

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

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

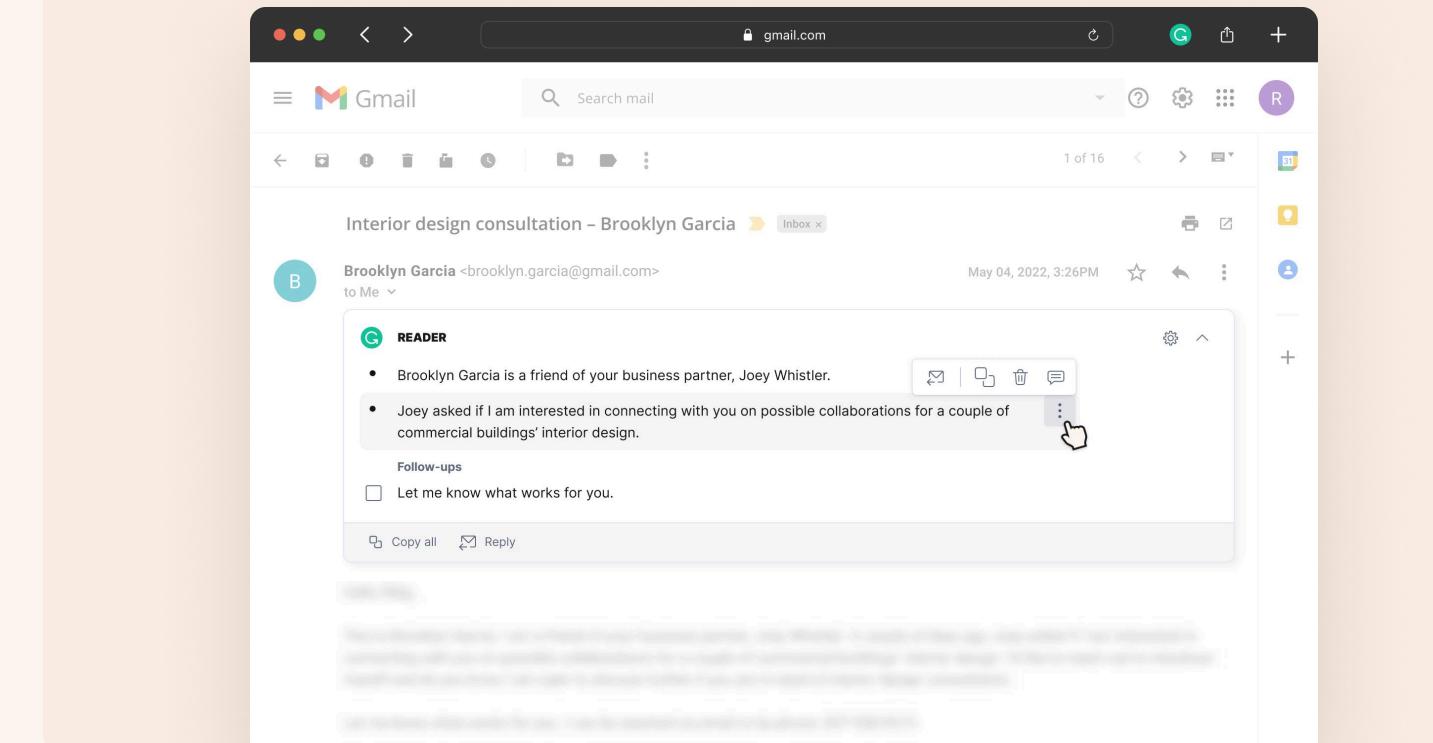
Visual Design Lead, 2015 – 2016

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

Case studies

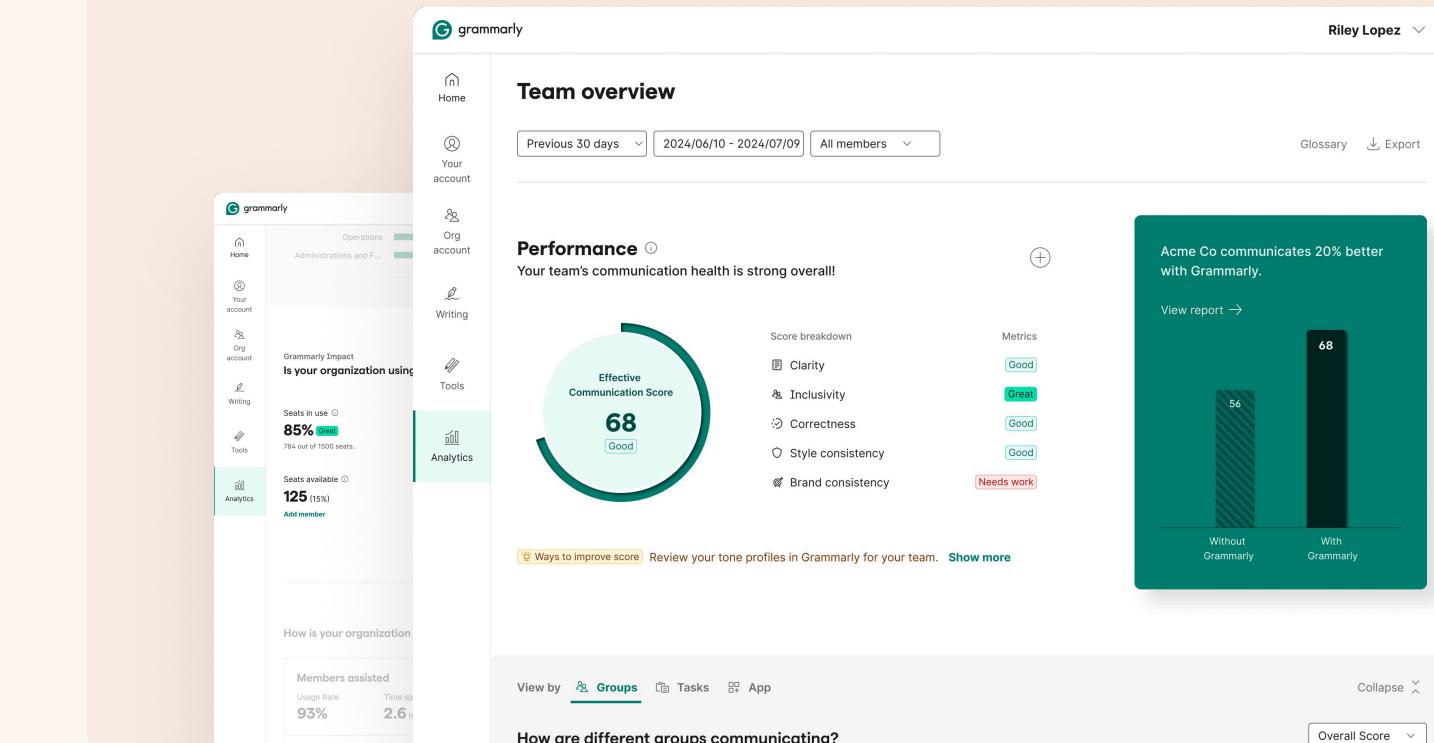
Case study 1 Grammarly Reader

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

The screenshot shows a Gmail inbox with an email from Brooklyn Garcia. The email content is summarized at the bottom of the screen by the Grammarly Reader extension. The summary includes a pinned section with bullet points and a thread summary section. A mouse cursor is hovering over the 'Let me know what works for you.' input field.

Pinned: Save bullet points for later

Thread summary: Summarize older messages in the thread

GRAMMARLY READER

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.

