

# 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

2022-2024

Senior Product Designer

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

## Clio

2016-2022

Staff Product Designer, 2021 – 2022

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

## Best Buy Canada

2011-2016

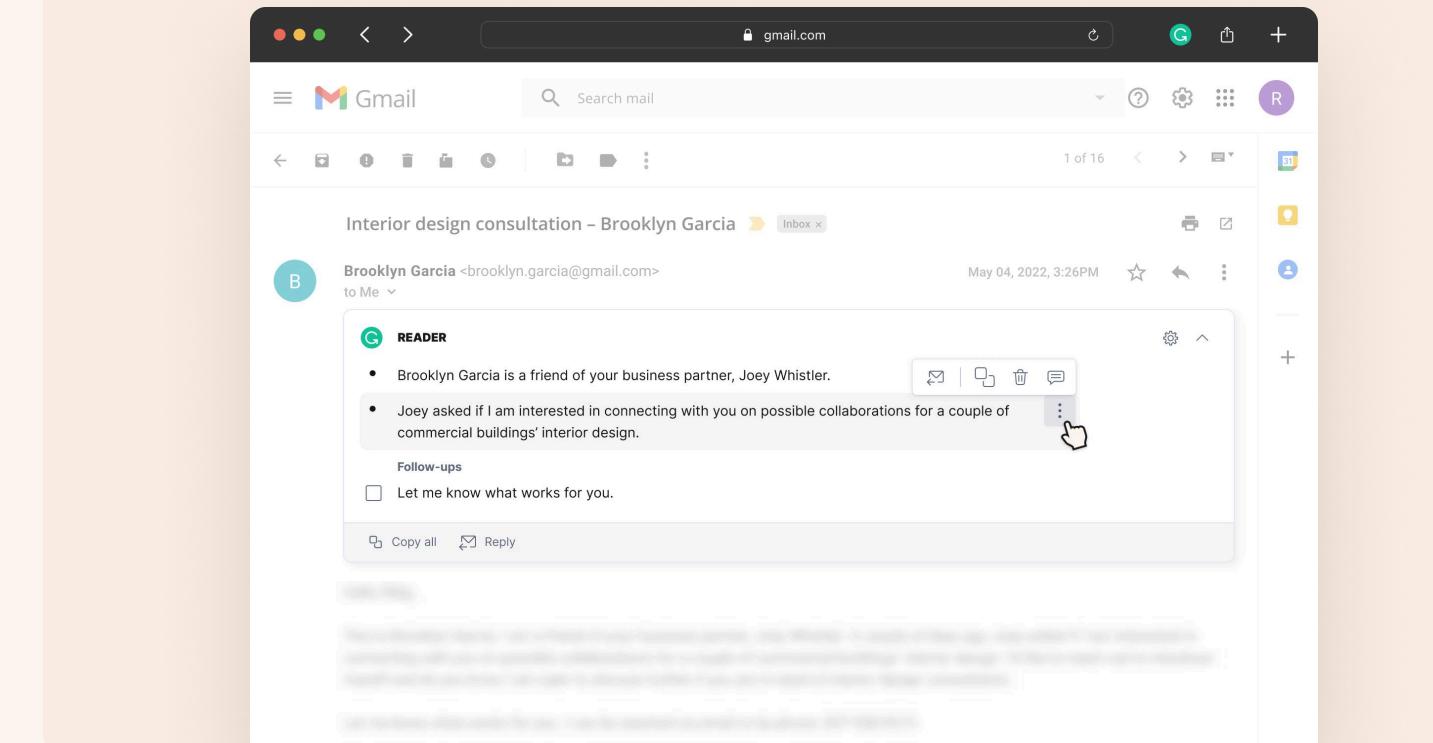
Visual Design Lead, 2015 – 2016

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

# Case studies

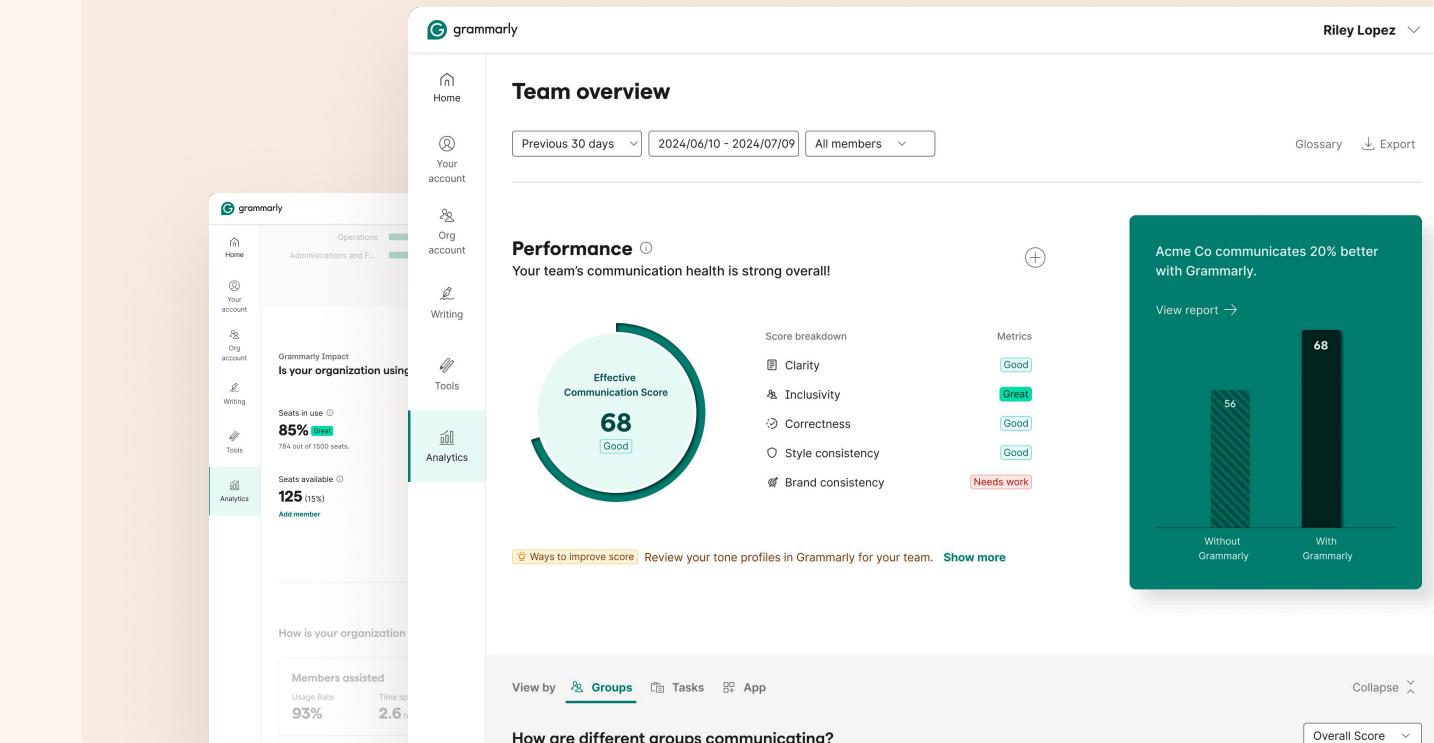
## Case study 1 Grammarly Reader

Generative AI   O-1   B2C



