

Philip Wong

Product Designer

About me

Navigate through ambiguity

Uncover the “why”

Build 0-1 for B2B & B2C

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

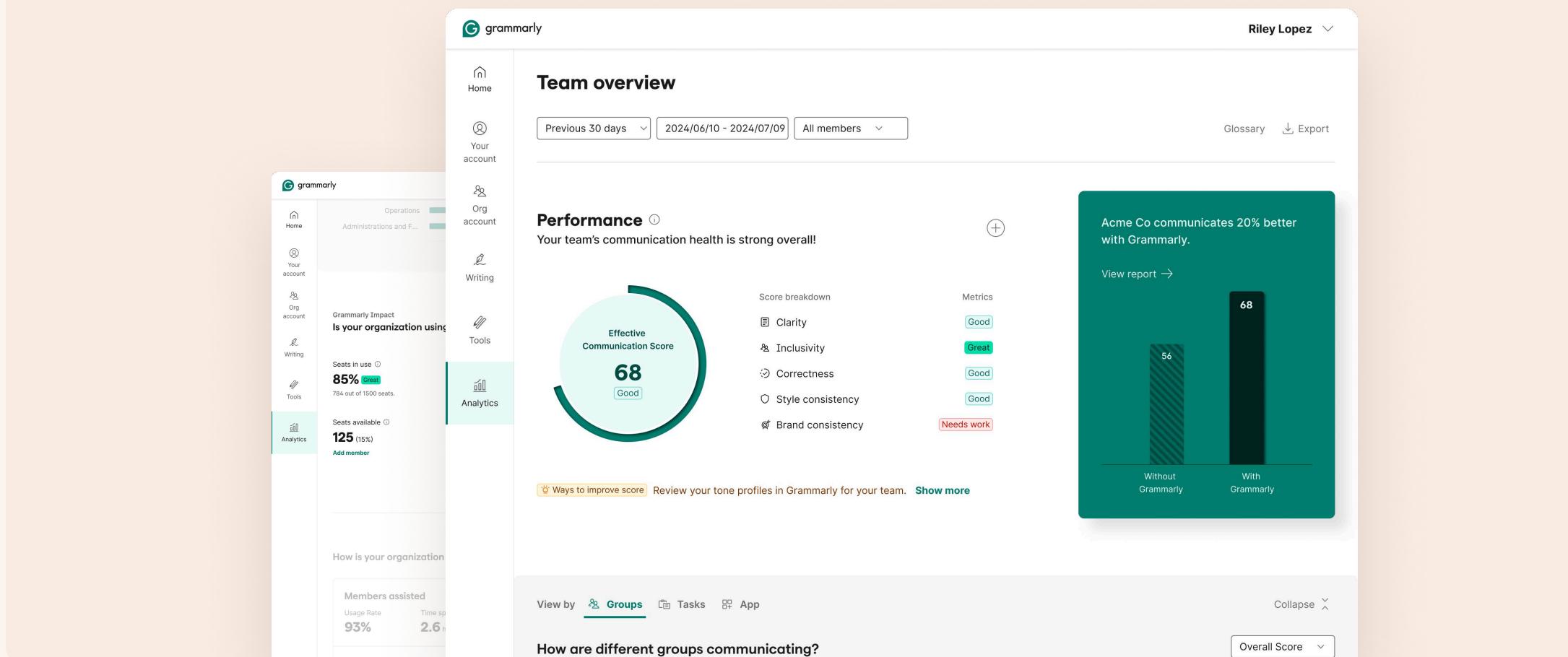
Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