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

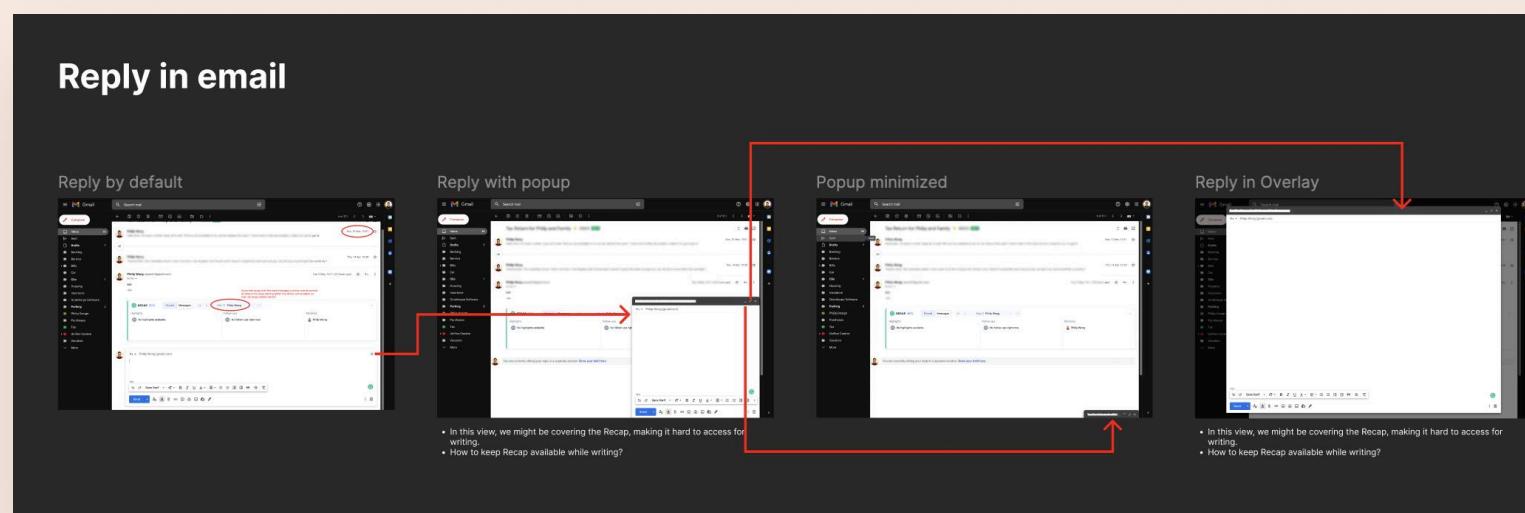
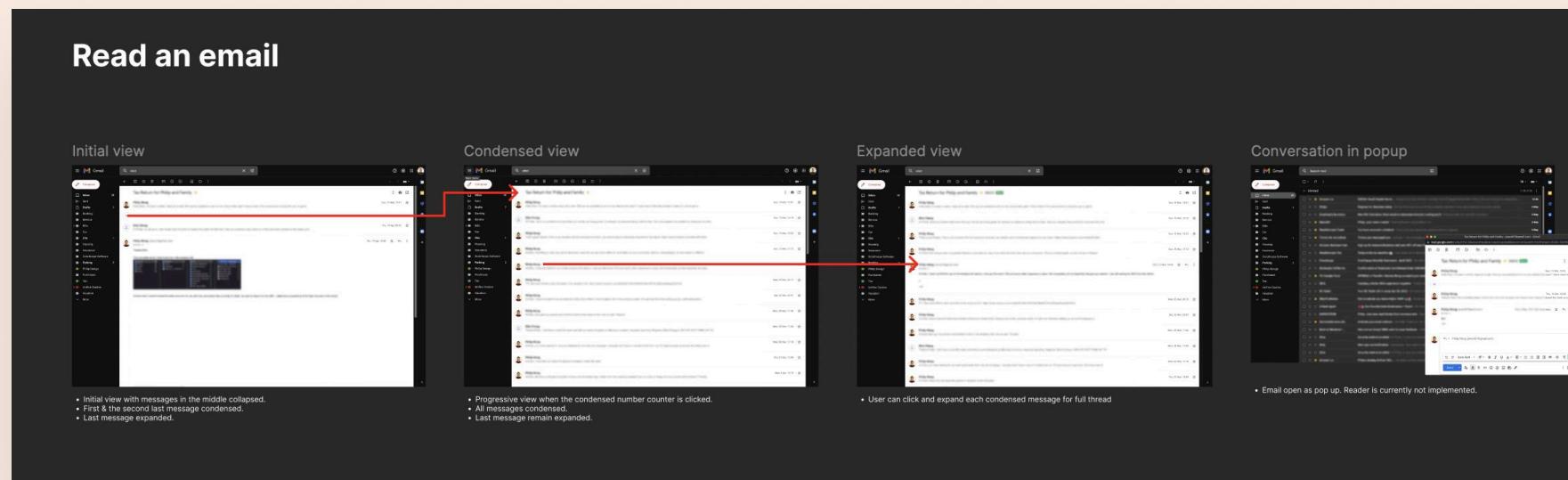
Lacked critical information

