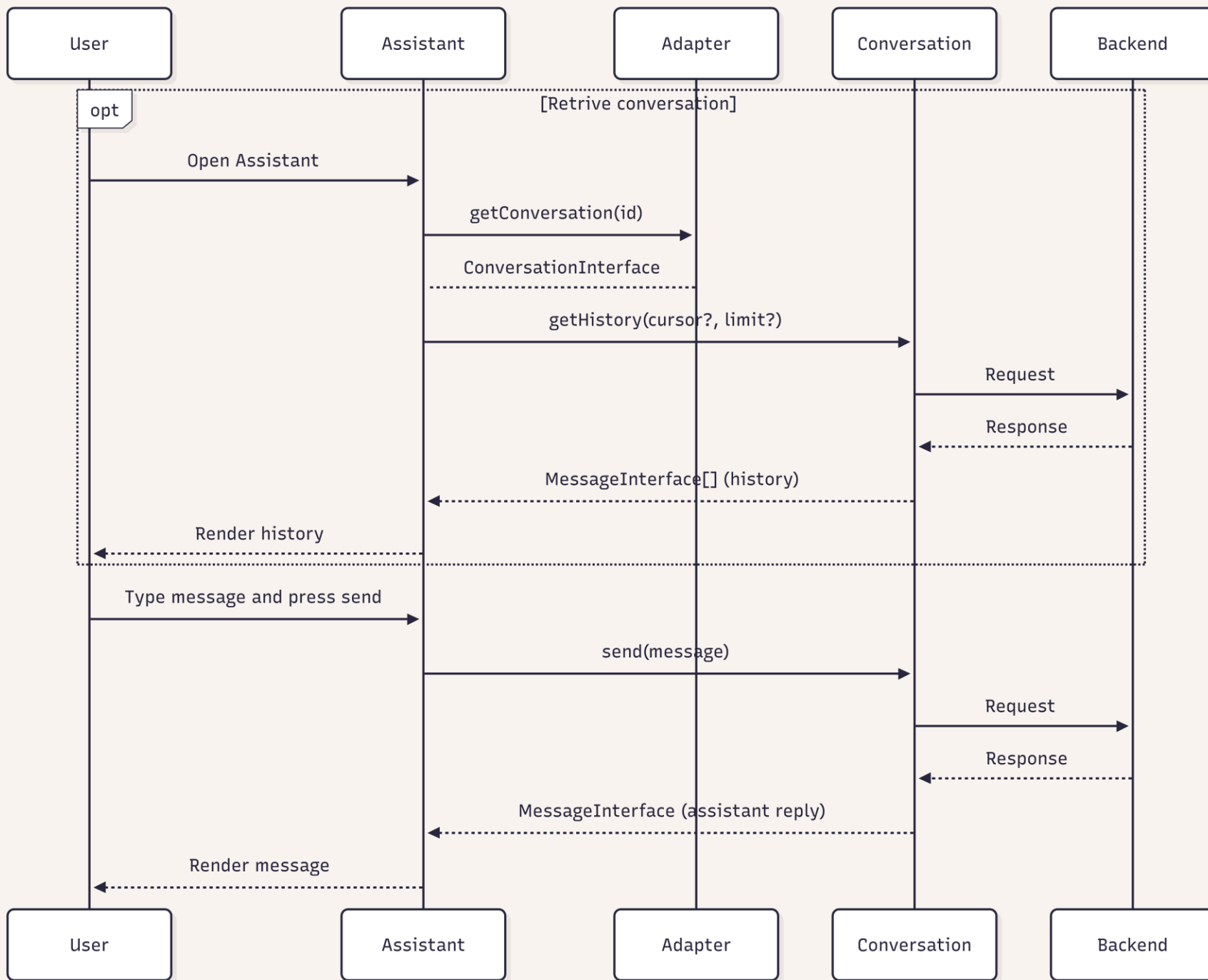
Start your project

Go to storefront

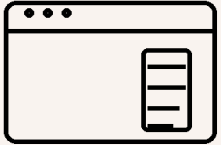
Demo



Custom Adapter

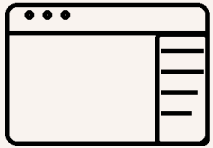


Layout



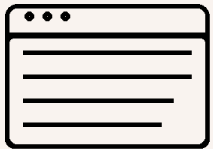
Floating Layout

The floating layout designed to occasionally interaction with an Assistant. Users primarily process tasks using the user interface, such as browsing the product catalog and asking ad-hoc questions to the Assistant.



