

Story Discovery with Contextual AI

Business Challenge

To enable contextual AI-powered multilingual and voice-based story discovery across a large catalog of 50,000+ titles on an educational content platform



Requirement

- Support natural-language queries instead of pure keywords.
- Enable multilingual + Indic language text and voice search.
- Provide accurate semantic matching with translation.
- Deliver enriched results with visuals.
- Maintain low-latency performance at larger scale.



Technology & Tools

- SentenceTransformers, Qdrant
- Python, Flask
- NLP Models for Indic Languages
- Speech-to-Text Modules
- Pandas, NumPy



Value add by Mirafra

- Delivered multilingual natural-language + voice search.
- Enabled concept-level, theme-level discovery beyond keywords.
- Added fast, visual story previews with automatic metadata retrieval.
- Built a scalable hybrid semantic + keyword search pipeline.
- Enhanced discoverability and user engagement.