

# Philip Wong

Product Designer

# About me

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**Navigate through ambiguity**

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**Uncover the “why”**

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**Build 0-1 for B2B & B2C**

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**Deliver meaningful impact**

Based in Vancouver, Canada

# Experience

## Grammarly

Senior Product Designer

2022-2024

Demonstrated the impact of Grammarly's AI writing tools on enterprise accounts, scaling seat expansion volume by 10x from tens to hundreds.

## Clio

Staff Product Designer, 2021 – 2022

2016-2022

Led iterative improvements to Clio's payment platform, increasing active payment accounts by 260% over three years.

## Best Buy Canada

Visual Design Lead, 2015 – 2016

2011-2016

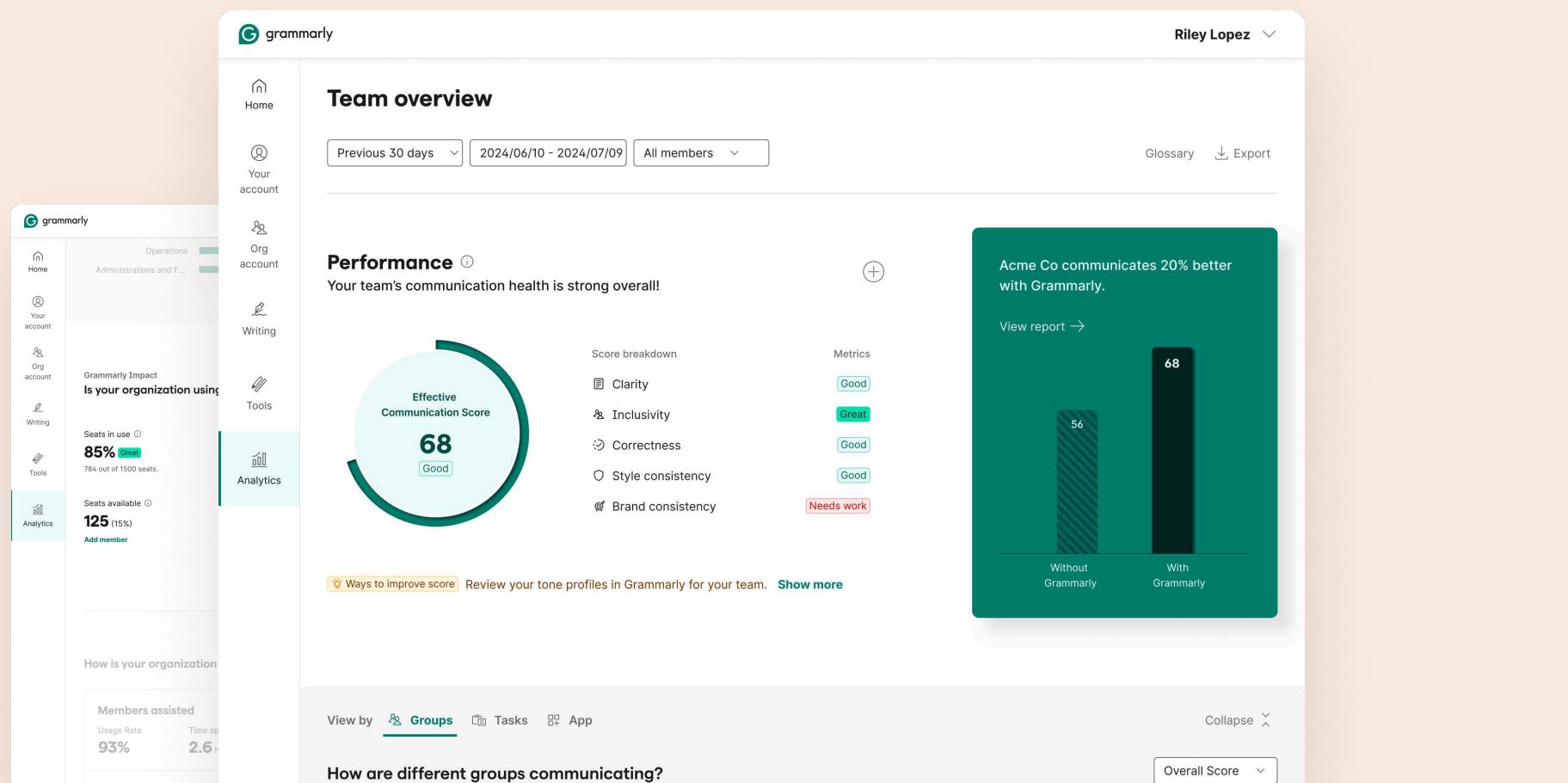
Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