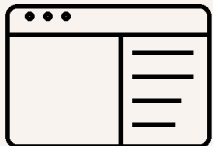
Sidebar Layout

Sidebar layout is designed to work alongside the Assistant. Users primarily focus on tasks such as editing articles and occasionally use the Assistant to access source materials, verify facts etc.



Full-screen Layout

Full-screen layout supports deep work with the Assistant when users focus primarily on conversations, such as research, planning, brainstorming, data analysis, and decision support.



Embedded Layout

Layout for integrating Assistant into existing user interfaces. This layout enables Assistant to adapt to the parent container dimensions and customize it's capabilities via configuration.



eCommerce

30/06/2025 - 30/09/2025

Engagement score ^{aio}

63

▼ 15 % over the last 3 months

Latest update 30/09/2025 00:06

Profiles

21,361

▼ 0 % over the last 3 months

Latest update 30/09/2025 00:06

Subscribed

21,361

▼ 0 % over the last 3 months

Latest update 30/09/2025 00:06

Scenario executions

3,990,157

🕒 3 months

Latest update 30/09/2025 14:34

20 sent one shot e-mail campaigns

95.15%
216 Delivered

5.09%
11 Opened / (Delivered)

36.36%
4 Clicked / (Opened)

0.00%
0 Unsubscribed / (Delivered)

Export this data 🕒 3 months

Latest update 30/09/2025 11:54

1 sent one shot SMS campaign

0.00%
0 delivered

No data available

No data available

Export this data 🕒 3 months

Latest update 30/09/2025 11:54

4 sent one shot push campaigns

100%
3 Opened / (Delivered)

Latest update 30/09/2025 11:54

AI assistant

Hello! How can I help you today?

You can select an available option to start creating right away or use the chat to describe what I can help you with today.

Create new

Content

Landing page

Product

Catalog

Agent

Run @CampaignAnalysis here.

Sure thing, calling out to run @CampaignAnalysis.

Ask me anything...



Results of last mass e-mail campaigns

Campaign name

oneshot bestmoment

Results of last mass SMS campaigns

Campaign name

test_jacqg_09_24_2025_01

Floating Assistant

Quable

Search...

Data local: English (US)

AU

I < Collapse

Pinned

Dashboard

Advanced search

Product management

Data flow

Activity reports

Administration







Quable app store

Quable education

Welcome to Quable Dashboard

Sandra Lopez

Product to enrich

| <input type="checkbox"/> | Product name | Creation date | Shopify Ready | |
|--------------------------|---|------------------|-----------------------------|---|
| <input type="checkbox"/> |  Floral Maxi Dress | 14/05/2024 09:51 | <div><div></div></div> 50% |  |
| <input type="checkbox"/> |  High-Waisted Skinny Jeans | 14/05/2024 09:51 | <div><div></div></div> 100% |  |
| <input type="checkbox"/> |  Silk Blouse with Polka Dots | 14/05/2024 09:51 | <div><div></div></div> 70% |  |

28 products

Lines per page 100

1

2

3

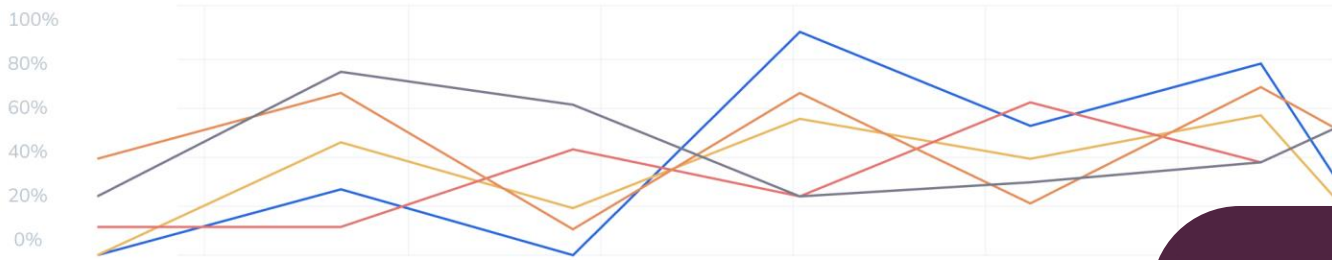
...

