

# 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

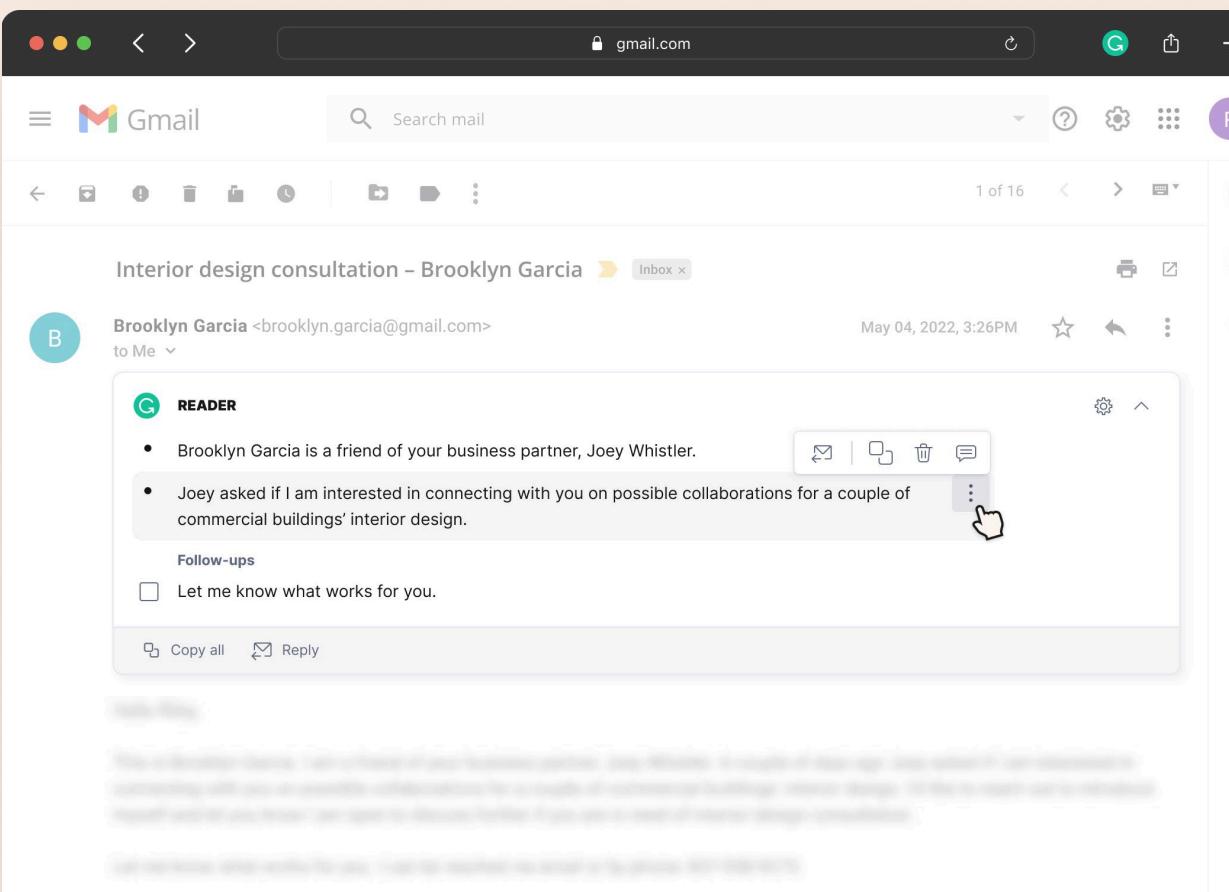
Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