Case studies

Case study 1

Measure Grammarly's impact on enterprise communication

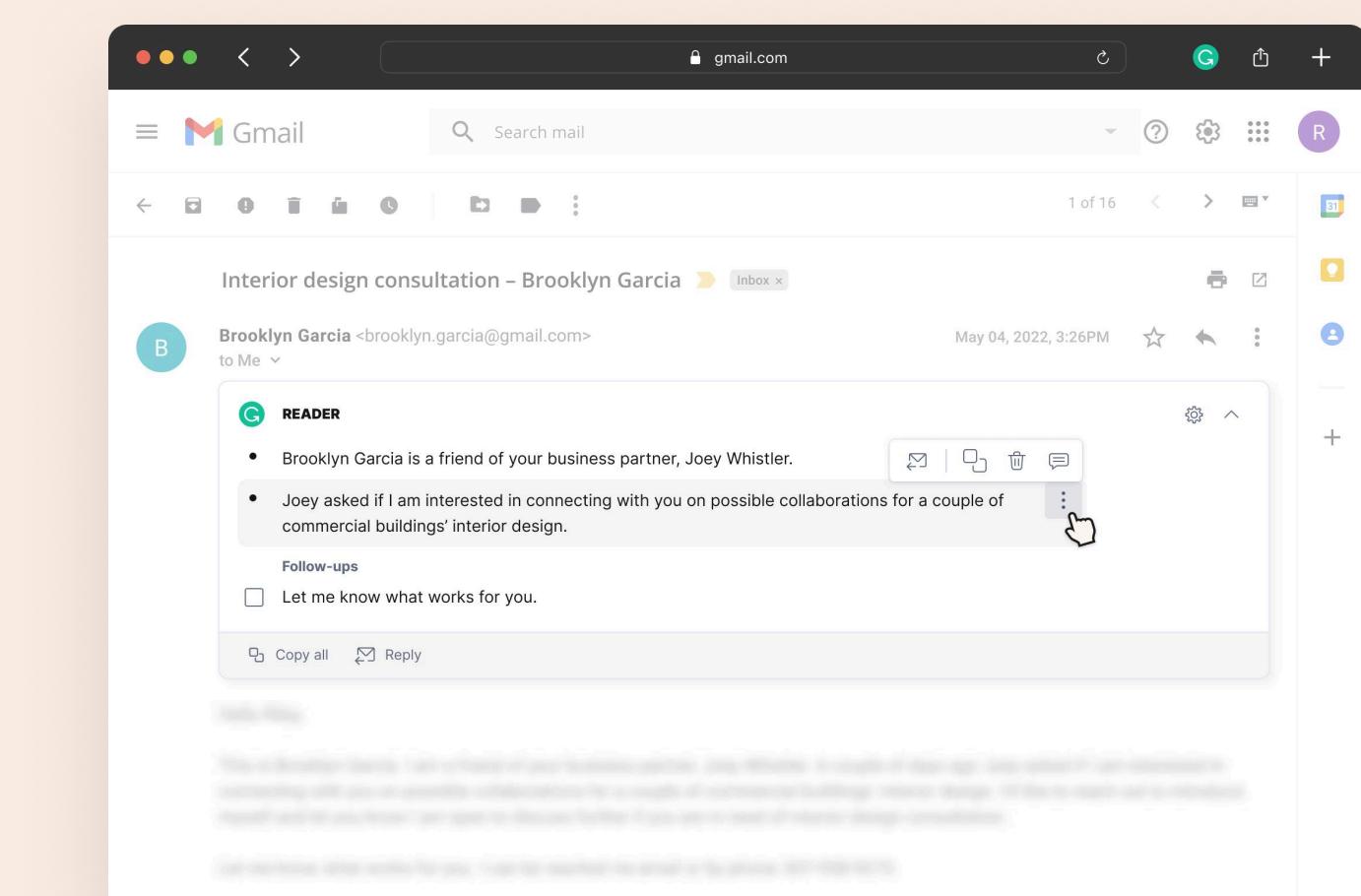
Strategic planning B2B Vision Holistic



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

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?

We are uniquely positioned to track and analyze new usage data

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

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

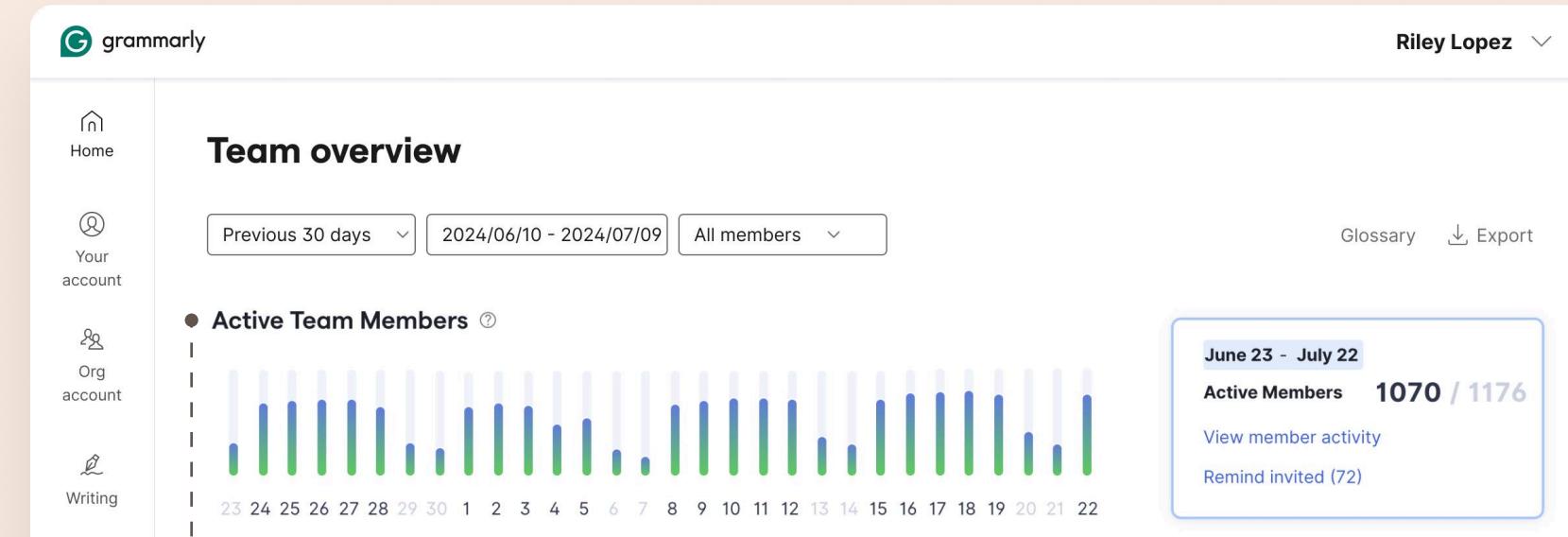
Offer insights and recommendations beyond writing improvements