100

101

102

Marketplace completude evolution



| Year | Shopify | La Redoute | 3 Suisses | Asos | Zalando |
|------|---------|------------|-----------|------|---------|
| 2018 | 0% | 0% | 5% | 38% | 20% |
| 2019 | 25% | 45% | 5% | 65% | 75% |
| 2020 | 0% | 15% | 40% | 10% | 60% |
| 2021 | 95% | 55% | 20% | 65% | 20% |
| 2022 | 50% | 40% | 60% | 20% | 25% |
| 2023 | 80% | 55% | 35% | 65% | 35% |

Shopify La Redoute 3 Suisses Asos Zalando

Usages

Catalog d

AI assistant

Hello! How can I help you today?

You can select an available option to start creating right away or use the chat to describe what I can help you with today.

Create new

Content

Landing page

Product

Catalog

Agent

Run @CampaignAnalysis here.

Sure thing, calling out to run @CampaignAnalysis.

Ask me anything...

Sidebar Assistant



Start new

History

Article preparation help

Optimizing Digital Experiences...

Content Management and Per...

System Integrations within a D...

User Data Analysis in a DXP



Hello! How can I help you today?

Run [@CampaignAnalysis](#) here.



Absolutely — happy to help! 😊
Running [@CampaignAnalysis](#) agent.



Fullscreen Assistant



Describe your agent flow...



Customizing Appearance

CSS variables allow you to easily adapt the Assistant's look and feel to fit your application.



```
:root {  
  --ibexa-ai-assistant-color-bg-window: #ffffff;  
  --ibexa-ai-assistant-color-bg-app: #efefef;  
  --ibexa-ai-assistant-color-bg-message: #f3f2f7;  
  --ibexa-ai-assistant-color-bg-message-user: #1a3b66;  
  --ibexa-ai-assistant-color-bg-primary: #ae1164;  
  --ibexa-ai-assistant-color-bg-primary-hover: #981055;  
  --ibexa-ai-assistant-color-bg-secondary-hover: #f0f0f0;  
  --ibexa-ai-assistant-color-border: #cccccc;  
  --ibexa-ai-assistant-color-text: #000000;  
  
  /* ... */  
}
```



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Digitalize and automate the way you do business.

Start your project

Go to storefront

Demo



Ask AI

Custom Message Types



```
// (1) Create message component
function HighlightMessage({message}) {
  return (
    <div style={{background: 'yellow', color: '#000', padding: '5px'}}>
      {message.text}
    </div>
  );
}
```

```
// (2) Create components map
const components = new Map([
  ['highlight', (message) => <HighlightMessage message={message} />],
]);
```

```
// (3) Pass components map to <Assistant />
root.render(<Assistant [...] messageComponents={components}/>);
```

Testing Custom Message Types

```
const adapter = EchoAdapter.fromConfig({
  data: [
    {
      id: '1',
      subject: 'Example Conversation',
      messages: [
        {
          id: '1',
          type: 'highlight',
          text: 'Hello, how can I assist you today?',
          role: 'assistant',
        },
      ],
    },
  ],
});
```



