

**Case Study****Conversational AI for Smarter eCommerce Product Discovery**

Transforming online fashion discovery through AI-powered conversational search, enabling users to find products using natural language and voice commands across multiple eCommerce platforms.



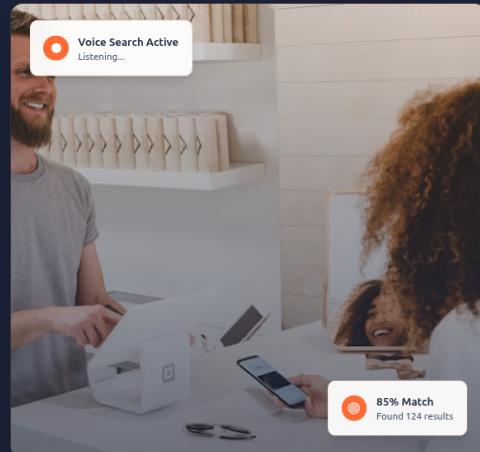
**70%**  
Effort Reduction



**85%+**  
Matching Accuracy



**3x**  
Faster Discovery

[View Full Study →](#)[Contact OrangeMantra](#)

**85% Match**  
Found 124 results

**Project Overview**

A fast-growing fashion-tech startup set out to reimagine how users discover fashion online. Their vision: eliminate clunky filters and rigid keyword searches by enabling natural, voice-based product discovery.

OrangeMantra partnered with them to build an AI-powered mobile shopping experience that seamlessly blends conversational search, visual intelligence, and real-time product aggregation.



AI/ML

Voice Recognition

eCommerce

Mobile First

Real-time API

**The Challenge****Breaking Down the Barriers in Traditional eCommerce Search**

Traditional eCommerce search methods often frustrate users—especially when they're trying to describe specific visual details or styles.

**Ineffective Search Experience**

Traditional keyword searches fail when users try to describe visual details or contextual preferences like 'boho top for beach vacation'

[Critical Issue →](#)**Time-Consuming Navigation**

Users waste valuable time switching between multiple shopping apps and navigating complex filter systems

[Critical Issue →](#)**Expression Barriers**

Difficulty expressing visual and style preferences through standard search interfaces and rigid category filters

[Critical Issue →](#)**Poor Personalization**

Lack of relevant, personalized suggestions that understand individual style preferences and shopping context

[Critical Issue →](#)

### Critical Issues Identified

- Difficulty expressing visual preferences
- Time wasted switching between apps
- Lack of personalized suggestions
- Poor search result relevance



### OrangeMantra's Solution

#### Four Key Innovations That Changed Everything

OrangeMantra developed four core innovations that transformed how users discover and shop for fashion online



4 Core Solutions



#### Speak, Don't Type

##### Voice-Enabled Natural Language Search

Users could speak their fashion needs—no more typing or filtering.

[Core Innovation →](#)



#### Smart Recognition

##### AI-Powered Product Matching

Leveraging text and visual recognition to surface accurate results.

[Core Innovation →](#)



#### Instant Results

##### Real-Time Product Aggregation

Instantly pulling inventory from platforms like Myntra, Ajio, Amazon, and others.

[Core Innovation →](#)



#### One-Tap Shopping

##### Seamless User Journey

From discovery to redirection, the app was optimized for mobile navigation and one-tap purchases.

[Core Innovation →](#)

### The Result: A Complete Shopping Revolution

**70%**

Less User Effort

**85%**

Match Accuracy

**3x**

Faster Discovery



[Technical Excellence](#)

#### ⌚ Technical implementation

##### Deep Dive into OrangeMantra's AI-Powered Solution

OrangeMantra collaborated closely with the client to design a lightweight, mobile-first platform that delivers a frictionless shopping experience using AI and natural language processing.



⌚ Feature #1

##### Voice-Enabled Natural Language Search

Users can speak their fashion needs in natural language—no more typing complex queries or navigating through multiple filters.