## Case study 2 Grammarly's impact measurement tools

Strategic planning   B2B   Visioning



**Case study 1**

# 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   O-1   B2C

# Grammarly Reader

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

Format

Chrome extension

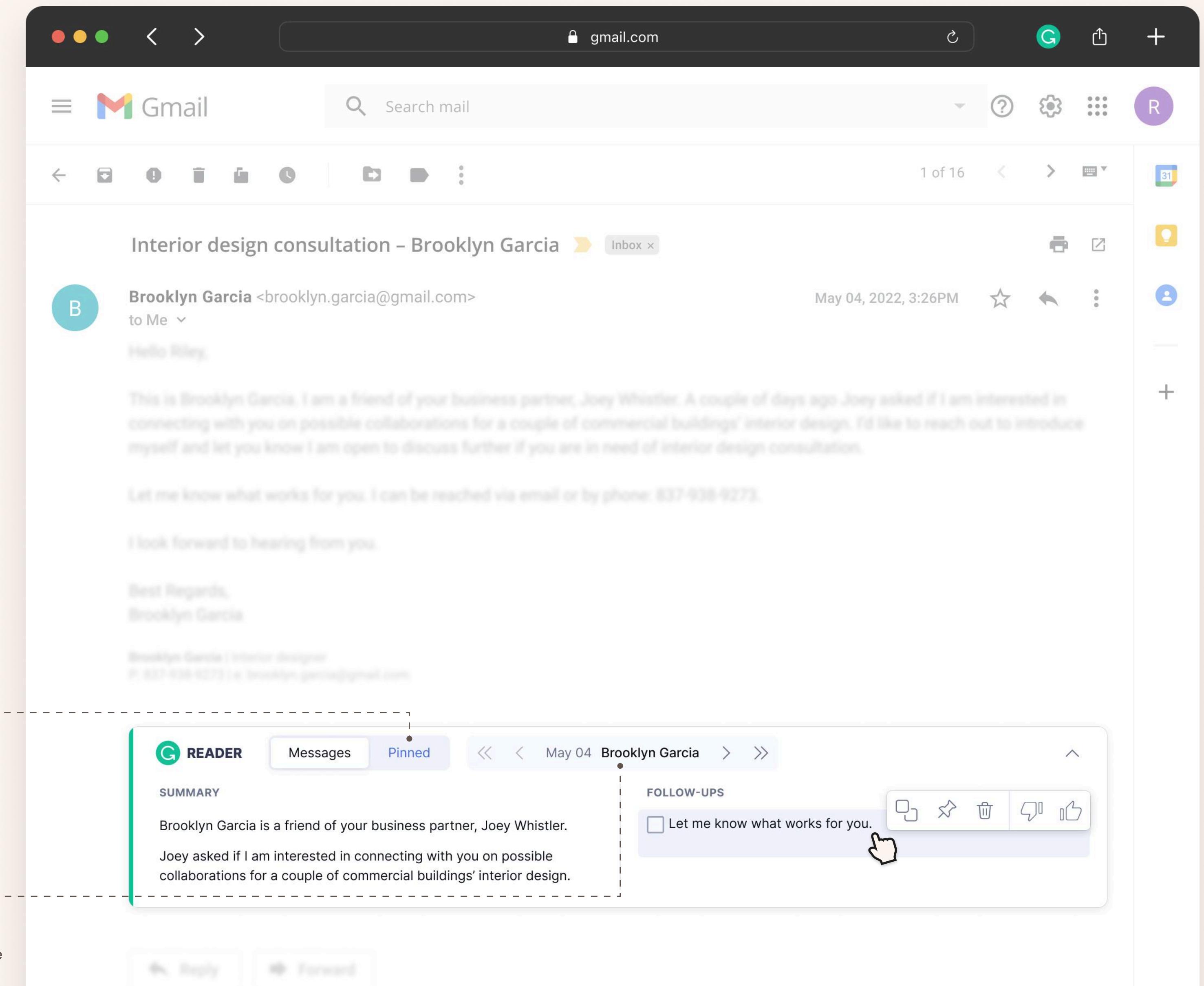
Experiment

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

## Methods

5 Research plans

40+ User interviews

2 Surveys

Product tracking

## User pain points

### Placement of Reader

Difficult to notice, low adoption

### Privacy concern

How will the user's data be used?