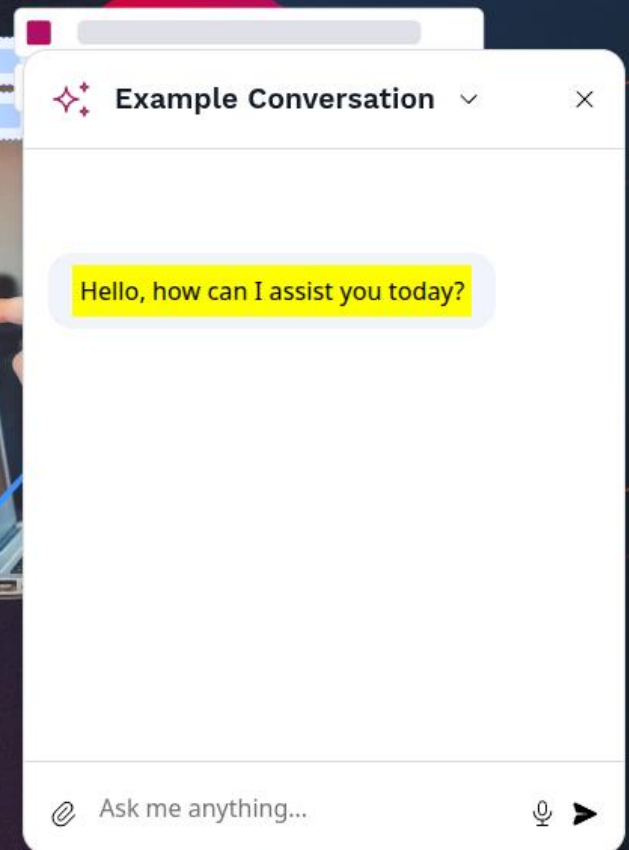

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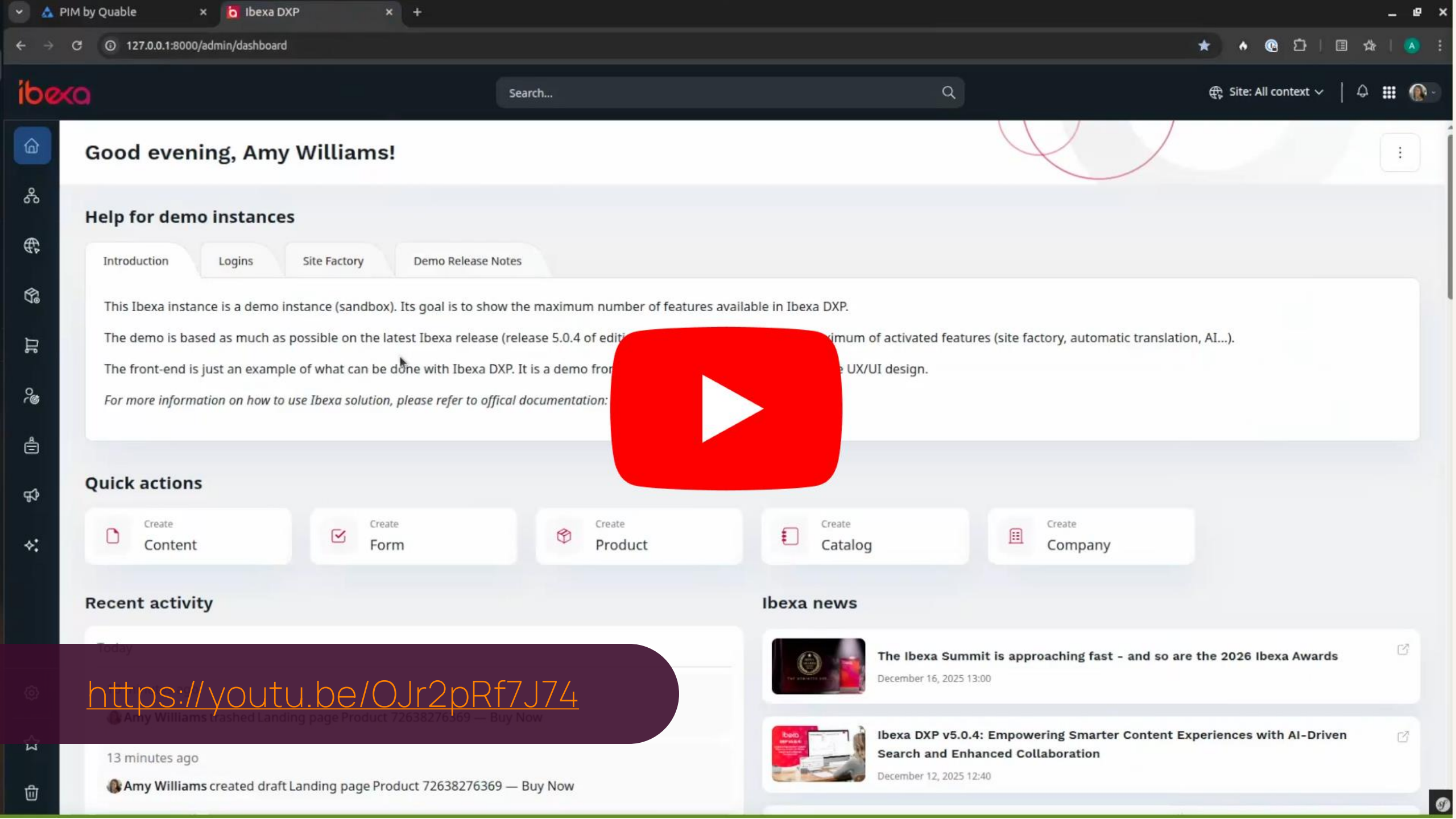
Start your project

