Mitacs Business Strategy Internship (BSI): Partner Proposal Metric Design

Organization Name: Metric Design
Project Title: Product Manager for Generative AI Preference Map & Visualization Tools
Estimated Project Term: Greater than 1 year
Positions Available: 1
Please Send Resume/Cover Letter To: Tamara Bowman, Owner/Creative Director, at
metricly@metricdesign.ca

Seeking Applicants in:
Computer Science
Edwards School of Business

About Metric Design:
Metric Design is an innovative interior design firm dedicated to crafting exceptional spaces that blend beauty, functionality, and personalized style. Since 2011, Metric has established itself as a leader in residential and commercial design by offering comprehensive interior design, styling, and renovation services tailored specifically to each client's vision. With expertise ranging from detailed renovations, modern basement developments, and sophisticated styling solutions, to custom cabinetry, high-quality finishes, and thoughtfully curated furniture selections, Metric Design consistently delivers exceptional results. Metric Design also excels in creating captivating landscaping designs, extraordinary event experiences, and luxury retreats, ensuring each project is both memorable and impactful.

Complementing Metric Design's success is MetricLy, a technology-driven startup designed to revolutionize the furniture and decor selection process. MetricLy provides an intuitive, user-friendly app where designers and consumers can efficiently source, select, and purchase products online. Supported by a government-funded research grant through Sask Polytechnic, MetricLy's MVP is now launching, promising significant efficiency gains and enhanced procurement experiences for users. With plans to expand across Canada and into the U.S., MetricLy represents Metric Design's commitment to innovation and continuous growth, ensuring both businesses remain at the forefront of design and technology.

Project Description:
This innovation project centers around the creation of an advanced generative AI-driven platform designed to visualize consumer preference data for interior design products through dynamic and interactive maps and visualization tools. The primary goal is to simplify and optimize decision-making processes for both consumers and interior design professionals, enhancing procurement efficiency and user satisfaction.
The innovation involves integrating sophisticated generative AI with intuitive user interfaces to provide highly personalized and real-time visualizations of product preferences. This incremental innovation stands to significantly elevate industry standards by offering interactive, user-centric visualization capabilities that are unique within the interior design market.
The Product Manager candidate will play a critical role in orchestrating the project's development from conceptualization to deployment. Key responsibilities include:
Defining and managing product vision, roadmap, and strategy aligned with user needs and business objectives.
Coordinating cross-functional teams (developers, UX/UI designers, AI specialists) to ensure smooth collaboration and timely delivery of milestones.
Conducting market research and competitive analysis to identify trends, opportunities, and positioning strategies.

Prioritizing features and managing agile product backlogs through clear communication of requirements and expectations.
Ensuring product quality through iterative testing, validation, and refinement processes, incorporating stakeholder feedback.
Analyzing performance metrics and user feedback to drive continual product improvements and adaptations.
The methodologies employed will include agile product management, user story mapping, lean validation techniques, and data-driven decision-making. The Product Manager will ensure alignment across all stakeholders, fostering innovation and market relevance, and ultimately establishing a pioneering standard for AI-driven user experience in the interior design sector.

Skills/Expertise:
Agile Product Management: Minimum 2 years experience (required)
Experience with roadmap and backlog management tools (e.g., Jira, Trello, Productboard)
Strong proficiency in market research and competitive analysis techniques
Familiarity with data analytics tools (e.g., Google Analytics, Tableau, PowerBI)
Excellent communication and stakeholder management skills
Optional Assets:
Experience with generative AI or machine learning technologies
Familiarity with UX/UI design principles and design tools (e.g., Figma, Adobe XD)
Technical background or familiarity with software development practices (e.g., APIs, front-end/back-end technologies, databases)