### Unused features

Some features designed in original design do not meet users' needs

## Content pain points

### Summarized irrelevant email

e.g., notification, marketing emails

### Focused on the wrong content

e.g., Pleasantries included, duplicated content

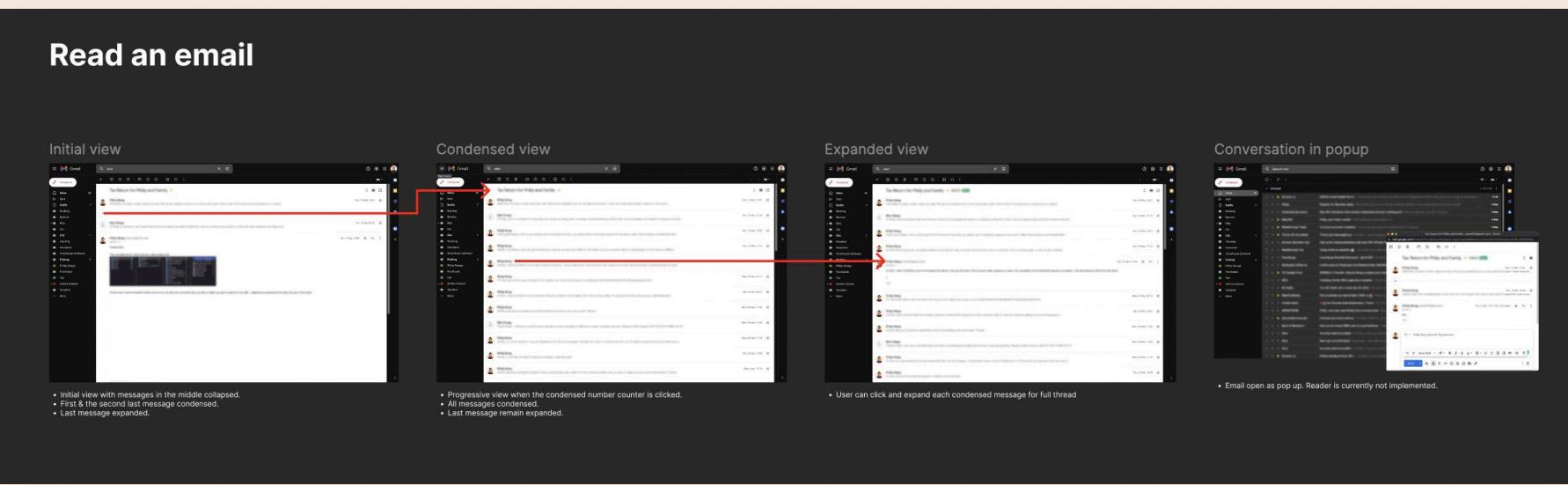