Short-term Released

Enhance usage insights

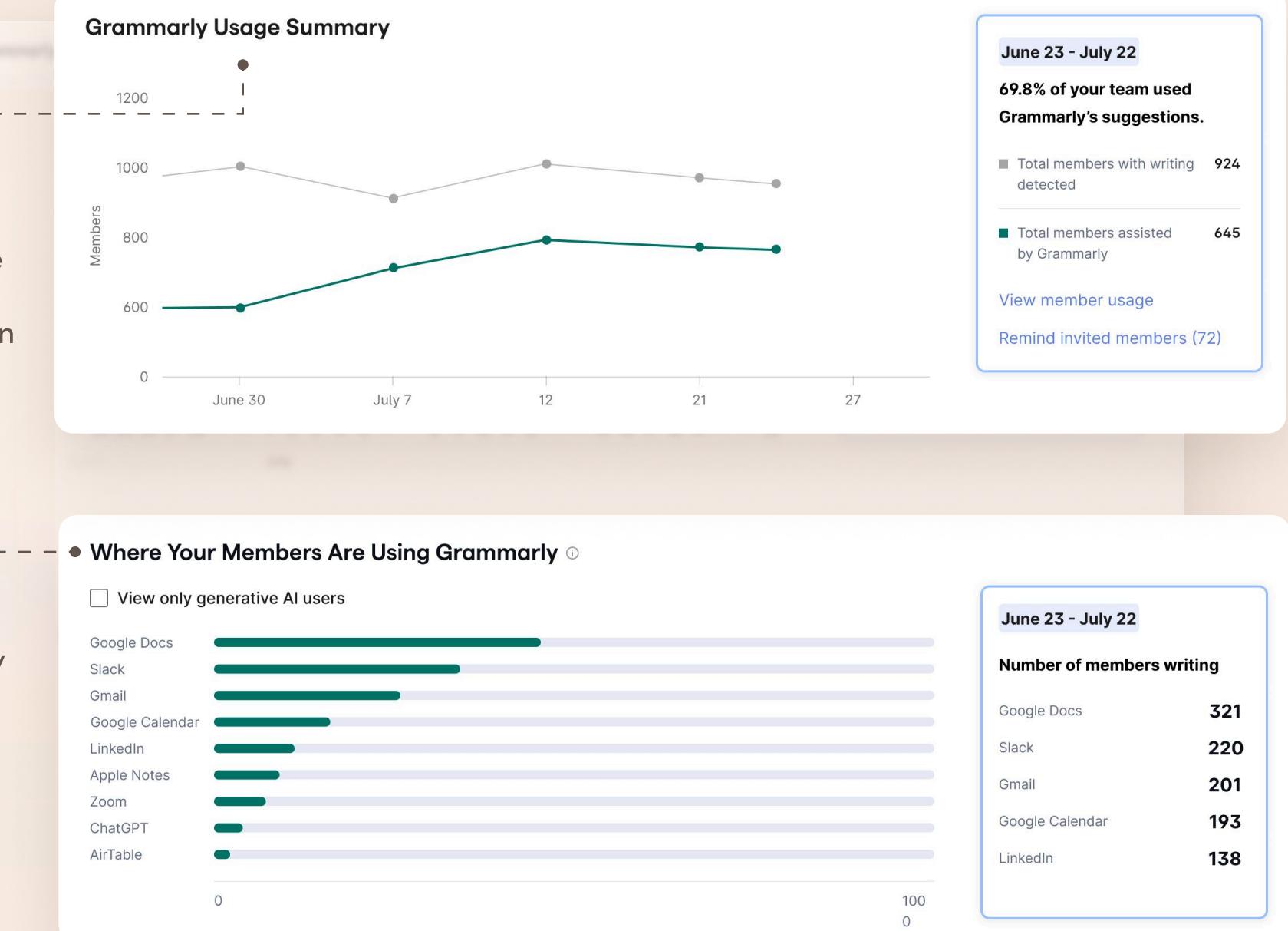
Highlight Grammarly's adoption by **showing where it's used and how many users are improving their writing.**