# Case studies

## Case study 1

### Grammarly Reader

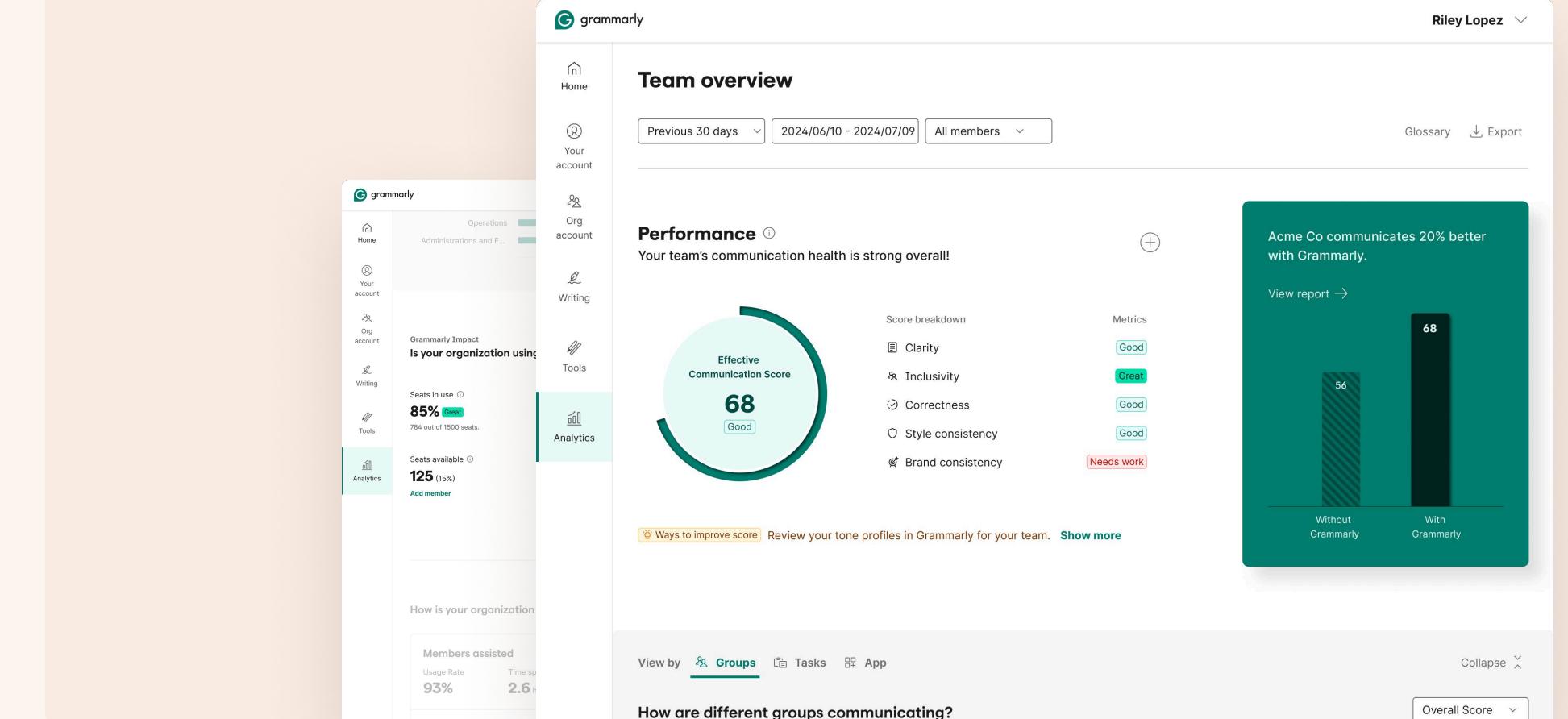
Generative AI   O-1   B2C



## 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

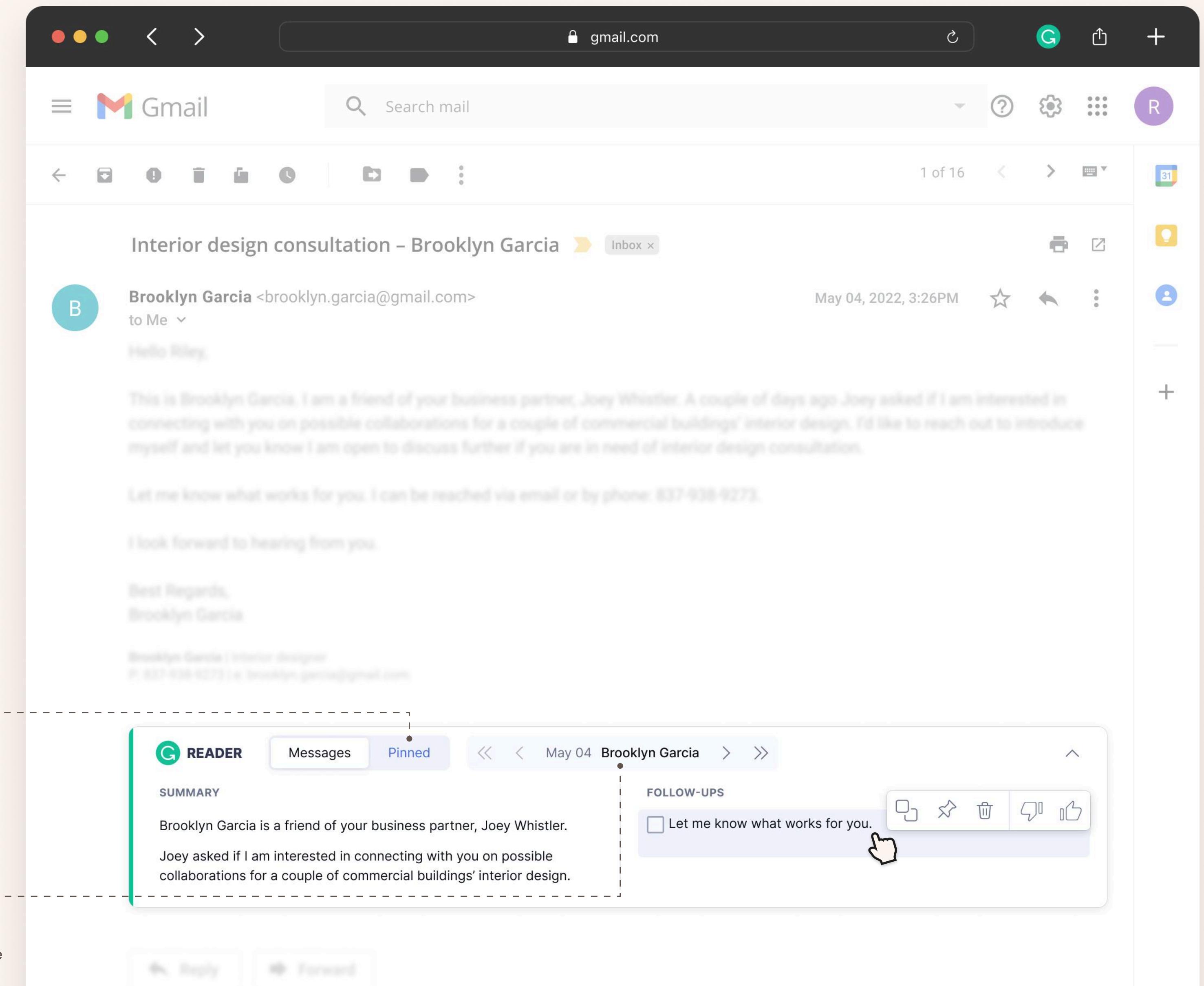