### Lacked critical information

e.g., Dates, phone numbers

### Trust concern on generated content

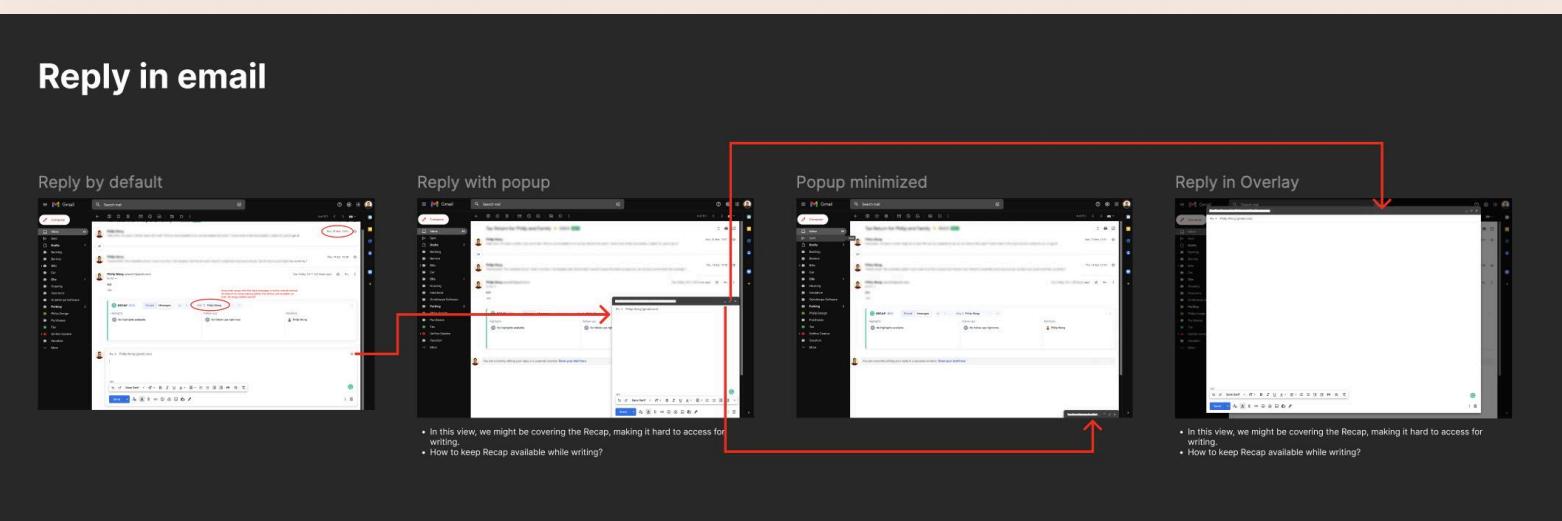
# Iterate and prototype

## Email workflow

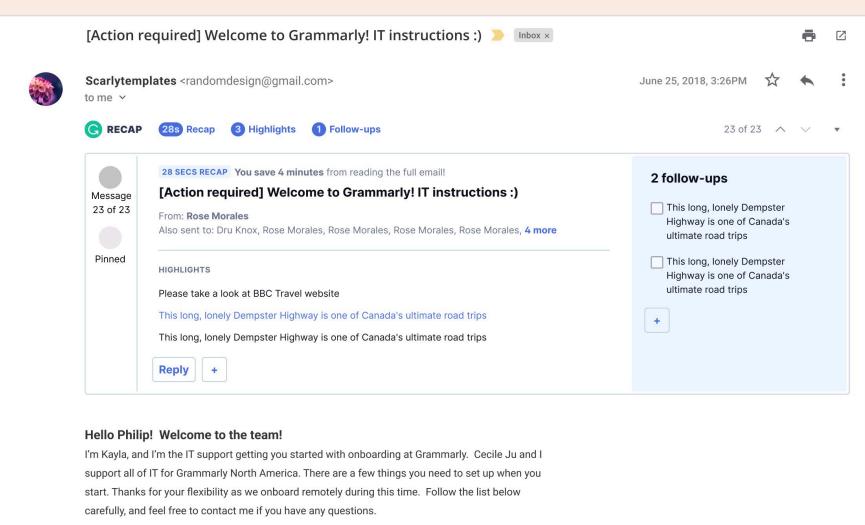
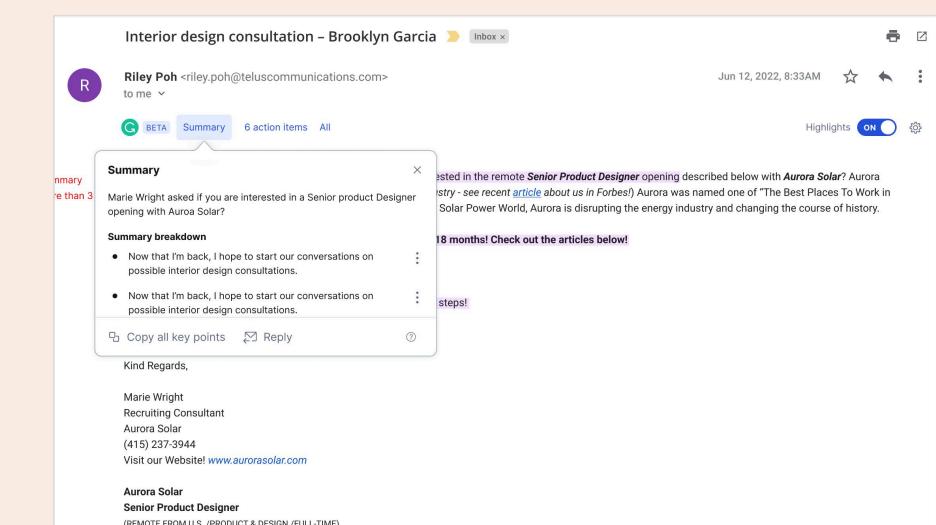