e.g., Dates, phone numbers

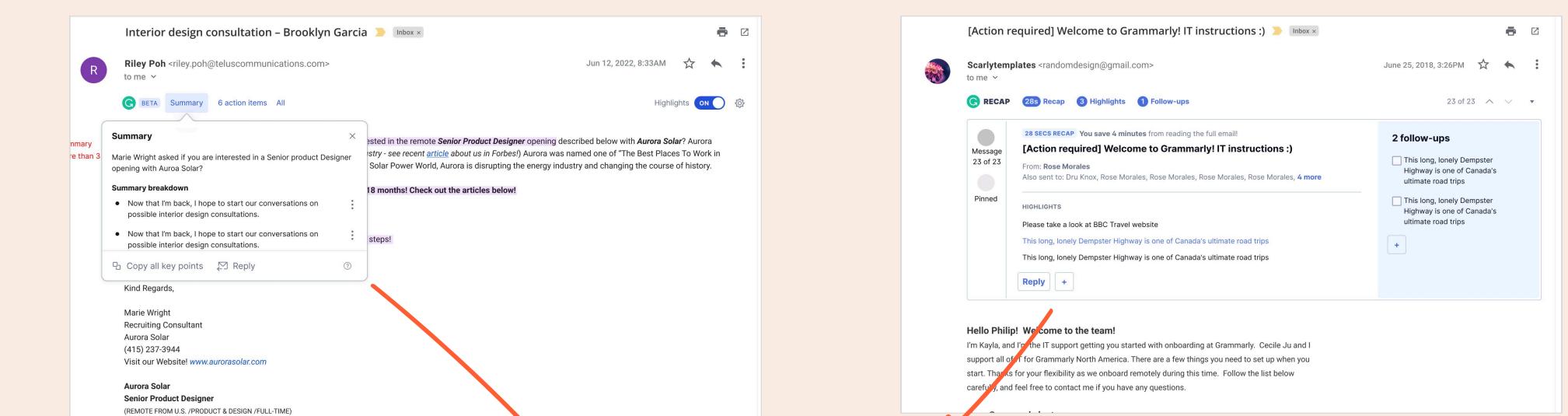
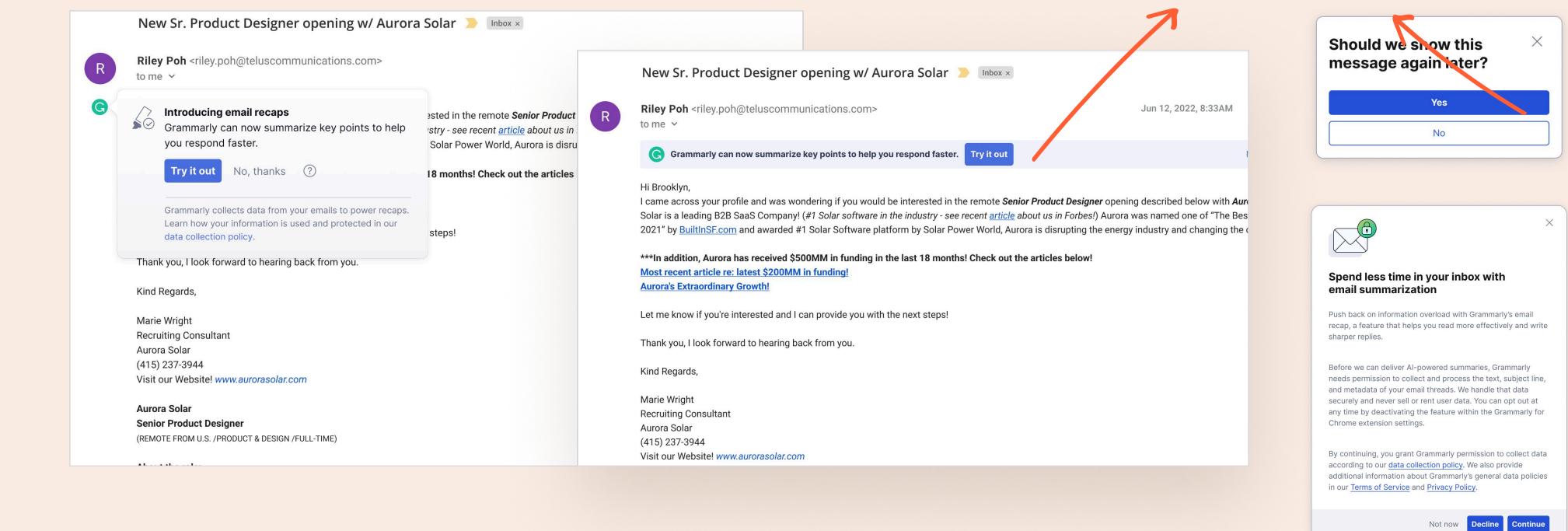
Trust concern on generated content

