Femme-Devs @ ./

New Frontiers - Semantic Similarity Search (by Bizom)

Problem Statement

Addressing Language Barriers:
- Shopkeepers often use native terms (e.g., Kalaunji for Nigella seeds), making it hard to find products listed under English names.
- Our solution enables searches using Hindi words in the Latin script while handling minor spelling errors (e.g., "rise" instead of "rice").

Curated Search Results:
- Search results are tailored to store types:
  - Small stores are offered more affordable options (e.g., chocolates ₹20–50).
  - Large stores are shown more premium products (e.g., ₹70–180).

Umbrella Terms:
- Broader categories like "beverages" show results for multiple brands (e.g., Fanta, Coke, Juice).
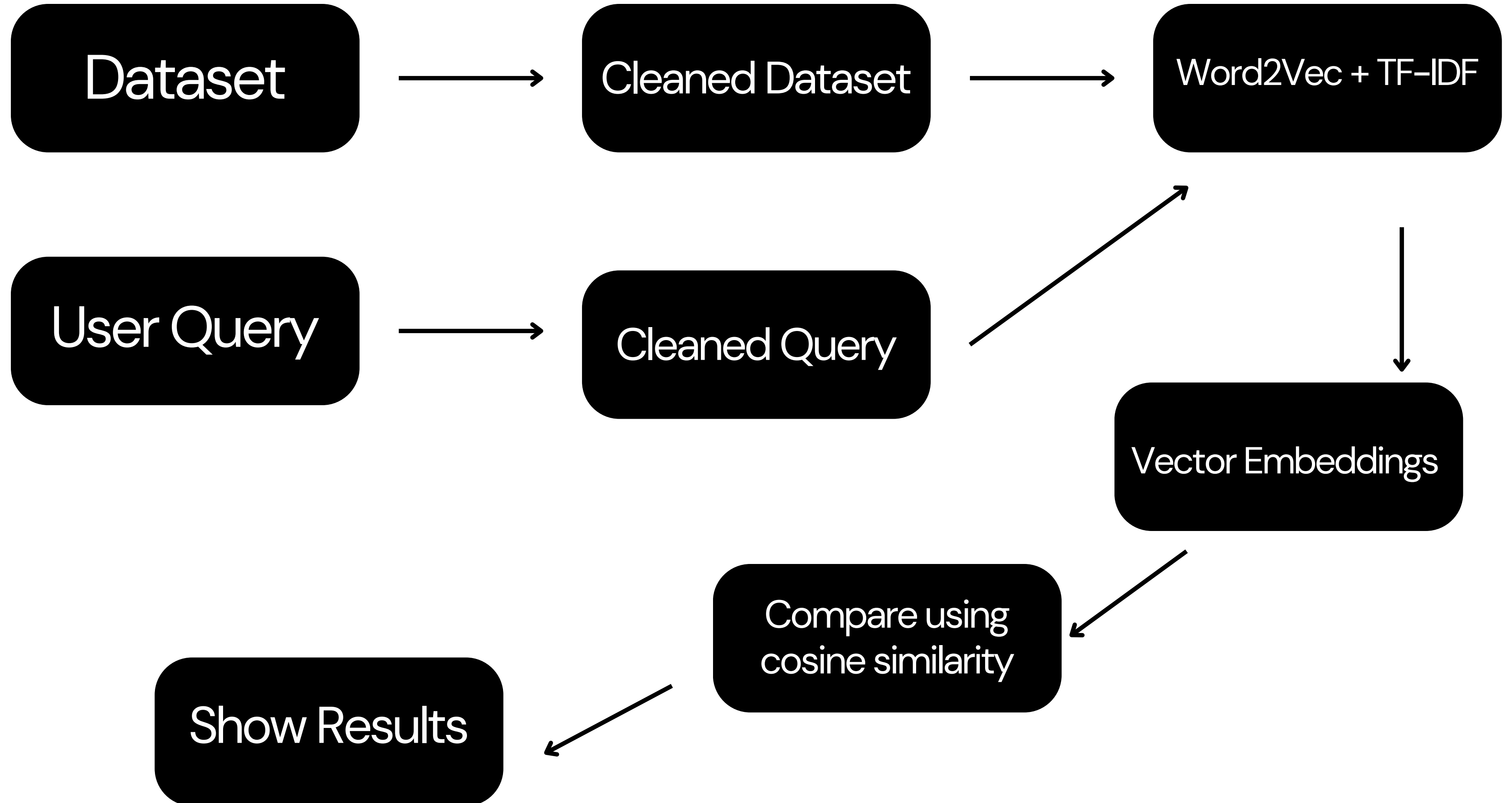
Assumptions:
English Proficiency of the User is of a Primary School Student

Potential Impacts

Our solution is innovative in curating search results based on a business scale and enabling Hindi-language search, making e-commerce more accessible for local shopkeepers.

Our Approach

Demo / Results