# Case studies

## Case study 1

### Measure Grammarly's impact on enterprise communication

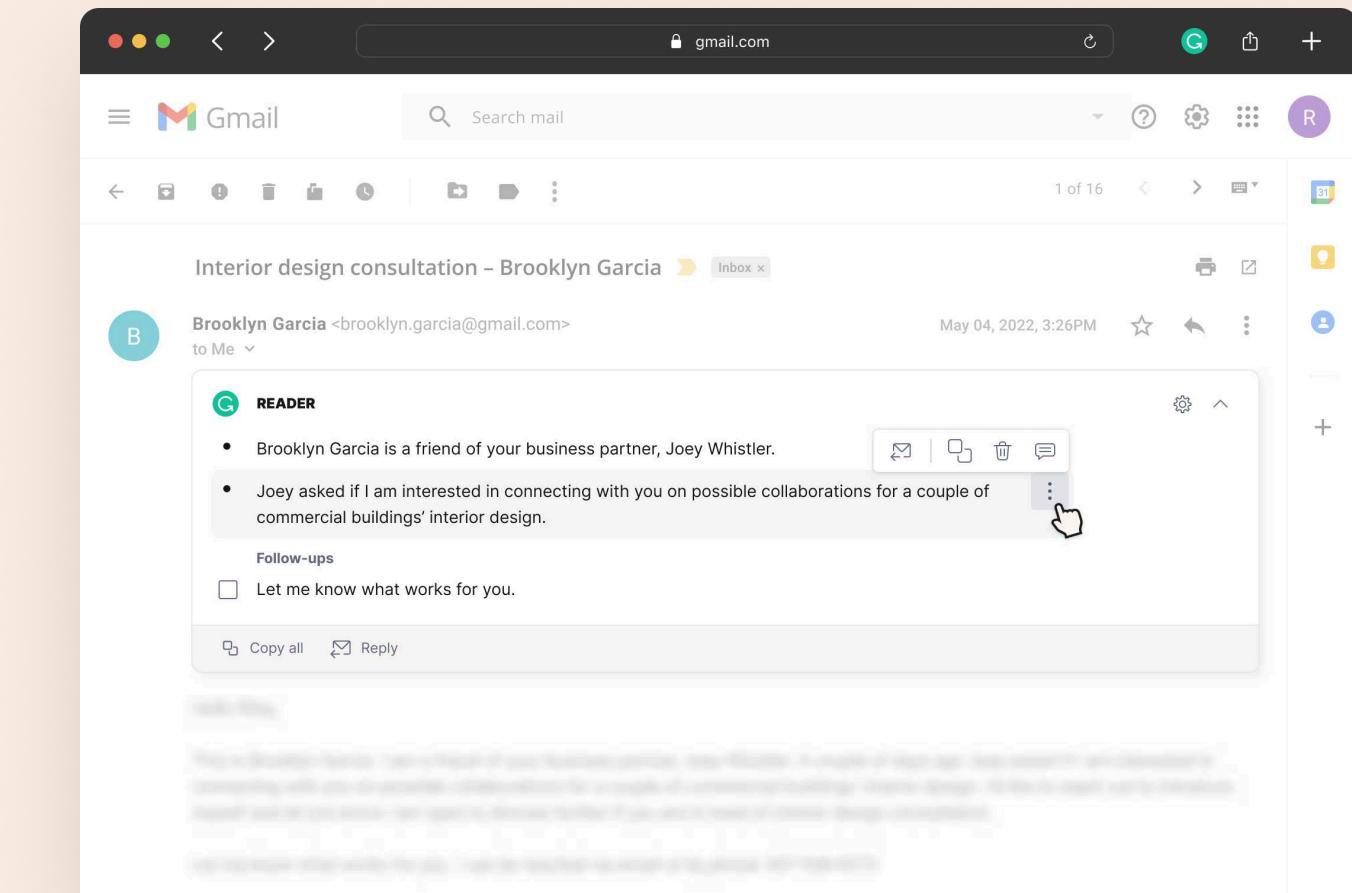
Strategic planning   B2B   Visioning   Holistic



## Case study 2

### Summarize emails with Grammarly Reader

Generative AI   0→1   B2C



**Case study 1**

# Measure Grammarly's impact on enterprise communication

Enterprise expansion rate is at 7%, falling short of the 15% company OKR. What's limiting the expansion rate for enterprise accounts?

Strategic planning   B2B   Vision   Holistic

# Discovery

## Pain points

### Internal tooling inefficiency

Streamline sales teams' processes for expansion meetings

It takes 3 platforms  
to pull all the data  
with 2 sales  
engineers only

How to minimize  
the workload  
for sales and sales  
engineers?

Too much time  
spent to find data  
and prepare slides  
for 3-4 meetings

### Lack of insights into value

Provide better data to help buyers understand Grammarly's ROI

How do we guide  
our customers to  
communicate  
effectively?

How good or bad  
was the account  
before Grammarly?

Where is Grammarly  
being used?

How do we tell there  
is improvement with  
Grammarly?

How many users are  
engaging actively?

What does it mean  
to have writings  
improved?

### High unused seats & features

Increase buyer awareness to drive adoption and engagement

Many accounts only  
notice unused seats  
at renewal

Buyers lack  
awareness on how to  
use Grammarly

Only 10-15% of the  
accounts uses  
Enterprise specific  
features

# Stay focus

## Pain points

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### Internal tooling inefficiency

Streamline sales teams' processes for expansion meetings

### Lack of insights into value

Provide better data to help buyers understand Grammarly's ROI

### High unused seats & features

Increase buyer awareness to drive adoption and engagement

## Why focus on delivering insights to see value?

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We are uniquely positioned to track and analyze new usage data

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New data can be leveraged by other departments to address their challenges

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Establish vision

**Empower organizations with actionable insights  
on effective communication**

# Incremental delivery

Where is Grammarly being used?

How many users are engaging actively?

## Short-term

Provide more granular information on Grammarly's usage pattern

How do we define a baseline performance?

How do we tell there is improvement with Grammarly?

## Mid-term

Illustrate progress made on communication using Grammarly

How do we guide our customers to communicate effectively?

What does it mean to have writings improved?