Iterate and prototype

Email workflow



Ideation and prototypes



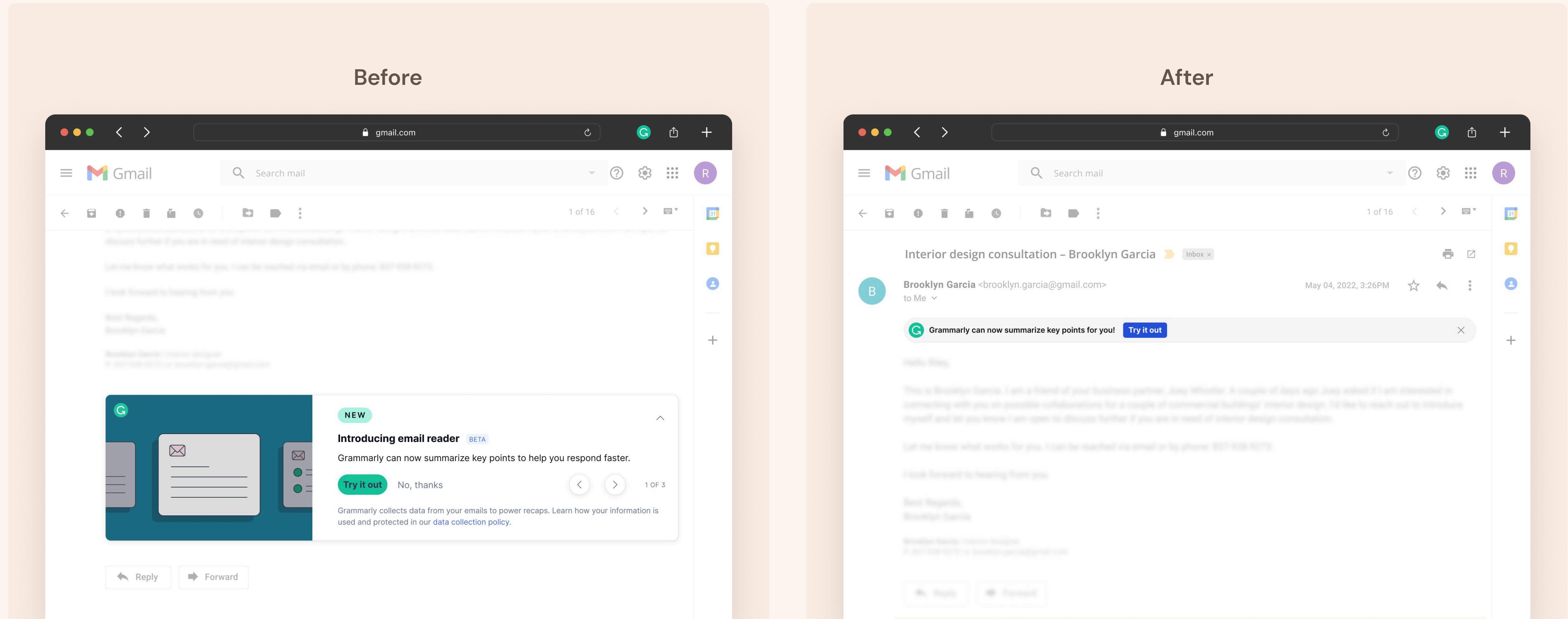
Placement and visual explorations

Adoption and 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

The screenshot shows a dark-themed mobile application interface. At the top, there's a large blue header with a white 'G' icon. Below it, a white modal window has 'NEW' in a green button at the top left. The main text reads 'Introducing email reader (BETA)' followed by 'Grammarly can now summarize key points to help you respond faster.' There are two buttons: a green 'Try it out' button and a grey 'No, thanks' button. At the bottom, a note says 'Grammarly collects data from your emails to power recaps. Learn how your information is used and protected in our [data collection policy](#)'. A small downward arrow is positioned below this modal.

Launch Reader

This screenshot shows the 'READER' tab selected in the navigation bar. The main area displays a message summary for '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.' Below the summary, there's a 'FOLLOW-UPS' section with a checkbox labeled 'Let me know what works for you.' A small downward arrow is positioned below this screen.

After

A white modal window titled 'Grammarly can now summarize key points for you!' with a 'Try it out' button. Below it, a large downward arrow leads to the 'Show a review modal' section. The modal is titled 'grammarly' and contains the text 'Email Reader' with a description: '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 feature). To the right, a note says 'Allow Grammarly to: Collect and process the text, subject line, and metadata of your email threads – this data will never be sold.' A red annotation with the text 'Explain specific data to collect' and an arrow points to this note.

Show a review modal

Opt-out
guarantee

This screenshot shows the 'READER' screen again. A red annotation with the text 'Opt-out guarantee' and an arrow points to the 'Always in control' section of the previous review modal. A small downward arrow is positioned below this screen.

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

Pinned: Save bullet points for later

Thread summary: Summarize older messages in the thread

The screenshot shows a 'READER' interface. At the top, there's a 'Pinned' message with the subject 'Let me know what works for you.' Below it is a 'Thread summary' section with the text 'Brooklyn Garcia is a friend of your business partner, Joey Whistler.' and 'Joey asked if I am interested in connecting with you on possible collaborations for a couple of commercial buildings' interior design.' There are navigation arrows and a summary section with the same text.

After

Pinned and Thread summary removed

The screenshot shows the same 'READER' interface after changes. The 'Pinned' message and 'Thread summary' sections are no longer present. The main content area now displays the original message from Brooklyn Garcia and the follow-up message from Joey Whistler. At the bottom, there are 'Copy all' and 'Reply' buttons.