Experiment

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

**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**

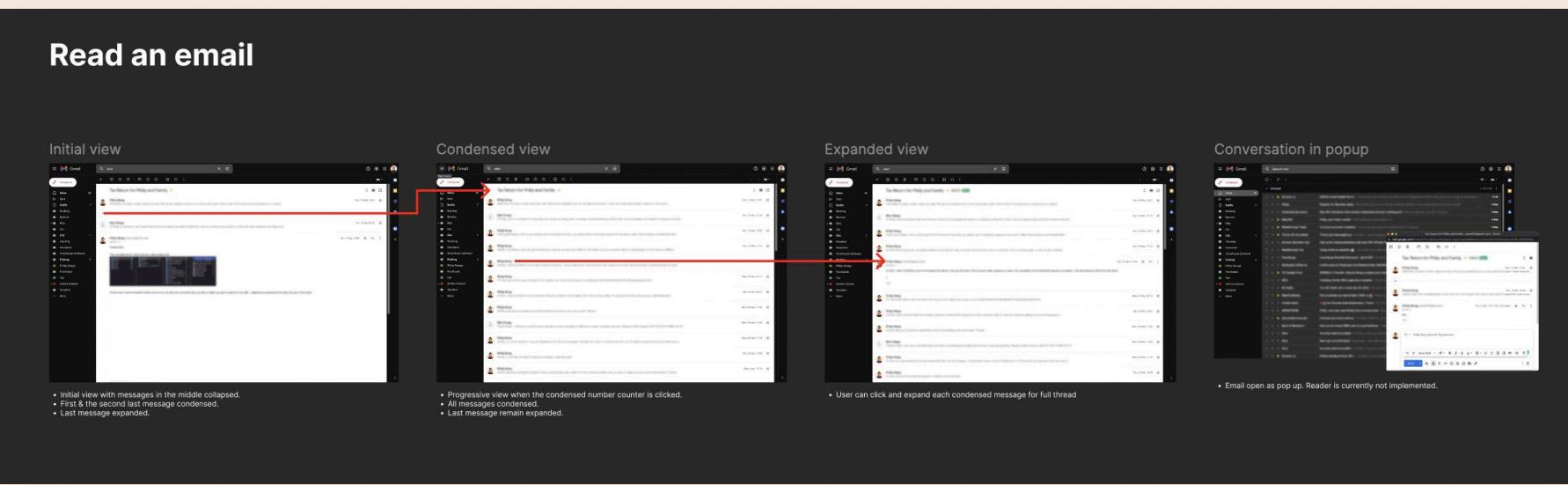
e.g., Pleasantries included, duplicated content