## Long-term

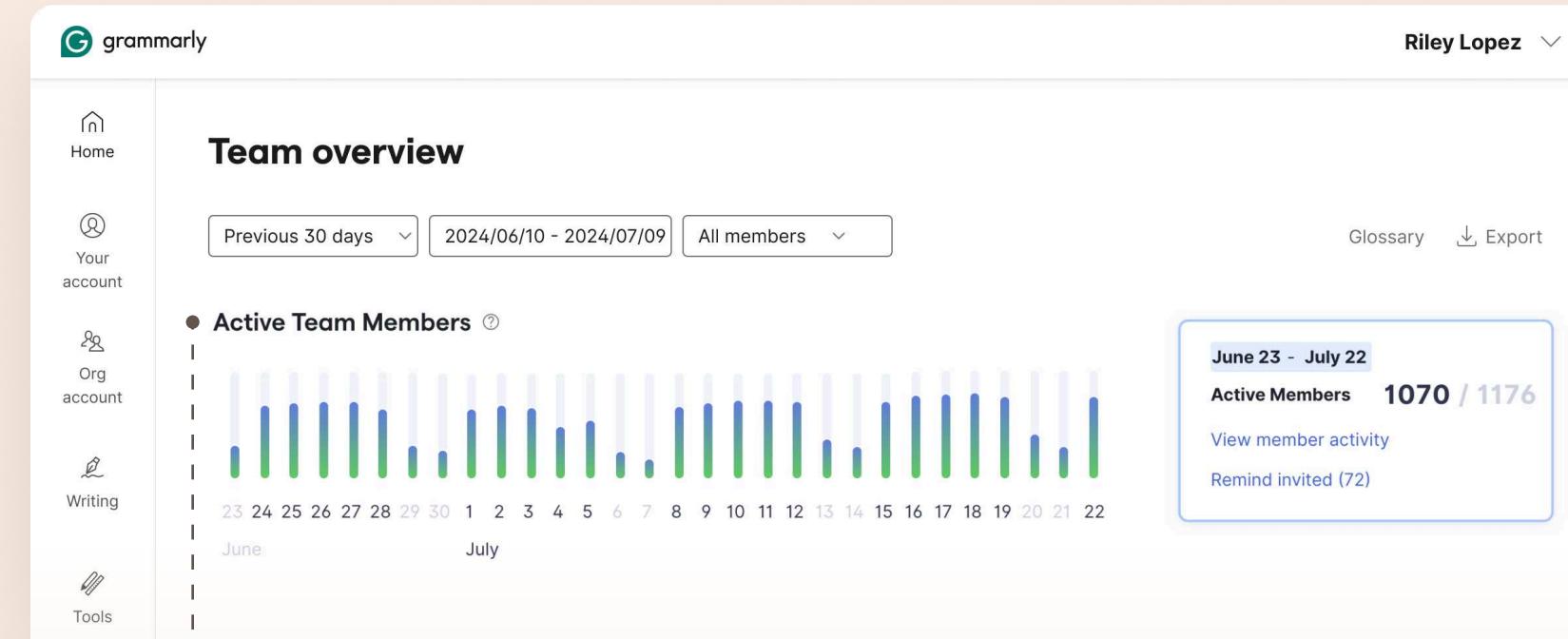
Offer insights and recommendations beyond writing improvements

Short-term Released

# Enhance usage insights

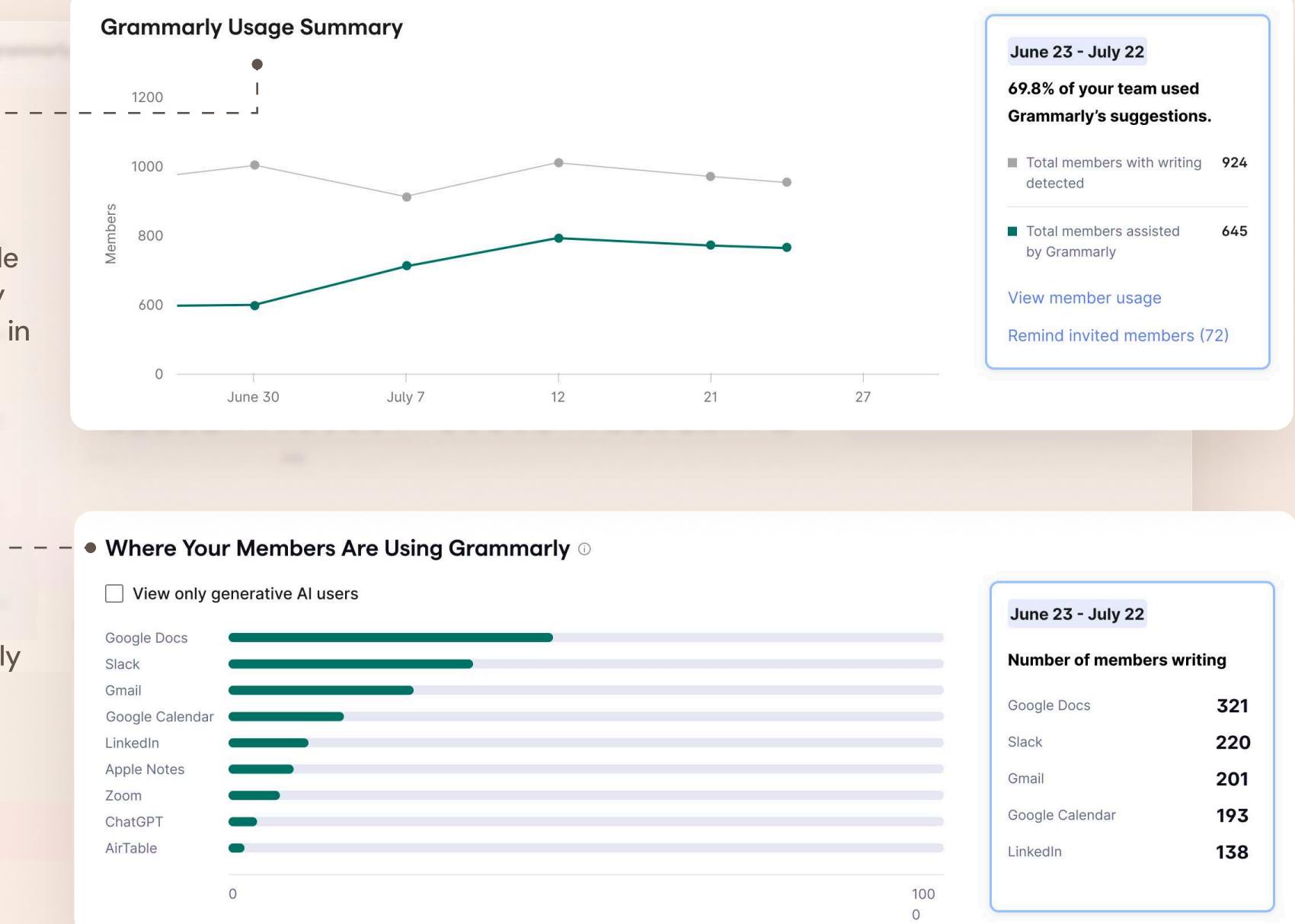
Highlight Grammarly's adoption by **showing where it's used and how many users are improving their writing.**

Before



This was showing how often Grammarly is turned on instead of how many people used Grammarly. This does not resonate with buyers to evaluate its value.