## Ideation and prototypes

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

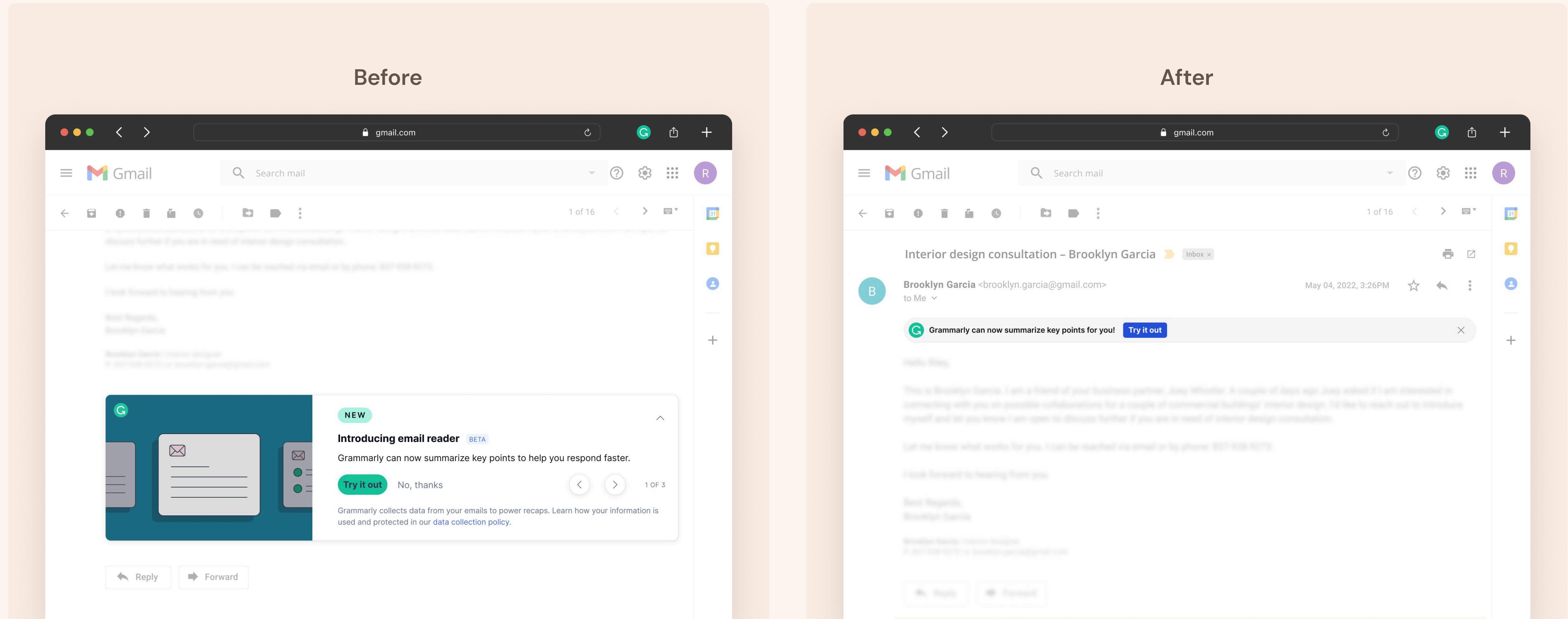


## Consent explorations

What we did

# Improve adoption

Refined messaging above the fold with less visual distractions to clearly indicate that emails can be summarized before reading in full.



## What we did

# Build trust

Introduced a review step to allow users to understand at a glance how their data will be used when receiving value from Grammarly.

Before

A screenshot of the Grammarly app interface. At the top, there's a dark blue header with the Grammarly logo and a message icon. Below it, a light-colored modal window is open. The modal has a green 'NEW' button at the top left. The main text reads 'Introducing email reader BETA' followed by a subtext: 'Grammarly can now summarize key points to help you respond faster.' At the bottom of the modal are two buttons: a green 'Try it out' button and a grey 'No, thanks' button. To the right of the modal, there are navigation arrows and the text '1 OF 3'. Below the modal, there's a note: 'Grammarly collects data from your emails to power recaps. Learn how your information is used and protected in our [data collection policy](#)'. A large downward arrow is positioned below the modal.

Launch Reader

A screenshot of the 'READER' tab in the Grammarly app. The top bar shows 'READER', 'Messages', and 'Pinned'. Below the bar, a summary of an email from 'Brooklyn Garcia' is displayed. The summary states: '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 are also sections for 'FOLLOW-UPS' and a checkbox to 'Let me know what works for you.' A large downward arrow is positioned below the summary.

After

A screenshot of the Grammarly app showing a 'Show a review modal' dialog. The modal has a green 'G' icon and the text 'Grammarly can now summarize key points for you!' followed by a 'Try it out' button. Below the main text, there's a large downward arrow. The modal contains a section titled 'Email Reader' with the subtext: 'Spend less time in your inbox with email summarization.' It lists two options: 'Identify takeaways' (described as turning messages into quick summaries) and 'Always in control' (described as being able to turn off the email reader). To the right of the modal, there's explanatory text: 'Allow Grammarly to: Collect and process the text, subject line, and metadata of your email threads – this data will never be sold.' and '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 of the modal are 'Cancel' and 'Continue' buttons. A large downward arrow is positioned below the modal.

Show a review modal

Explain specific data to collect

Give comfort that users can opt-out at anytime

Launch Reader

What we did

# Reduce complexity

Data showed that **84% of emails are new** to users and **86% are visited only once**. This validated our human insights also, leading us to remove multiple features that does not align with users' need.

Before

The screenshot shows a 'READER' interface with a 'Pinned' message at the top. The message content includes a summary and a follow-up task. Below the pinned message is a 'Thread summaries' section. The interface has a clean design with a light background and a white header bar.

Pinned  
Ability to save bullet points for later

MESSAGES

May 04 Brooklyn Garcia

SUMMARY

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.

Thread summaries  
Ability to summarize older messages in the thread

After

The screenshot shows the same 'READER' interface but with the 'Pinned' message removed. The 'Thread summaries' section is also gone. The overall layout is more compact and focused on the main message content.

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

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 card.

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



## Performance after iterations

8.5% Adoption rate within a day **+5.3**

12.4% Adoption rate overall

20.4% Adoption rate overall **+8.0**

~10 seconds Reading time



~10.1 seconds Reading time

No statistical difference

~96 seconds Writing time



~95 seconds Writing time

No statistical difference

0.2% Engagement rate

Emails with Reader interacted at least once



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

## Go beyond email

Consider using Reader to triage business documents, text messages/comments to reduce information overload

Research plan conducted identify long-form reading's pain points and use case

The screenshot shows a document viewer interface with the following elements:

- Header:** A blue file icon, a title bar with a redacted title, and a toolbar with icons for bold (A), italic (I), link (Link), and smiley face (Comment).
- Title:** Project Tiger Marketing Doc
- Content:** The document discusses Project Tiger's secure sharing feature, its integration with Project Alpha, and a marketing strategy. It includes sections like "Marketing Strategy" with five numbered steps: 1. Build Awareness, 2. Targeted Advertising, 3. Referral Programs, 4. Content Marketing, and 5. Thought Leadership.
- Annotations:**
  - A red box highlights the word "buzz" in the first step.
  - A red box highlights the word "advertisings" in the second step.
  - A red box highlights the word "thought" in the fifth step.
  - A dashed red box highlights the entire "Thought Leadership" section.
- Callout:** A callout box from Brooklyn Garcia asks to review the proposal, with a link to "View original email". A dashed line labeled "Pull in context from other communication form" connects this callout to the annotations.
- Summary Panel:** A sidebar panel titled "Project Tiger Marketing Doc" contains:
  - Summary:** A brief overview of the document's purpose and content.
  - Buttons:** "Create outline" and "About this document".
  - Common questions:** A list of frequently asked questions: "What is Project Alpha?", "How does Referral program work?", and "Ask other questions".
  - Text Input:** A field with placeholder "Tell us to..." and a right-pointing arrow.
- Bottom Right:** A green circular icon with a white letter "G".