Go to storefront

Demo



Ask AI



Good evening, Amy Williams!

Help for demo instances

Introduction

Logins

Site Factory

Demo Release Notes

This Ibexa instance is a demo instance (sandbox). Its goal is to show the maximum number of features available in Ibexa DXP.

The demo is based as much as possible on the latest Ibexa release (release 5.0.4 of edition 5.0.4) with a maximum of activated features (site factory, automatic translation, AI...).

The front-end is just an example of what can be done with Ibexa DXP. It is a demo from the UX/UI design.

For more information on how to use Ibexa solution, please refer to official documentation:

Quick actions



Create
Content



Create
Form



Create
Product



Create
Catalog



Create
Company

Recent activity

Today

<https://youtu.be/OJr2pRf7J74>

Amy Williams trashed Landing page Product 72638276369 — Buy Now

13 minutes ago

Amy Williams created draft Landing page Product 72638276369 — Buy Now

Ibexa news



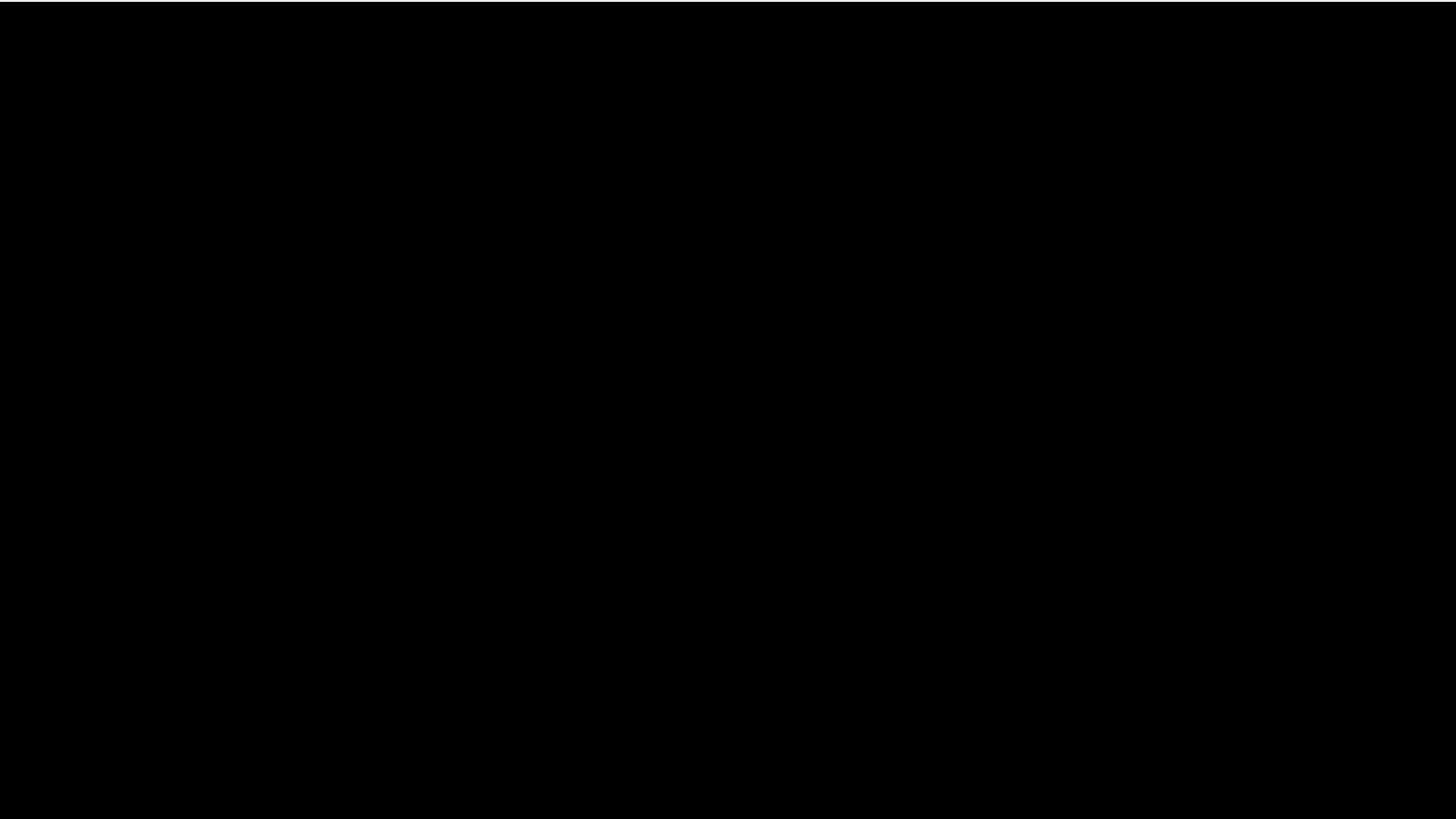
The Ibexa Summit is approaching fast - and so are the 2026 Ibexa Awards