After



Mid-term

Early access

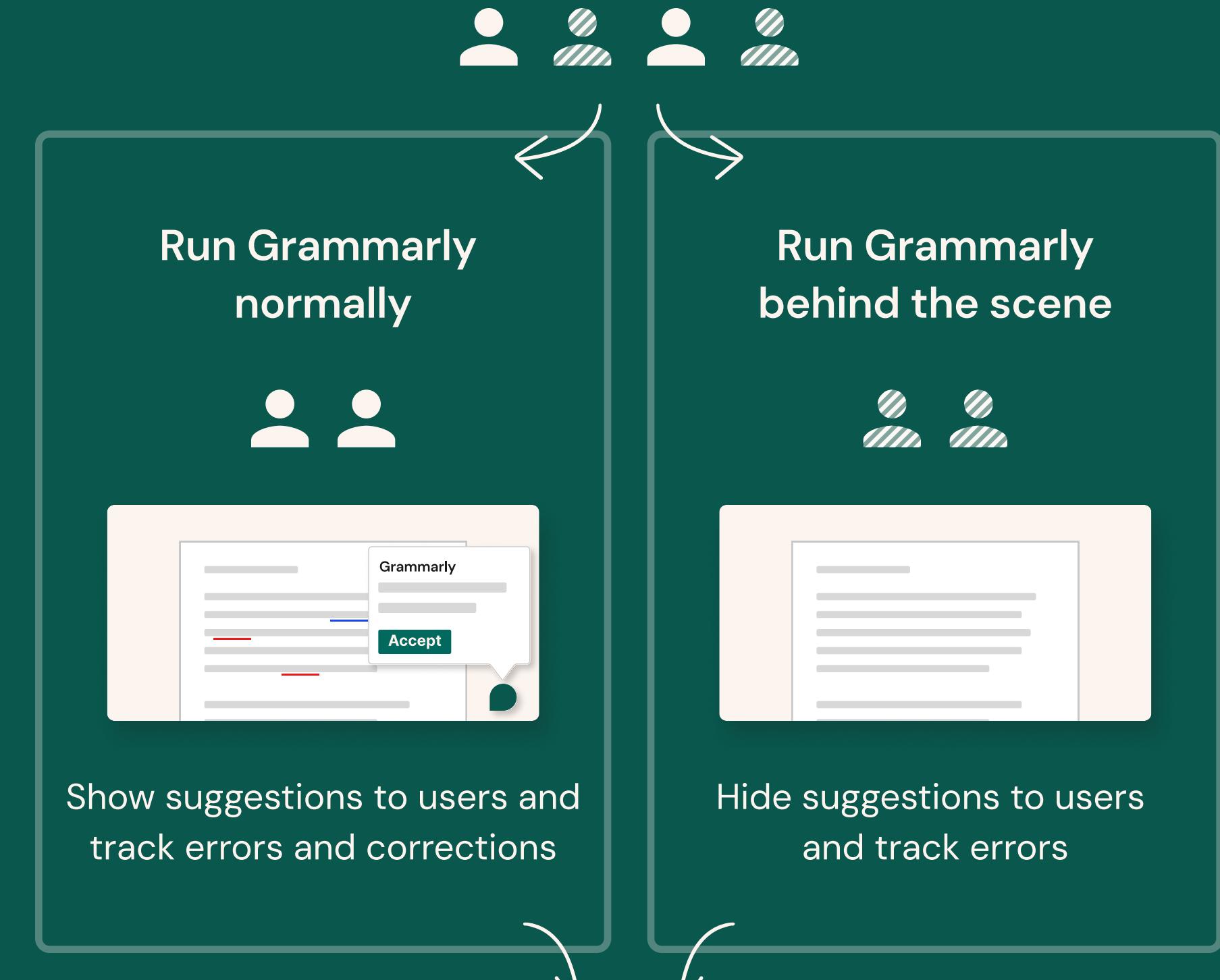
# Benchmarking program

- Compare Grammarly users vs non-users' communication performance
- Set benchmark for track progress
- Align with buyers on privacy and trust

## Benchmarking process

Sales team goes over program details with buyer's team

Buyer's team select participants



## Set benchmark

Compare different communication aspects  
(errors, clarity, volume of text )

Mid-term Early access

# Effective Communication Score

A scoring system to **help buyers assess communication performance** and compare with other organizations to show Grammarly's impact.

Use team filtering to identify teams that need additional support

Provide a detailed breakdown of measurable performance data

Offer recommendations on how to improve using Grammarly's features

Effective Communication Score  
Understand the overall quality and performance of your team's communication.

Score breakdown	
Clarity	Needs Work
Correctness	Great
Inclusivity	Good
Style consistency	Good
Brand consistency	Good

Overall score  
**68**  
Good

Why is this important?

Expand view

Grammarly Usage Summary

1200

Use scores to compare key benchmarks such as industry standards and pre-Grammarly performance

## Effectiveness Communication Score Evaluation Report

Acme CO.  
943 Grammarly Business Members  
June 10 to July 9, 2024

### Summary

What can we provide in one sentence to give a high level sense that this team is doing well?

2 Potential improvements

On Brand Estimate: ▲ 4%

### Accept your brand tones

- Review existing [brand profiles](#)
- Schedule coaching session with

### Your communication baseline

Trial: April 1 – April 15, 2024

	Industry Standard With Grammarly	Your Organization With Grammarly	Without Grammarly
Communication Score	74/100	68/100	56/100
Audience	54% External Comms 46% Internal Comms	51% External Comms 49% Internal Comms	44% External Comms 56% Internal Comms
Total Writings (100 words or more)	11,039	12,039	9,838
Time Spent Per 100 Words	12.1 Minutes	13.4 Minutes	18.5 Minutes
CSAT Score	76	82	70

# Early impact

10x

## DailyPay

Increased their seat count during renewal talks from 40 seats to 400 seats

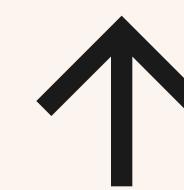
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5K+

## United Wholesale Mortgage

Deploying Grammarly to the entire organization from 4K seats to 9K seats

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Usage

## Teleperformance Columbia

A low Effective Communication Score encouraged them to increase feature usage

# Next Step

**New platform:** Define requirements to centralize enterprise data and visual insights while enriching our dataset.

The image shows three views of the Grammarly platform:

- Left View:** Home screen showing overall usage statistics. It includes sections for "Is your organization using Grammarly?", "How is your organization using Grammarly?", and "Members assisted". Metrics shown include 85% Great usage, 53 pending invites, and 125 available seats.
- Middle View:** Team overview dashboard. It displays a chart titled "What's being communicated?" comparing various communication types like Support tickets, Emails, Proposals, etc., across a scale from "Needs Work" to "Good". A large circular "Effective Communication Score" is prominently displayed at 68 (Good).
- Right View:** A detailed report card comparing communication health "Without Grammarly" (Score: 56) versus "With Grammarly" (Score: 68). The report highlights 20% better communication with Grammarly across metrics such as Clarity, Inclusivity, Correctness, Style consistency, and Brand consistency.