**Case study 2**

# Grammarly's impact measurement tools

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

# Discovery

## Pain points

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### Internal tooling inefficiency

Streamline sales teams' process 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 to see value

Provide better data for and buyers to understand 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 early action

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' process for expansion meetings

### Lack of insights to see value

Provide better data for buyers to understand ROI

### High unused seats & features

Increase buyer awareness to drive early action

## 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

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

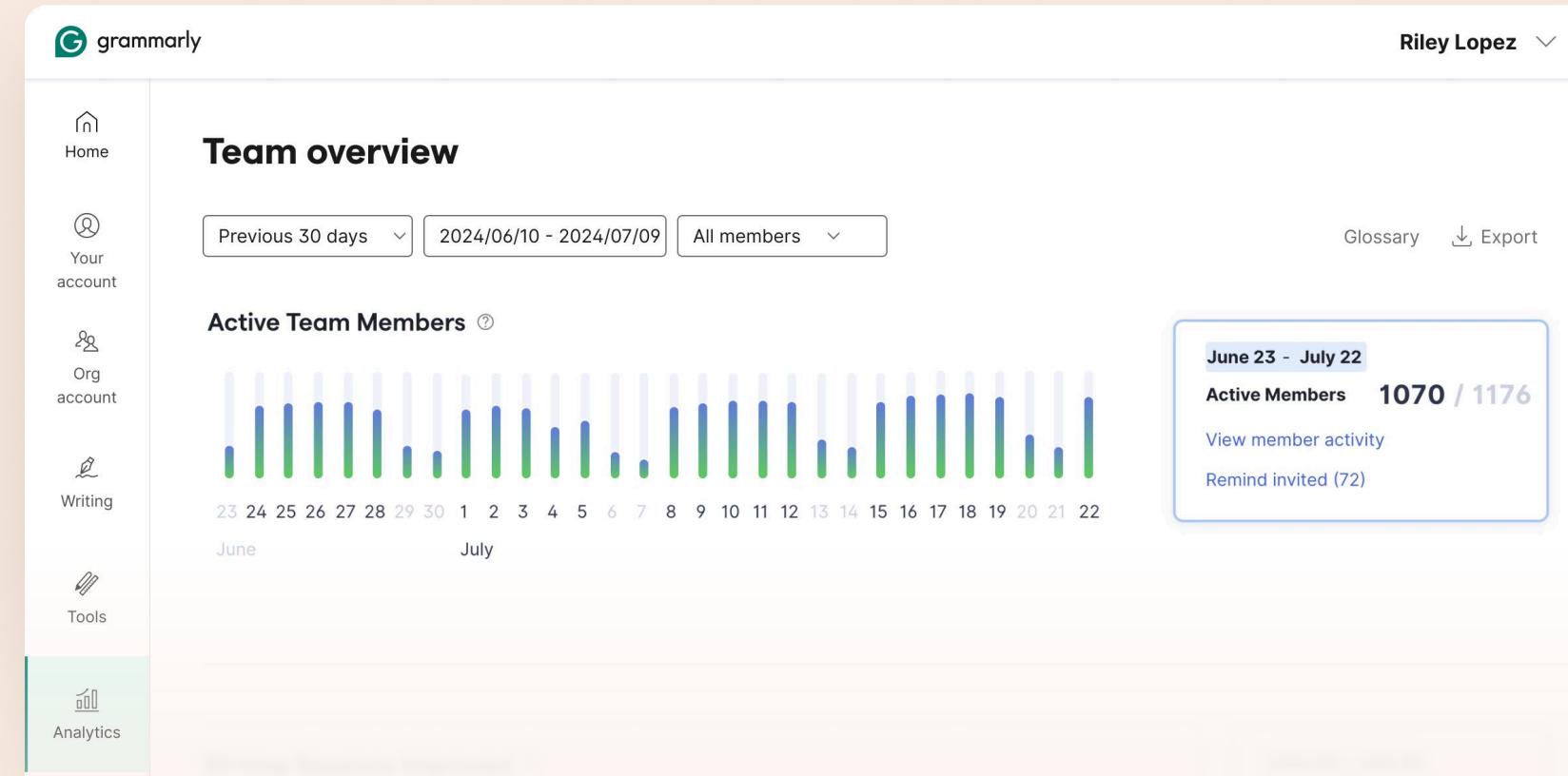
Offer insights and recommendations beyond writing improvements