December 16, 2025 13:00

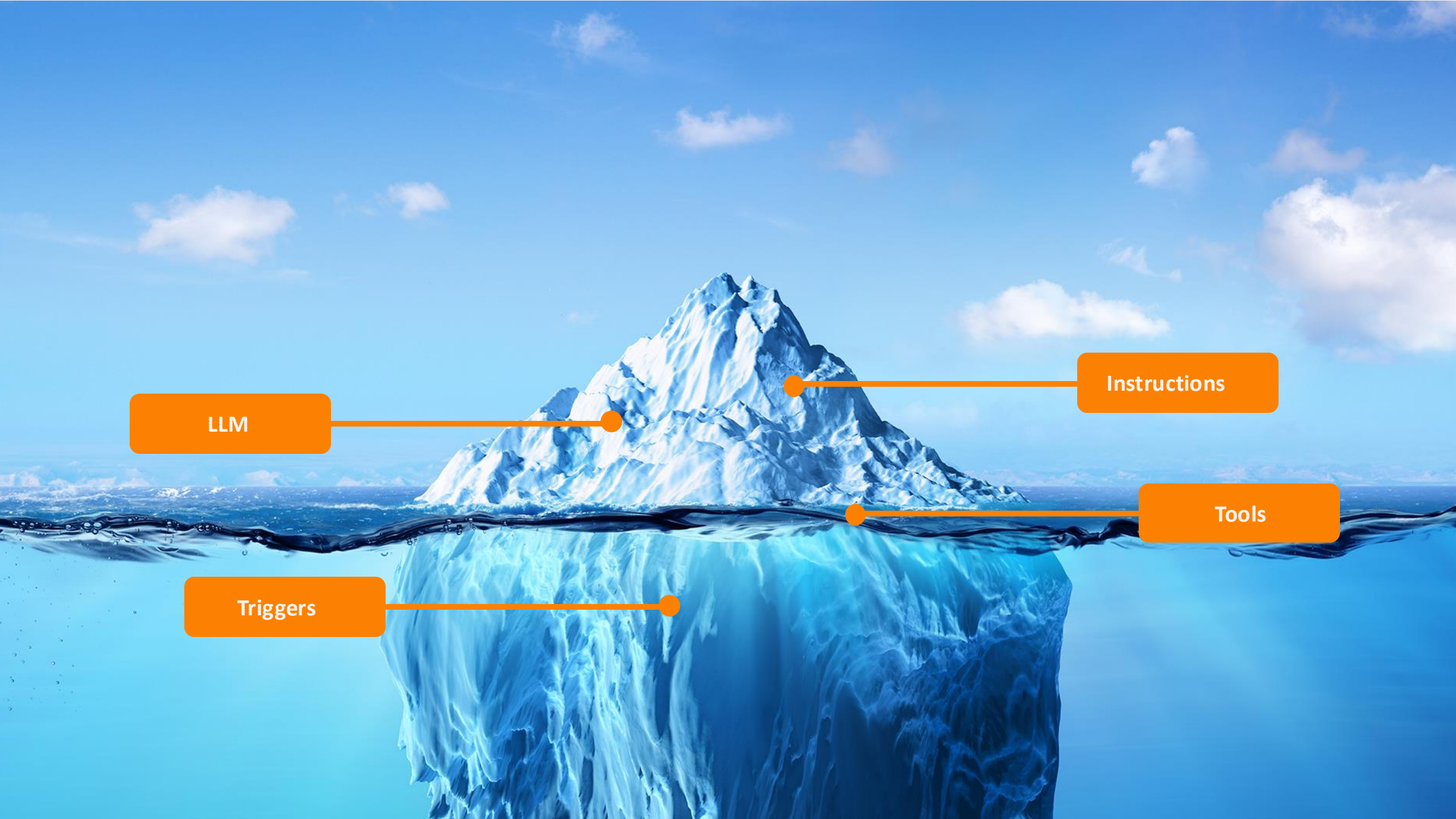


Ibexa DXP v5.0.4: Empowering Smarter Content Experiences with AI-Driven Search and Enhanced Collaboration