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



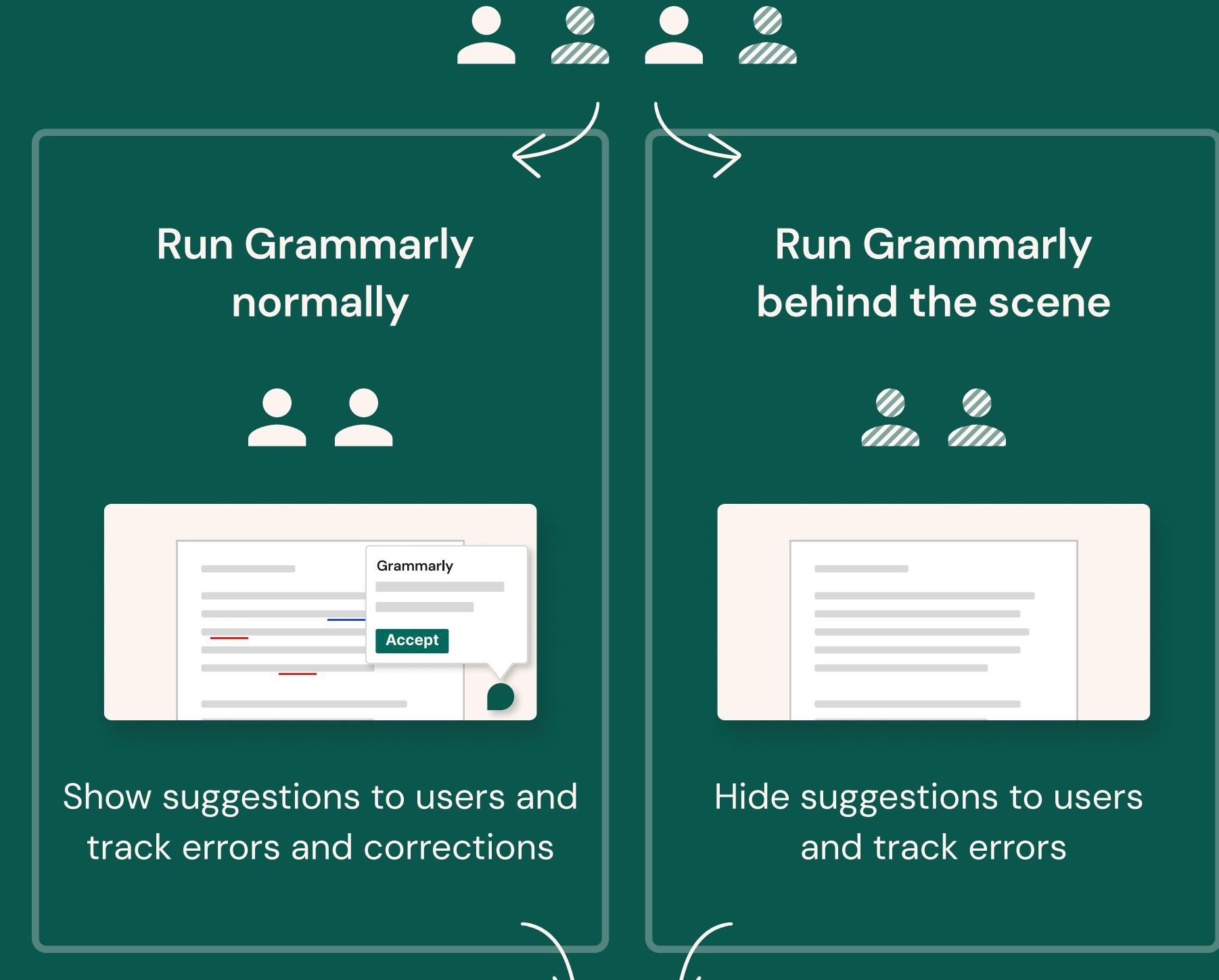
Benchmarking program

- 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

Team overview

Effective Communication Score

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

Overall score **68** (Good)

Score breakdown

Category	Rating
Clarity	Needs Work
Correctness	Great
Inclusivity	Good
Style consistency	Good
Brand consistency	Good

Expand view

Why is this important?