- Key Benefit

Eliminates typing barriers and enables intuitive product discovery



⌚ Feature #2

##### AI-Powered Product Matching

Advanced text and visual recognition algorithms that understand context, style preferences, and fashion terminology to surface accurate results.

- Key Benefit

85%+ matching accuracy from voice-based queries



⌚ Feature #3

##### Real-Time Product Aggregation

Instantly pulls inventory from platforms like Myntra, Ajio, Amazon, and other major eCommerce sites in real-time.

- Key Benefit

Access to millions of products across multiple platforms



⌚ Feature #4

##### Seamless Mobile-First Journey

Optimized mobile experience from discovery to purchase redirection, designed for one-tap navigation and quick decision-making.

- Key Benefit

Reduced user effort by 70% for finding desired products

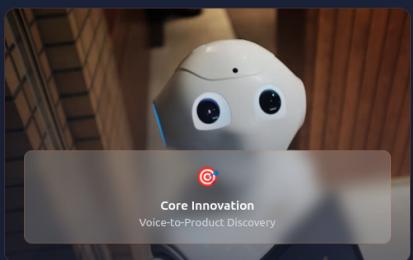
#### ⌚ Technology Stack & Innovation

OrangeMantra's solution leveraged cutting-edge AI technologies including natural language processing, computer vision, and real-time API aggregation to create a seamless shopping experience.

- Machine Learning for Intent Recognition

- Computer Vision for Visual Matching

- Real-time Multi-platform Integration

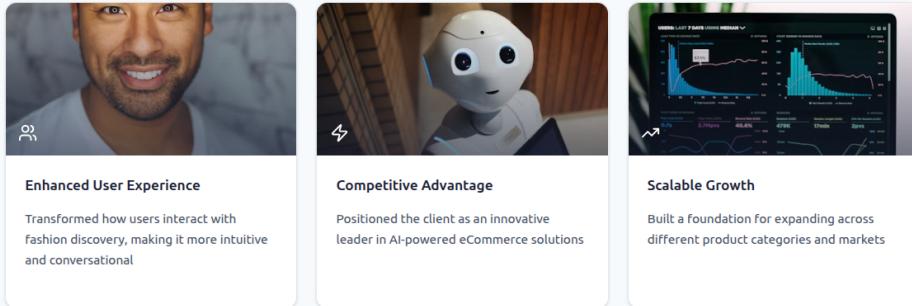
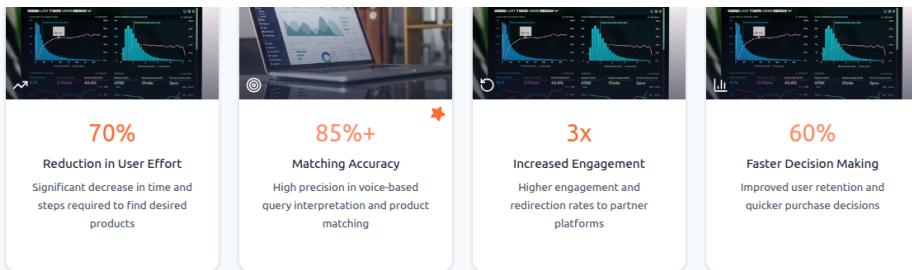


#### ⌚ Measurable Impact

##### Transforming Business Outcomes Through Innovation

OrangeMantra's AI-powered solution delivered measurable improvements across user experience, engagement metrics, and business outcomes.





### Key Success Factors

The project's success was driven by OrangeMantra's innovative AI implementation, user-centric design, and seamless platform integration.

**User-Centric Design**  
Natural interaction patterns

**Advanced AI Integration**  
NLP and computer vision

**Mobile-First Approach**  
Optimized for mobile

**Real-Time Processing**  
Instant aggregation

**Project Success**  
Award-winning innovation

### Ready to Transform Your Business?

Let OrangeMantra discuss how AI-powered solutions can revolutionize your customer experience and drive measurable business growth.

[Schedule a Consultation →](#)
[Contact OrangeMantra](#)

**Let's Build Together**  
Your next AI innovation