**Case study 2**

## Summarize emails with Grammarly Reader

An AI-powered email assistant that helps users read emails faster with generated summaries to explore new product offering beyond Grammarly's writing suggestions.

Generative AI   0→1   B2C

Grammarly

# Reader

An email assistant that summarizes key information for users to read faster

Format

Chrome extension

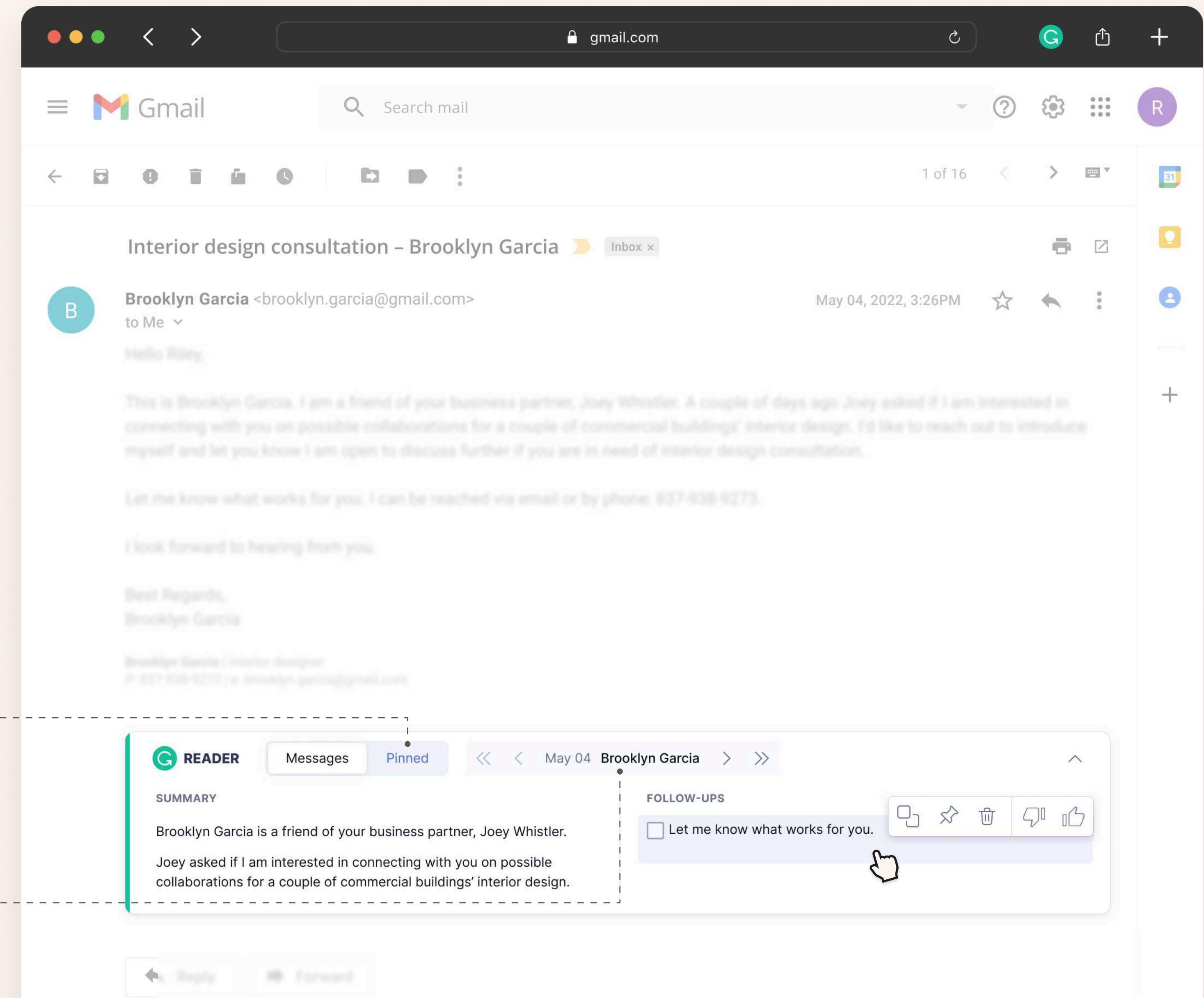
Experiment

1% of paid customers

Individual accounts

Pinned  
Ability to save bullet points for later

Thread summaries  
Ability to summarize older messages in the thread



# Discovery

**5**

Research plans

**40+**

User interviews

**2**

Surveys

Product event tracking

User pain points

**Placement of Reader**

Difficult to notice, low adoption

**Privacy concern**

How will the user's data be used?

**Unused features**

Users were not using the "Pinned items" and "Thread summary"