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

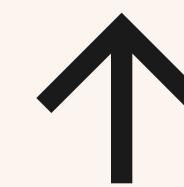
DailyPay

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

5K+

United Wholesale Mortgage

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



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. Seats in use: 85% (Great), Pending invites: 53, Other Grammarly account: 25. It also displays sections for "Is your organization using Grammarly?" and "How is your organization using Grammarly?".
- Middle View:** Team overview page. The main heading is "Team overview". It includes filters for "Previous 30 days" (2024/06/10 - 2024/07/09), "All members", and "Glossary Export". A large circular chart in the center shows the "Effective Communication Score" at 68 (Good). Below it, a section titled "Performance" states: "Your team's communication health is strong overall!". It lists six metrics with their status: Clarity (Good), Inclusivity (Great), Correctness (Good), Style consistency (Good), and Brand consistency (Needs work). To the right, a callout box highlights: "Acme Co communicates 20% better with Grammarly." with a bar chart comparing "Without Grammarly" (score 56) and "With Grammarly" (score 68).
- Right View:** Another view of the Home screen, similar to the left one, showing the same usage statistics and sections.

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

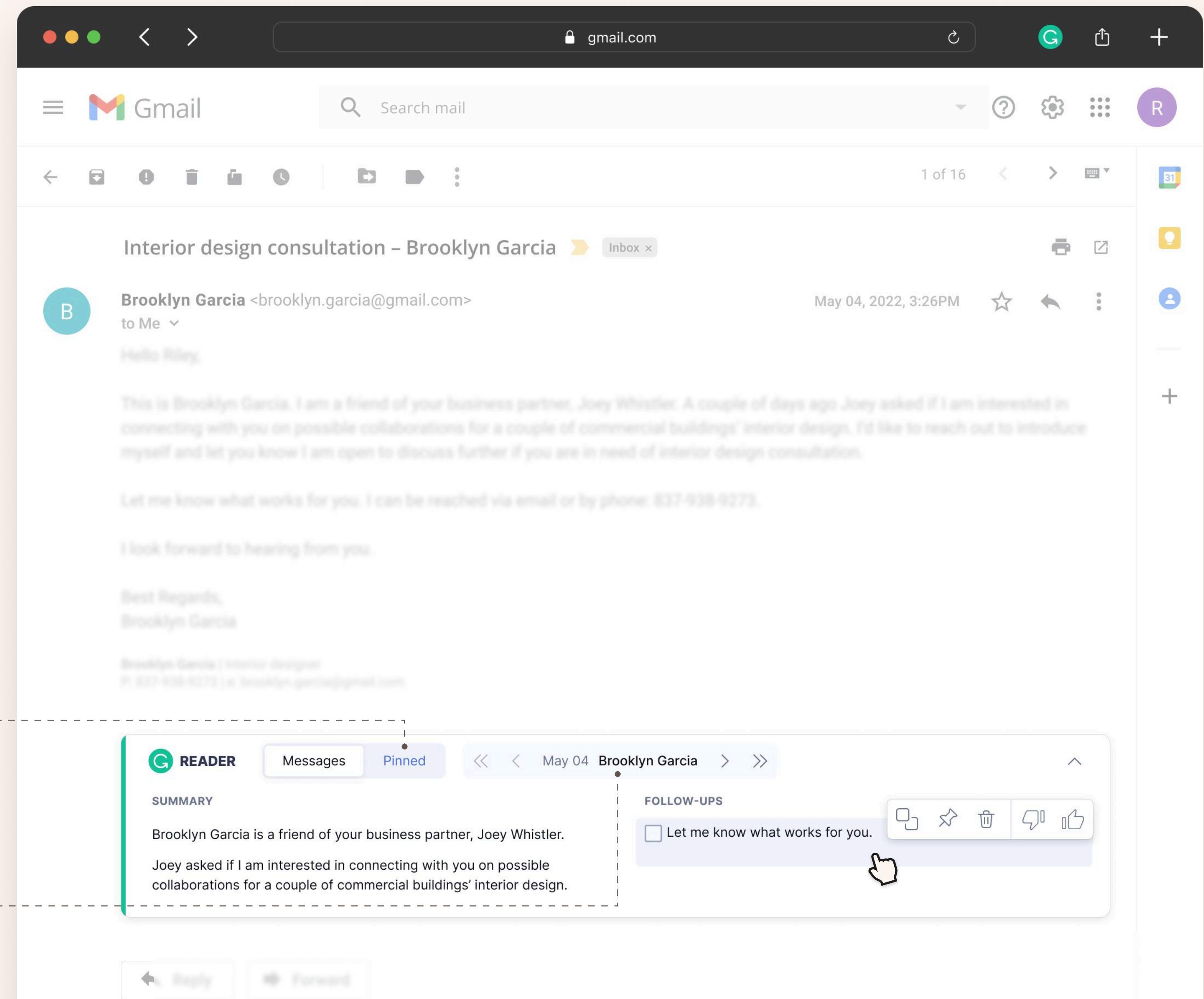
Experiment

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

AI-generated content concerns

Placement of Reader

Difficult to notice, low adoption

Summarized irrelevant email

e.g., notification, marketing emails

Privacy concern

How will the user's data be used?