December 12, 2025 12:40



Assistant
=
Agent + Conversational UI

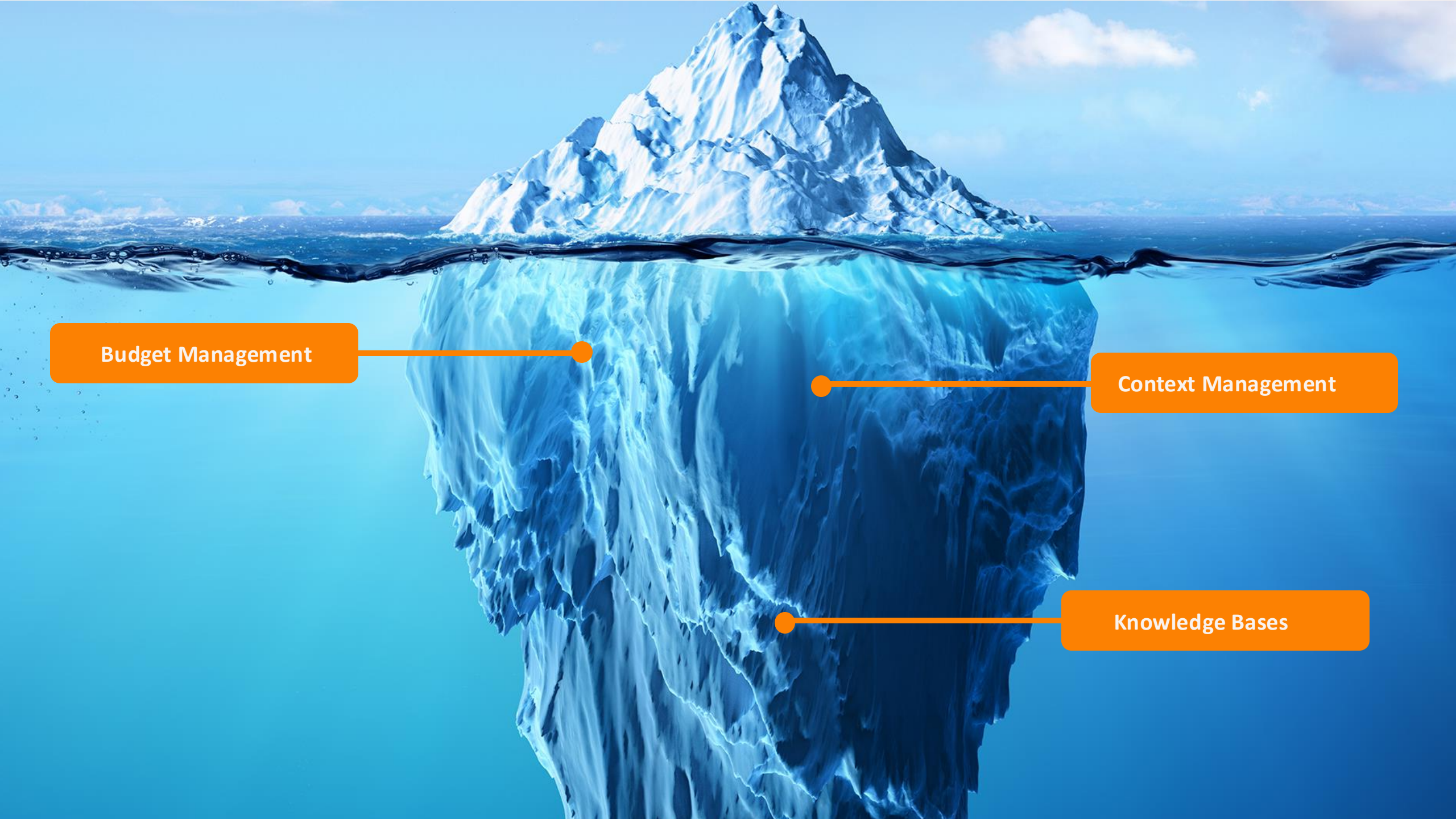


LLM

Instructions

Tools

Triggers



Budget Management

Context Management

Knowledge Bases



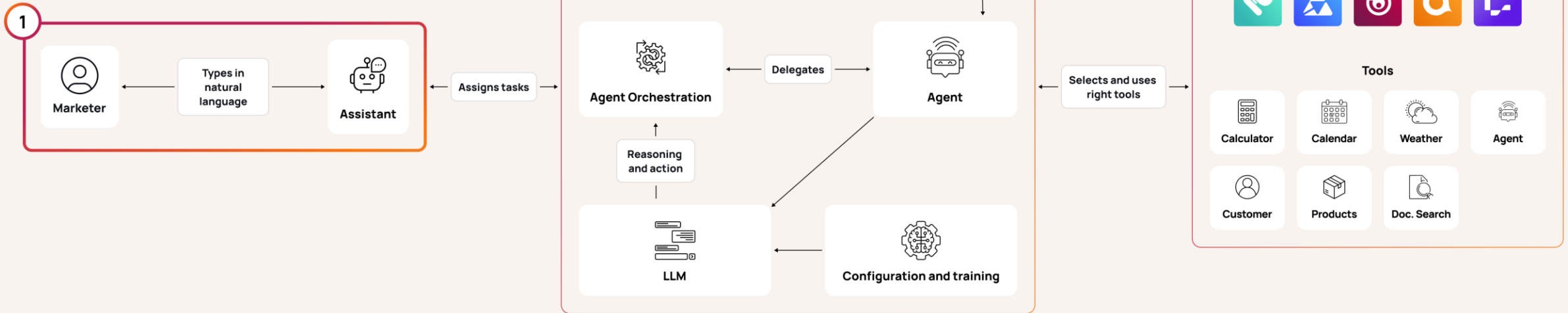
Execution Engine

The image features a large, jagged iceberg floating in a deep blue ocean. The iceberg is oriented vertically, with its peak at the top. Four orange lines with circular endpoints point from labels to specific locations on the iceberg: 'Execution Engine' points to the top peak, 'Observability' points to a mid-level ridge, 'Security' points to a lower section on the left side, and 'Infrastructure' points to the base of the iceberg. The labels are contained within orange rounded rectangular boxes.

Observability

Security

Infrastructure



Anatomy of Agent





Thank you