AI-generated content concerns

**Summarized irrelevant email**

e.g., notification, marketing emails

**Summarized the wrong content**

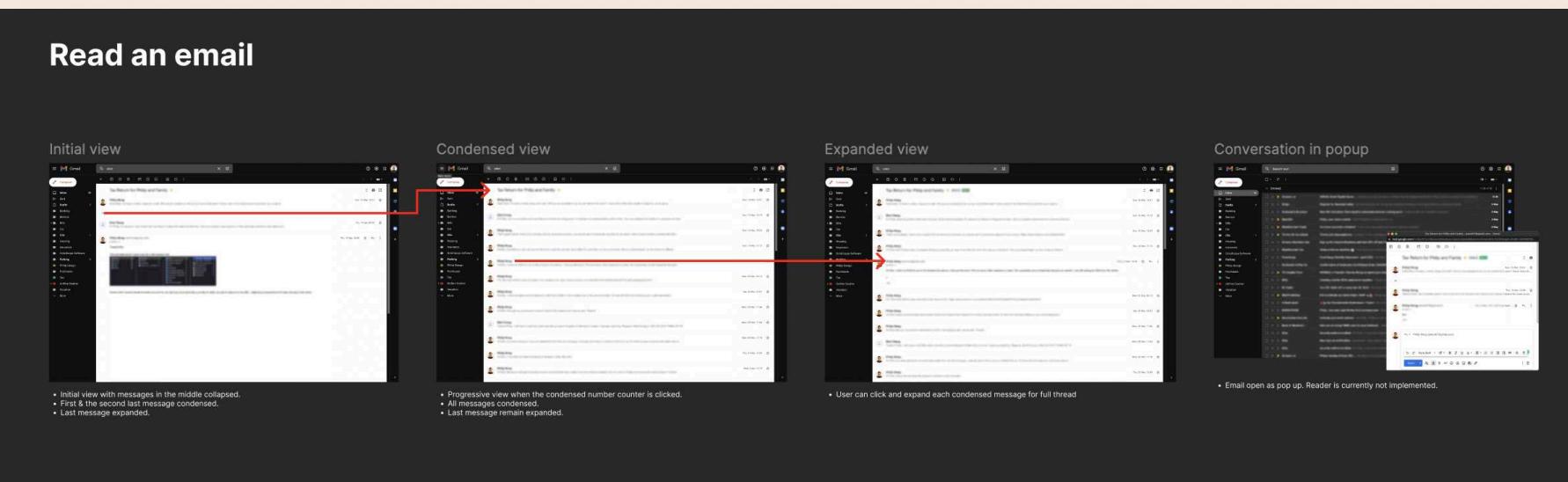
e.g., Pleasantries included, duplicated content

**Lacked critical information**

e.g., Dates, phone numbers

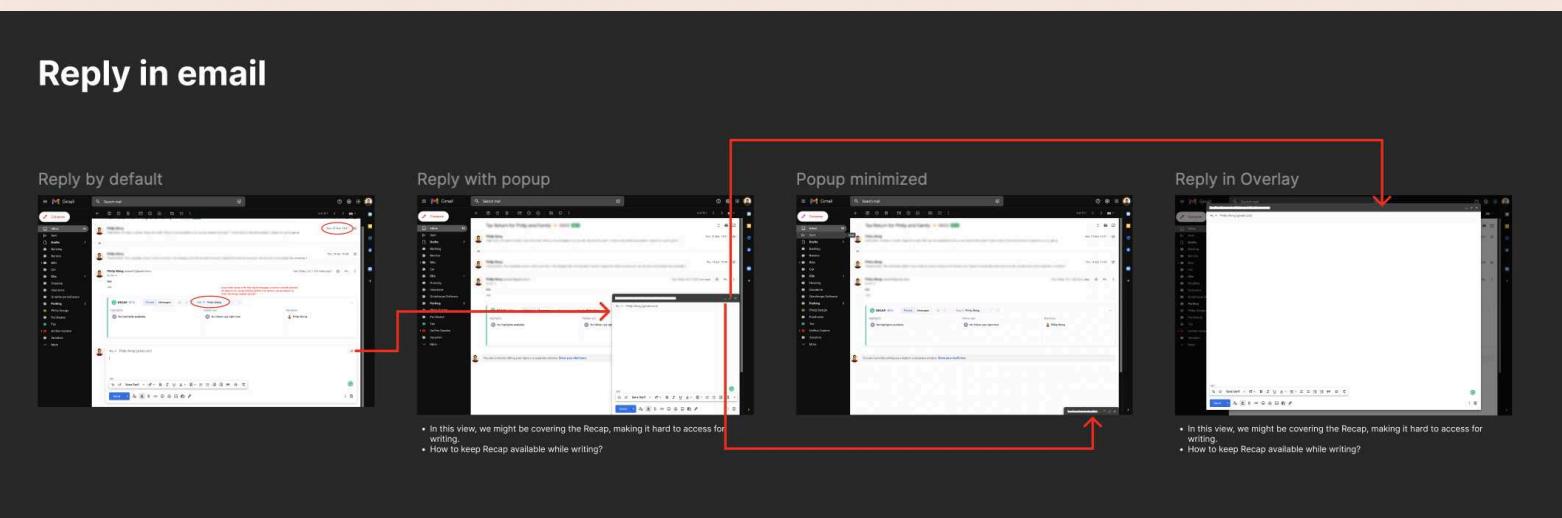
# Iterate and prototype

## Email workflow

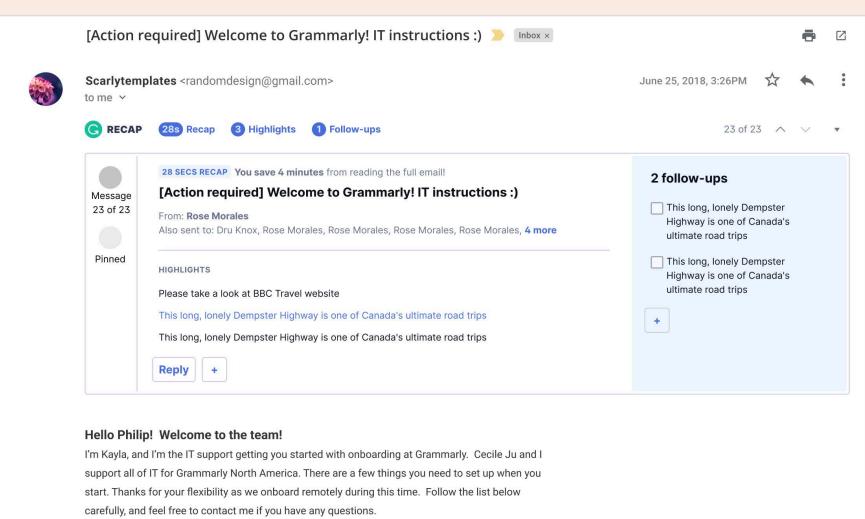
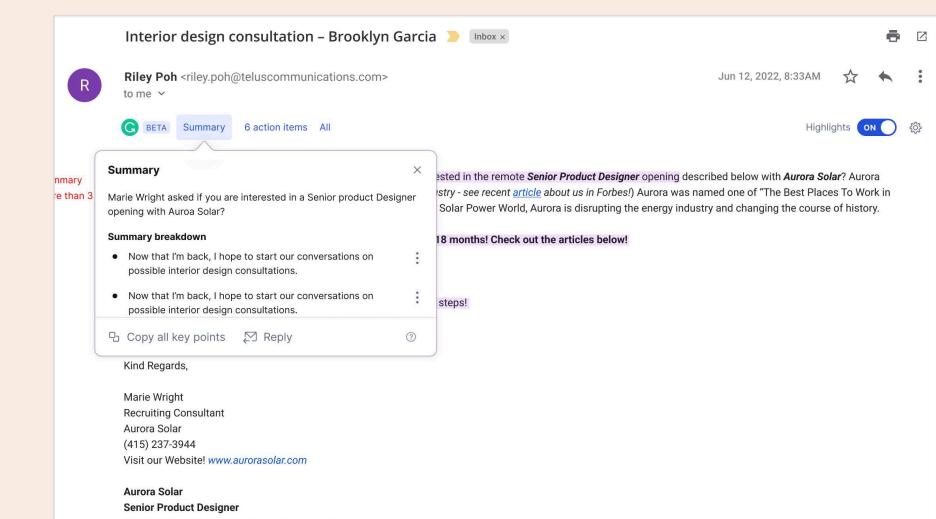