Summarized the wrong content

e.g., Pleasantries included, duplicated content

Unused features

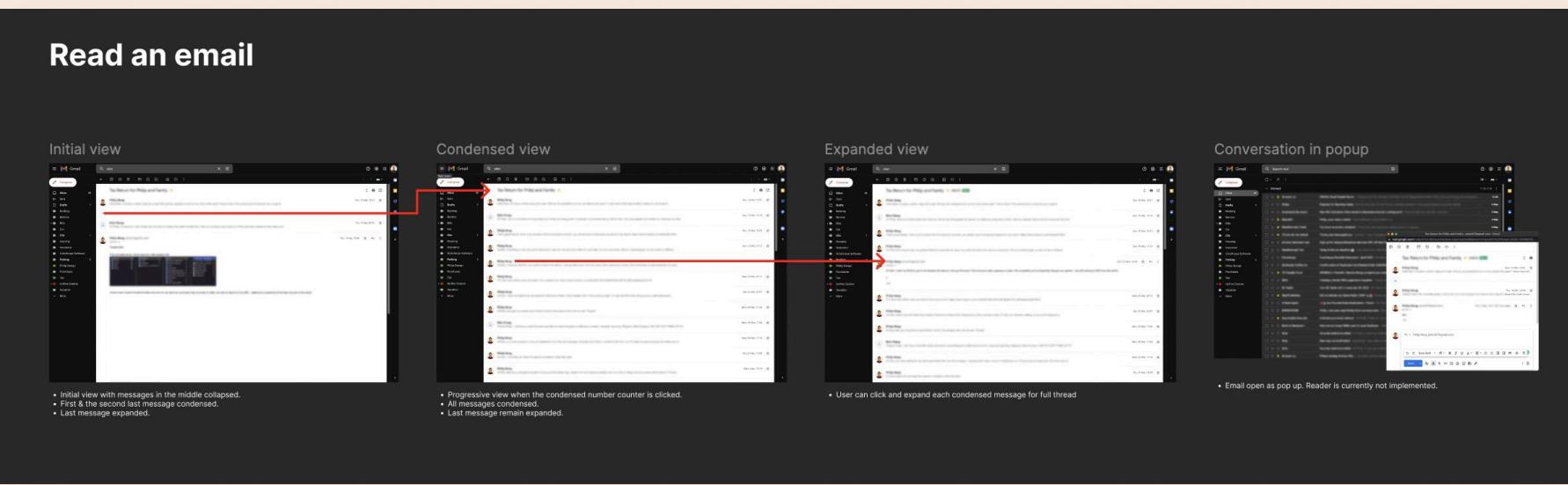
Users were not using the "Pinned items" and "Thread summary"