Short-term **Released**

# Enhance usage insights

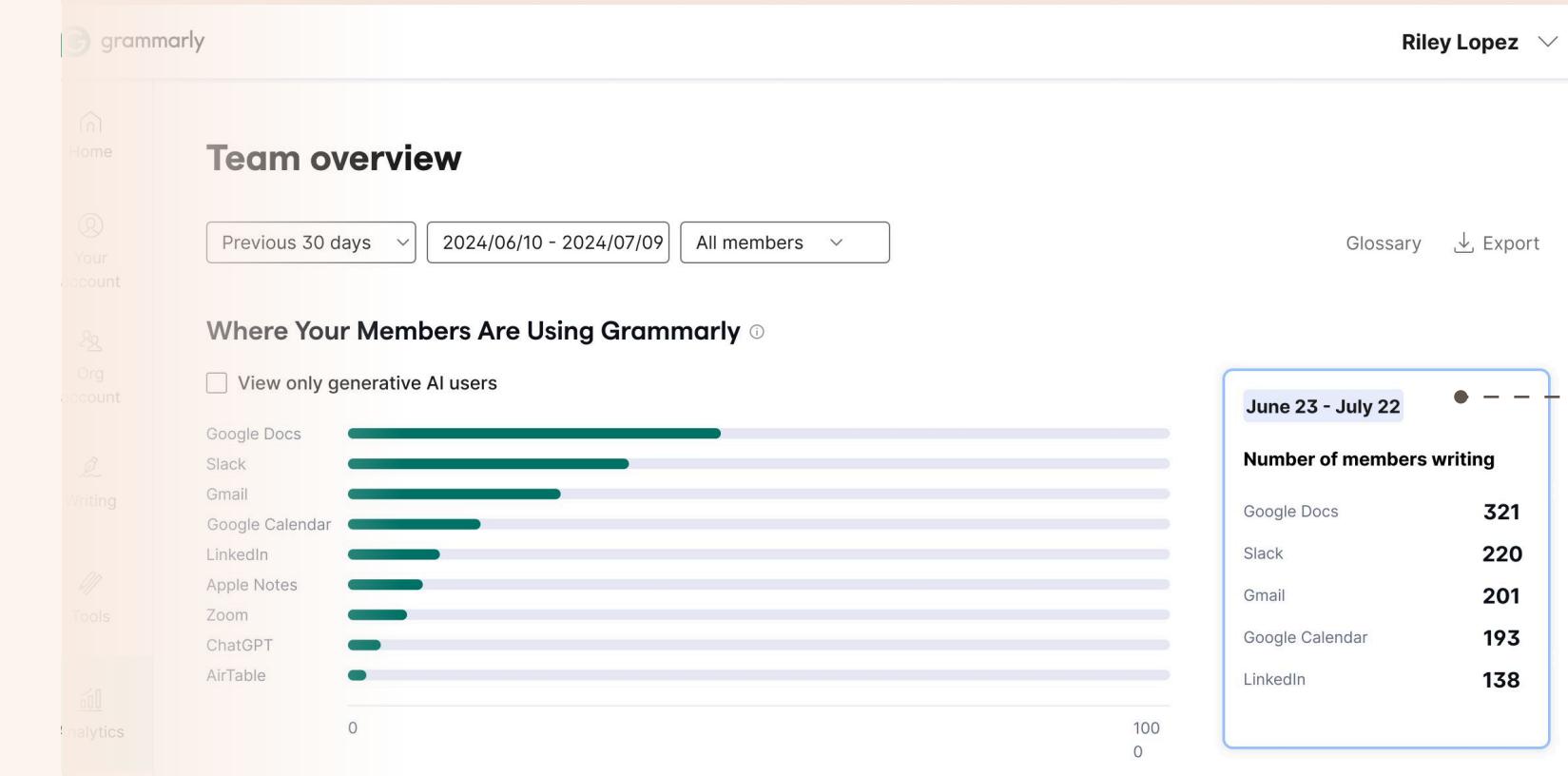
Show where Grammarly is used and how many users are improving their writing with Grammarly to demonstrate Grammarly's reach.

Before

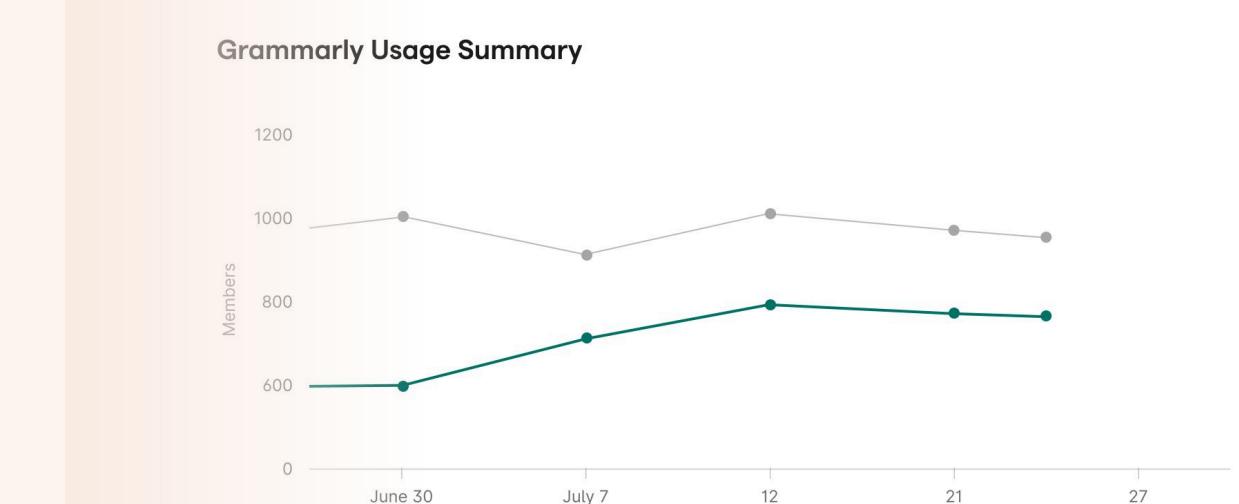


This was showing how often Grammarly is turned on instead of how many people used Grammarly. This does not resonate with buyers to evaluate its value.