## Ideation and prototypes

The image shows two screenshots of an email inbox. The left screenshot displays an email from Riley Poh with a summary overlay. The right screenshot shows a consent dialog asking if the user wants to show the message again later, with options 'Yes' and 'No'.



## Adoption explorations

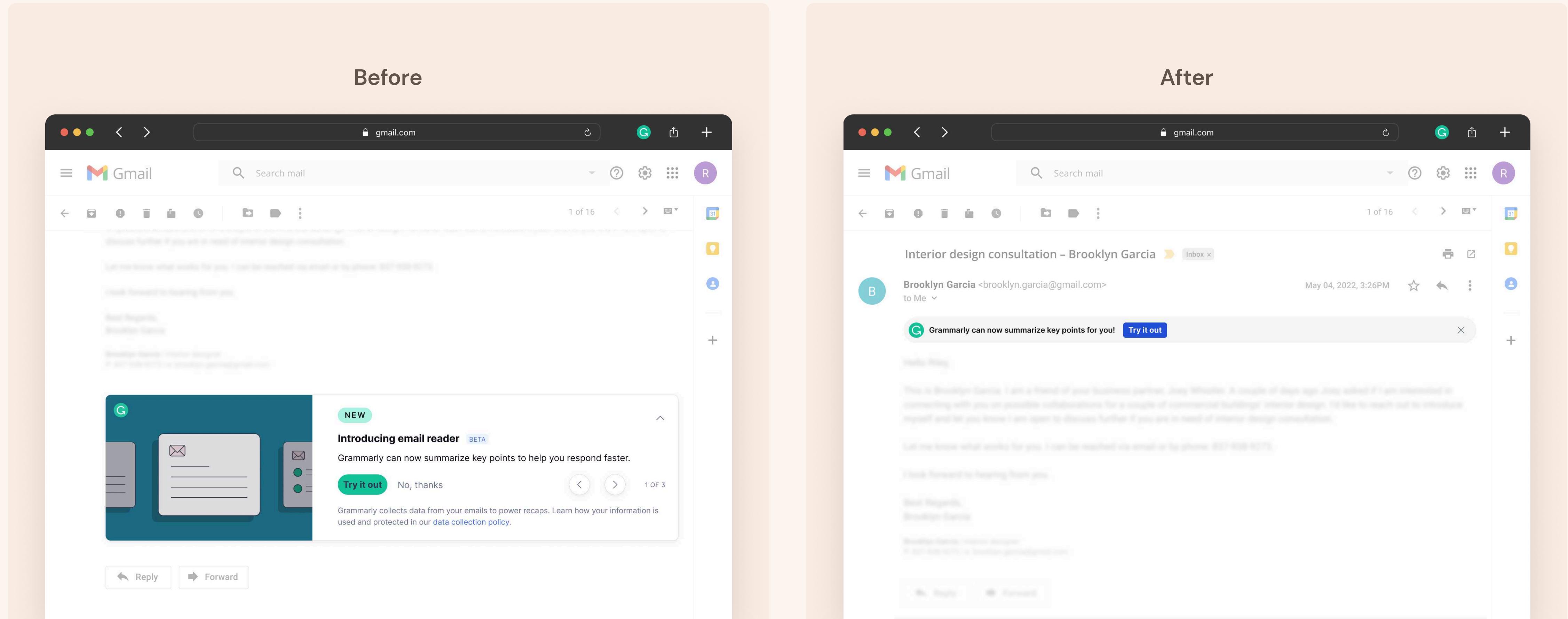


## Placement and visual explorations

## What we did

# Improve awareness

Streamlined messaging above the fold to clearly indicate email summarization before reading, reducing visual distractions.



## What we did

# Build trust

Added a review step to help users quickly understand how their data would be used while benefiting from Grammarly.

Before

A screenshot of the Grammarly interface. At the top, there's a dark blue header with the Grammarly logo and some icons. Below it, a white modal window appears with the title "Introducing email reader (BETA)". The text inside says "Grammarly can now summarize key points to help you respond faster." There are two buttons at the bottom: "Try it out" (in green) and "No, thanks" (in grey). A small note at the bottom of the modal reads: "Grammarly collects data from your emails to power recaps. Learn how your information is used and protected in our [data collection policy](#)".

Launch Reader

A screenshot of the Grammarly interface showing the "READER" tab selected. The main area displays a message from "Brooklyn Garcia" dated "May 04". The message content is summarized as: "Brooklyn Garcia is a friend of your business partner, Joey Whistler. Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design." Below the message, there's a "FOLLOW-UPS" section with a checkbox labeled "Let me know what works for you."

After

A screenshot of the Grammarly interface showing a review modal. The title bar says "Grammarly can now summarize key points for you!" with a "Try it out" button. Below the title, there's a large downward arrow icon. The modal content is partially visible.