Lacked critical information

e.g., Dates, phone numbers

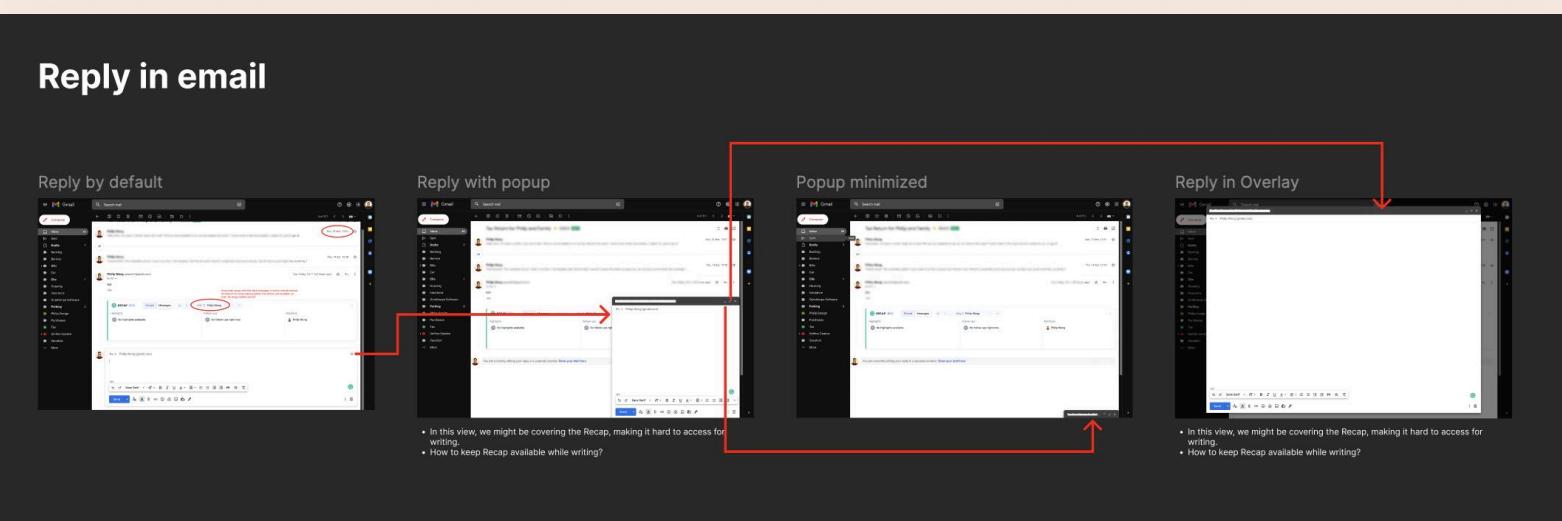
Iterate and prototype

Email workflow

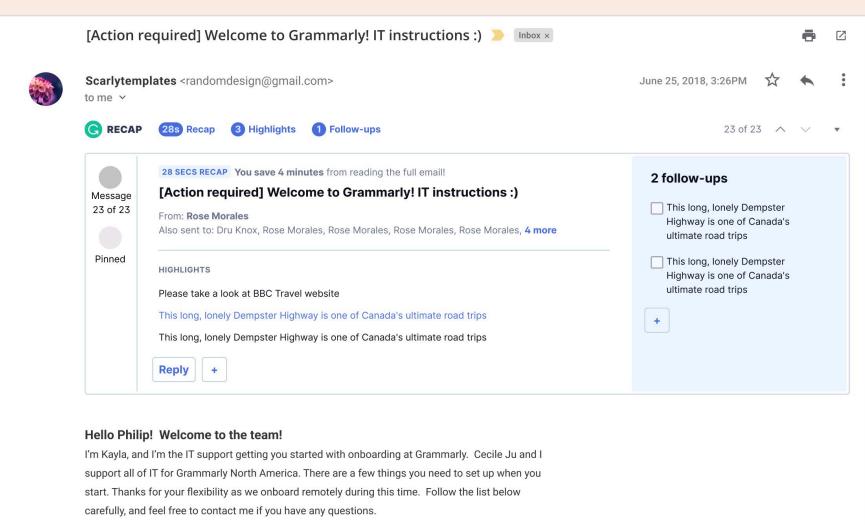
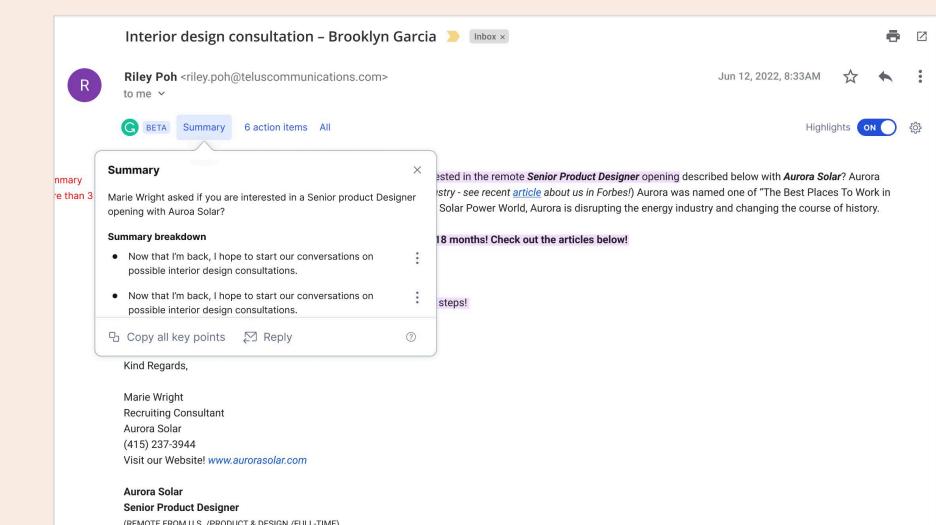


Ideation and prototypes

The image shows two screenshots of an email inbox. The left screenshot shows a message with a summary overlay and a 'Try it out' button. The right screenshot shows a similar message with a more detailed summary and a 'Should we show this message again later?' dialog box.



Adoption explorations



Placement and visual explorations



Consent explorations

What we did

Improve awareness

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

The image shows two side-by-side screenshots of the Gmail inbox interface, labeled "Before" and "After".

Before: The "Introducing email reader" message is displayed prominently at the top of the inbox, overlapping several email preview cards. It includes a "Try it out" button and a note about data collection. This message obscures some of the email previews below it.

After: The same message is now positioned lower down in the inbox, below the first few email previews. The email previews are more clearly visible, and the overall layout is less cluttered.