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

- Business documents,
- Messages/Doc comments

Research plan conducted for long-form reading pain points

The screenshot shows a document interface with a toolbar at the top featuring icons for file, bold, italic, link, and smiley face. Below the toolbar is a main content area with a header titled "Project Tiger Marketing Doc". The content discusses the secure sharing feature of Project Tiger, mentioning access levels and permissions. It also highlights integration with Project Alpha and a marketing strategy involving buzz creation, targeted advertising, referral programs, content marketing, and thought leadership. A callout bubble from the bottom right corner points to a comment section in the original email, with the text "Pull in context from other communication form". The comment section shows a message from Brooklyn Garcia asking for review, with a link to the original email.

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 seamlessly with Project Alpha. With our platform, users can easily share and collaborate 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 advertising 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 establish Project Tiger as a thought leader in the industry by participating in relevant events, webinars, and 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!

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... ➤

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

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

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?

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

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

Before

Shows how often Grammarly is turned on, this does not resonate with buyers

After

Show where Grammarly is making an impact

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

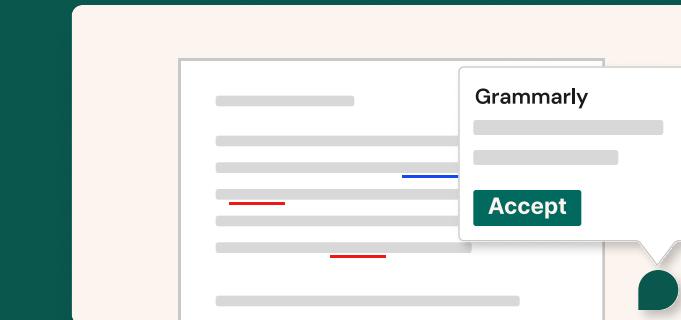
Benchmarking process

Grammarly go over program details with buyer's team

Select participants

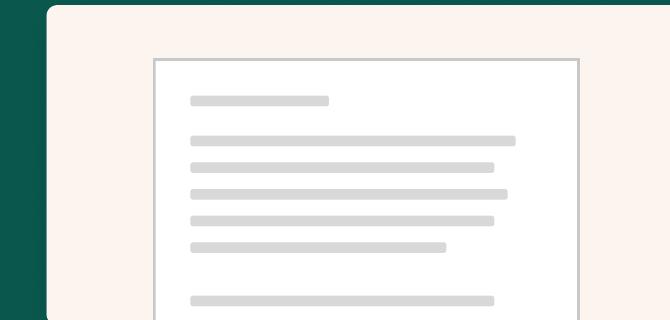


Run Grammarly normally



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.

The screenshot shows two views of Grammarly's reporting interface. On the left is the 'Team overview' page, which displays an overall score of 68 (Good) in a large circular gauge. To the right is a detailed 'Effectiveness Communication Score Evaluation Report' for Acme CO. This report includes a bar chart comparing 'With Grammarly' (26% better) to 'Without Grammarly'. A callout arrow from the text 'Establish score to compare with industry standard' points to the industry baseline comparison section of the report, which shows scores of 74/100, 68/100, and 56/100 for Industry Standard, Your Organization, and Without Grammarly respectively. The report also highlights audience distribution, total writings, time spent per 100 words, and CSAT scores.

Establish score to compare with industry standard

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

	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

Impact

10X

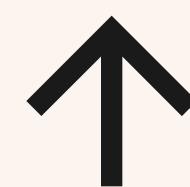
DailyPay

Increased their seat count during renewal talks from 40 to 100

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 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 interface. The main view is the 'Team overview' dashboard, which displays a large circular 'Effective Communication Score' of 68 (Good). It includes sections for 'Performance' (team communication health), 'Score breakdown' (Clarity: Good, Inclusivity: Great, Correctness: Good, Style consistency: Good, Brand consistency: Needs work), and a comparison chart for Acme Co. The left sidebar shows navigation links for Home, Your account, Org account, Writing, Tools, and Analytics. The bottom-left corner shows a smaller preview of the 'Is your organization using Grammarly?' section, which includes metrics like 'Seats in use' (85%, Great) and 'Pending invites' (53).

Thanks

Happy to deep dive into my
case studies further

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