Show a review modal

A screenshot of the Grammarly interface showing a detailed review modal. The title is "grammarly". It contains sections for "Email Reader" (described as "Spend less time in your inbox with email summarization") and "Identify takeaways" (described as "Turn message into quick summary with action items to share with others"). There are two radio button options: "Allow Grammarly to: Collect and process the text, subject line, and metadata of your email threads – this data will never be sold." and "Always in control" (described as "You can turn off email reader any time."). To the right, there's explanatory text: "By continuing, you grant Grammarly permission to collect data according to our [data collection policy](#). We also provide additional information about Grammarly's general data policies in our [Terms of Service](#) and [Privacy Policy](#)." At the bottom, there are "Cancel" and "Continue" buttons.

Explain specific data to collect

Launch Reader

What we did

# Reduce complexity

Data showed that **84% of daily emails were new**, and **86% of all emails were read only once**. This aligned with our human insights, leading us to remove less valuable features.

Before

A screenshot of the Gmail Reader interface. At the top, there's a navigation bar with 'Messages' and 'Pinned' tabs, and a date range from May 04. Below the bar, a message from Brooklyn Garcia is displayed. The message content is: "Brooklyn Garcia is a friend of your business partner, Joey Whistler. Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design." To the right of the message, there's a 'FOLLOW-UPS' section with a checkbox labeled 'Let me know what works for you.' A vertical dashed line on the left side of the message area is annotated with: 'Pinned' and 'Ability to save bullet points for later'. Another vertical dashed line on the right side is annotated with: 'Thread summaries' and 'Ability to summarize older messages in the thread'.

After

A screenshot of the Gmail Reader interface after simplification. The message from Brooklyn Garcia remains the same. The 'FOLLOW-UPS' section still has the checkbox 'Let me know what works for you.'. A vertical dashed line on the right side is annotated with: 'Pinned and Thread summary removed'. The top navigation bar is identical to the 'Before' screenshot.

# After

Interior design consultation - Brooklyn Garcia Inbox x

Brooklyn Garcia <brooklyn.garcia@gmail.com>  
to Me May 04, 2022, 3:26PM

**READER**

- Brooklyn Garcia is a friend of your business partner, Joey Whistler.
- Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design.

Follow-ups

Let me know what works for you.

Copy all Reply

Hello Riley,

This is Brooklyn Garcia. I am a friend of your business partner, Joey Whistler. A couple of days ago Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design. I'd like to reach out to introduce myself and let you know I am open to discuss further if you are in need of interior design consultation.

# Impact

Initial performance

3.2% Adoption rate within a day

12.4% Adoption rate overall

~10 seconds Reading time

~96 seconds Writing time

0.2% Engagement rate

Emails with Reader interacted at least once



Performance after iterations

8.5% Adoption rate within a day +5.3

20.4% Adoption rate overall +8.0



~10.1 seconds Reading time

No statistical difference



~95 seconds Writing time

No statistical difference



0.3% Engagement rate +0.1

Emails with Reader interacted at least once

# Insights

## Goals

Accelerate reading and boost content comprehension



## What we've learned

**It's not always about speed**

Users will read everything in detail if necessary

Ease daily email stress and frustration



**Helps triage content** Opportunity

Decide whether to continue reading or move on to the next task

Improve clarity in composing email replies



**Transfer of knowledge** Use case

Ability to quickly share knowledge with peers

# Next step

Expand Reader to **triage business documents** and **text messages**, reducing information overload

Prepare research plan to **identify pain points** and **use cases for long-form reading**

The screenshot illustrates the Google Reader interface. At the top, there's a toolbar with icons for file, edit, and share. Below it is a header bar with sections labeled A, B, C, and D. The main content area displays a document titled "Project Tiger Marketing Doc". The document discusses Project Tiger's secure sharing feature, its integration with Project Alpha, and its marketing strategy. A callout bubble from section B points to a note about "Pull in context from other communication form". A notification from Brooklyn Garcia is shown, asking to review the proposal. A summary card for the document is also visible, providing a "Summary" of the marketing plan and links to "Create outline" and "About this document". A dashed line from section C points to a "Common questions" section with links to "What is Project Alpha?", "How does Referral program work?", and "Ask other questions". A text input field at the bottom right says "Tell us to..." with a "G" icon.

A: B: C: D:

Project Tiger Marketing Doc

Project Tiger is a revolutionary product that will transform the way you share files with clients, colleagues, and partners. Our secure sharing feature ensures that your files are always safe, and you can control access levels and permissions for each user. The project will begin in mid-April, 2023 and is expected to continue until early Feb 2024.

Project Tiger is a powerful file sharing and collaboration solution that integrates completely with Project Alpha. With our platform, users can easily share and collaborate on files while maintaining complete control over access levels and permissions.

Marketing Strategy

1. Build Awareness: We will create buzz around Project Tiger by [redacted] across all major channels. We will also leverage email marketing to [redacted] and offer them a free trial of Project Tiger.
2. Targeted Advertising: We will target specific industries and businesses that [redacted] Project Tiger's features. This will include paid advertising on relevant platforms.
3. Referral Programs: We will encourage our existing customers to [redacted] Project Tiger by offering them exclusive discounts and benefits.
4. Content Marketing: We will create informative blog posts, whitepapers, and case studies that [redacted] highlight the benefits of using Project Tiger. This content will be [redacted] and will be optimized for search engines.
5. Thought Leadership: We will [redacted] participating in relevant events, writing guest posts, and [redacted] establish trust with our target audience. [redacted]

By executing these strategies, we are confident that Project Tiger will [redacted] businesses looking for a secure and reliable file sharing and collaboration solution that integrates seamlessly with Project Alpha. Join us today and experience the future of file sharing!

Pull in context from other communication form

Brooklyn Garcia asked you to review this proposal. [View original email](#)

Project Tiger Marketing Doc

**Summary**

This is a Marketing Specification that unveils our comprehensive plan to conquer the market. It combines strategic marketing approaches, [1] brand positioning, targeted advertising campaigns, and effective customer engagement tactics. [2]

[Create outline](#) [About this document](#)

**Common questions**

[What is Project Alpha?](#)  
[How does Referral program work?](#)  
[Ask other questions](#)

Tell us to... [G](#)

# Thanks

Happy to deep dive into my  
case studies further

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