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

The screenshot shows a dark-themed mobile application interface. A central modal window is displayed, titled "NEW" at the top left. The main heading is "Introducing email reader BETA". Below it, the text reads: "Grammarly can now summarize key points to help you respond faster." At the bottom of the modal, there are two buttons: "Try it out" (in green) and "No, thanks" (in grey). Below the modal, the status bar shows "1 OF 3". At the very bottom of the screen, there is a summary of an email from "Brooklyn Garcia" with the subject "May 04 Brooklyn Garcia".

Launch Reader

This screenshot shows the same mobile application interface as the previous one, but the "Reader" feature has been launched. The "READER" tab is now active at the top. The main content area displays a summary of an email from "Brooklyn Garcia" with the subject "May 04 Brooklyn Garcia". The summary text reads: "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." There is also a "FOLLOW-UPS" section with a checkbox labeled "Let me know what works for you."

After

The screenshot shows the same mobile application interface, but a "review modal" is now displayed. The title of the modal is "Grammarly can now summarize key points for you!" with a "Try it out" button to its right. Below the title, there is a large downward-pointing arrow icon. The modal content includes the "Email Reader" feature description and two options: "Identify takeaways" and "Always in control". The "Always in control" option is selected. To the right of the modal, a dashed line leads to the text "Explain specific data to collect".

Show a review modal

This screenshot shows the detailed content of the review modal. It starts with the "grammarly" logo and the "Email Reader" feature description. It then lists two options: "Identify takeaways" (with a description of turning messages into quick summaries) and "Always in control" (with a description of being able to turn off the feature at any time). To the right of the modal, another dashed line leads to the text "Explain specific data to collect". At the bottom right of the modal, there are "Cancel" and "Continue" buttons.

Give comfort that
users can opt-out
at anytime

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

The screenshot shows an email interface with a light gray background. At the top, there's a navigation bar with tabs for 'Messages' and 'Pinned'. Below the navigation bar, the date 'May 04' and the recipient 'Brooklyn Garcia' are displayed. A 'FOLLOW-UPS' section contains a single item: 'Let me know what works for you.' On the left side, there's a vertical sidebar with the word 'SUMMARY' at the top. Under 'SUMMARY', the text reads: '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.' Above this summary, there's a note: 'Pinned Ability to save bullet points for later'. At the bottom of the sidebar, there's another note: 'Thread summaries Ability to summarize older messages in the thread'.

After

The screenshot shows the same email interface after simplification. The 'Pinned' tab is no longer present in the navigation bar. The 'FOLLOW-UPS' section remains the same. The vertical sidebar on the left is also removed. At the bottom of the main content area, there are two buttons: 'Copy all' and 'Reply'. Below the main content, a note states: 'Pinned and Thread summary removed'.

After

The screenshot shows a Gmail inbox with 16 messages. The current message is from Brooklyn Garcia, dated May 04, 2022, at 3:26PM. The message subject is "Interior design consultation - Brooklyn Garcia". The message content is displayed in a "READER" view, which includes a list of bullet points and a "Follow-ups" section with a checkbox. A hand cursor is hovering over the three-dot menu icon in the bottom right corner of the message preview. The inbox also shows other messages and a sidebar with various icons.

Interior design consultation - Brooklyn Garcia

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 shows a document editor window with a toolbar at the top. The main content area displays a document titled "Project Tiger Marketing Doc". The document discusses the features and benefits of Project Tiger, mentioning secure sharing, access control, and integration with Project Alpha. It also outlines a five-step marketing strategy: 1. Build Awareness, 2. Targeted Advertising, 3. Referral Programs, 4. Content Marketing, and 5. Thought Leadership. A callout bubble from the bottom right corner highlights a section on "Thought Leadership". Another callout bubble from the top right corner indicates the ability to "Pull in context from other communication form". A notification bar at the bottom left shows a message from Brooklyn Garcia about reviewing the proposal.

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 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 leveraging social media across all major channels. We will also leverage email marketing to reach potential customers and offer them a free trial of Project Tiger.
2. Targeted Advertising: We will target specific industries and businesses that could benefit from Project Tiger's features. This will include paid advertisings on relevant platforms.
3. Referral Programs: We will encourage our existing customers to refer others to Project Tiger by offering them exclusive discounts and benefits.
4. Content Marketing: We will create informative blog posts, whitepapers, and case studies that highlight the benefits of using Project Tiger. This content will be optimized for search engines.
5. Thought Leadership: We will engage in thought leadership by participating in relevant events, writing articles, and speaking at conferences. This will help us establish trust with our target audience.

By executing these strategies, we are confident that Project Tiger will become the go-to solution for businesses looking for a secure and reliable file sharing and collaboration platform that integrates seamlessly with Project Alpha. Join us today and experience the difference!

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... ➤

Thanks

Happy to deep dive into my
case studies further

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