After



Add in new insights to show where Grammarly is making an impact for the organization



Meet buyer's expectation by showing how many people used Grammarly for their writings in the organization

# Value benchmarking program

- Compare performance of Grammarly users with non-users within the same account
- Establish benchmark to reference progress moving forward
- Coordinate with buyer's team to review privacy and trust expectation

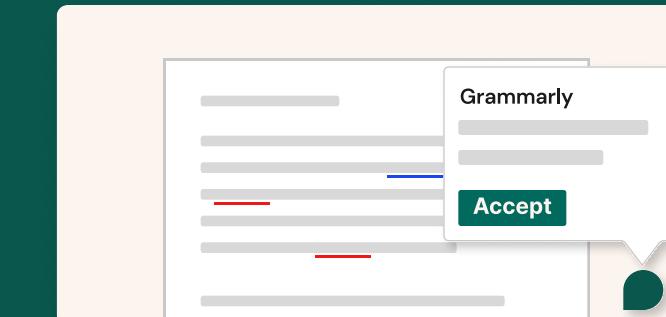
## Benchmarking process

Grammarly go over program details with buyer's team

Select participants

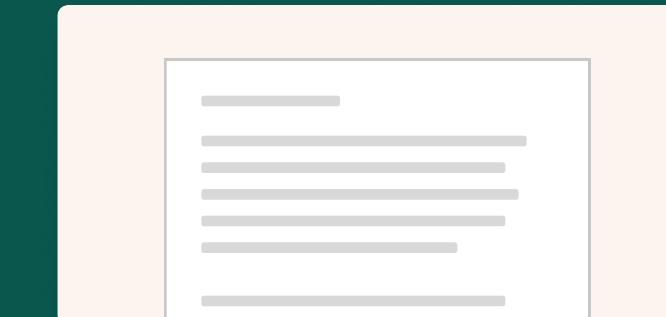


Run Grammarly normally



Show suggestions to users and track errors and corrections

Run Grammarly behind the scene



Hide suggestions to users and track errors

Set benchmark

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

Mid-term

Early access

# Effective Communication Score

Convert communication effectiveness into scoring system to help buyers understand. Highlight Grammarly's impact to their score and offer recommendations through Grammarly's assessment report.

Detail breakdown on the performance measurable data

Recommendations on how to improve with Grammarly features

The screenshot shows the Grammarly interface with a sidebar on the left containing links for Home, Your account, Org account, Writing, Tools, and Analytics. The main area is titled 'Team overview' and displays the 'Effective Communication Score'. It includes a large circular progress bar with the number '68' in the center, labeled 'Overall score' and 'Good'. Below the bar, there is a 'Score breakdown' table with five categories: Clarity (Needs Work), Correctness (Great), Inclusivity (Good), Style consistency (Good), and Brand consistency (Good). A link 'Expand view' is at the bottom right of the score card. A note 'Why is this important?' is located at the bottom left of the card. At the very bottom, it says 'Grammarly Usage Summary' and '1200'.

Establish score to easier compare different reference point such as industry standard and performance prior to using Grammarly

The screenshot shows a detailed report titled 'Effectiveness Communication Score Evaluation Report' for 'Acme CO.' dated from June 10 to July 9, 2024. It includes a header with the Grammarly logo and a sub-header 'Your communication baseline' with a trial period from April 1 to April 15, 2024. The report features a summary section with a question 'What can we provide in one sentence to give a high level sense that this team is doing well?' and a '2 Potential improvements' section. It also includes a 'Accept your brand tones' section with two bullet points: 'Review existing brand profiles' and 'Schedule coaching session with'. On the right side, there is a comparison table for 'Your communication baseline' across three categories: 'Industry Standard With Grammarly' (Score 74/100), 'Your Organization With Grammarly' (Score 68/100), and 'Without Grammarly' (Score 56/100). The table provides various metrics such as Audience (External vs Internal Comms), Total Writings, Time Spent Per 100 Words, and CSAT Score. A 'Share' button is located at the bottom right of the report area.

# Impact

**10X**

## DailyPay

Increased their seat count during renewal talks from 40 to 100

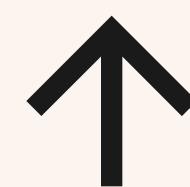
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**5K+**

## 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 for a new platform to centralize enterprise data and visual insights as we continue to enrich our dataset.

The image shows three views of the Grammarly platform's interface:

- Left View:** Shows the main navigation bar with Home, Your account, Org account, Writing, Tools, and Analytics. Below it, sections for "Is your organization using Grammarly?" show 85% Great usage (784 out of 1500 seats) and 125 available seats (15%).
- Middle View:** The "Team overview" page. It features a sidebar with Home, Your account, Org account, Writing, Tools, and Analytics. The main area displays a chart titled "What's being communicated?" comparing various communication types like Support tickets, Emails, Proposals, etc., against an "Overall Score". A large circular gauge indicates an "Effective Communication Score" of 68 (Good). A callout box highlights that Acme Co communicates 20% better with Grammarly, comparing a score of 56 without Grammarly to 68 with Grammarly.
- Right View:** Another view of the "Team overview" page, showing the same score breakdown and comparison chart.

# Thanks

Happy to deep dive into my  
case studies further

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