**Lacked critical information**

e.g., Dates, phone numbers

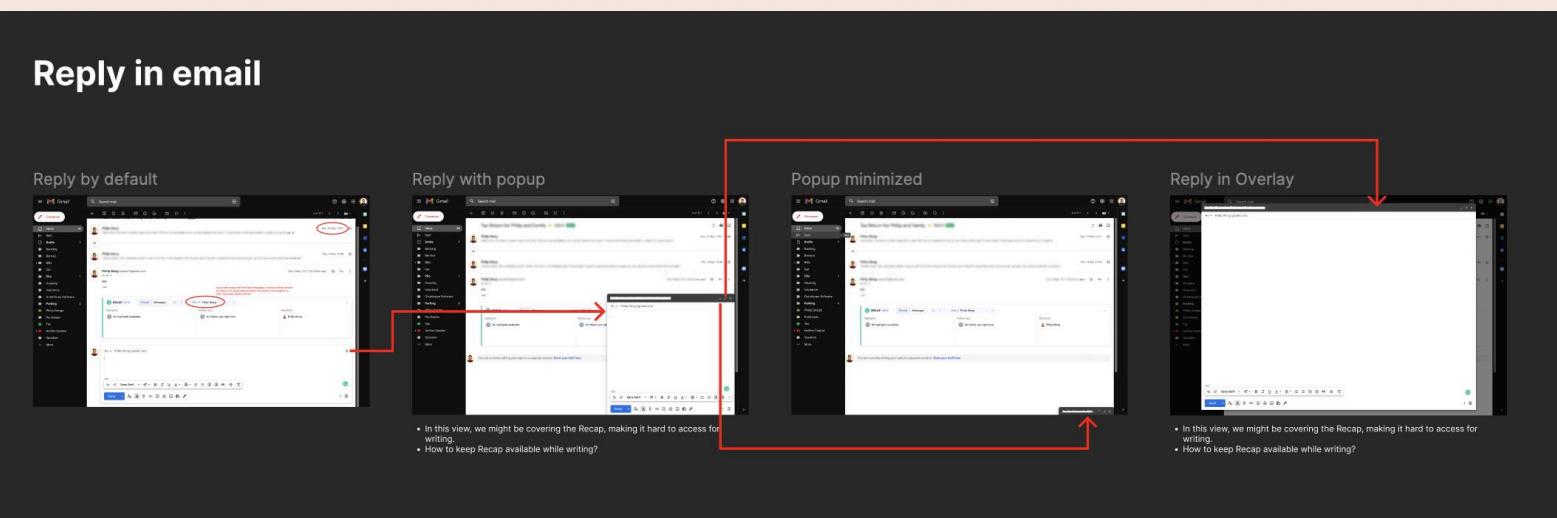
# Iterate and prototype

## Email workflow

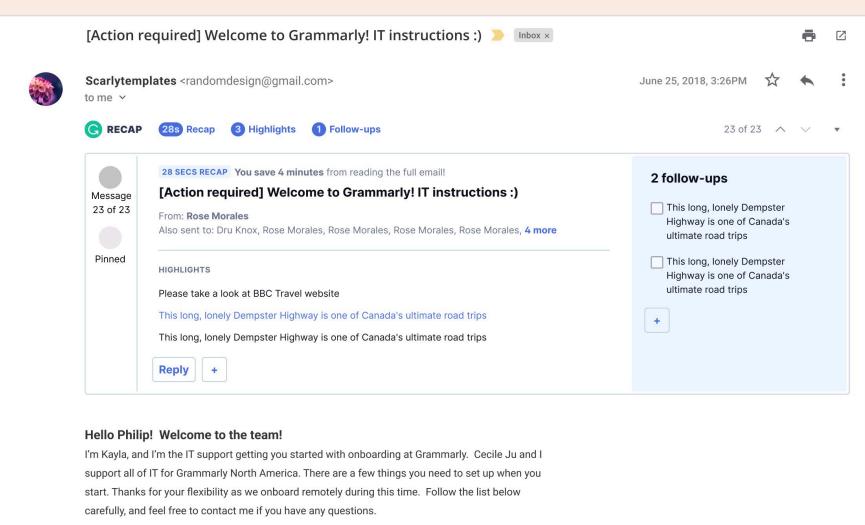
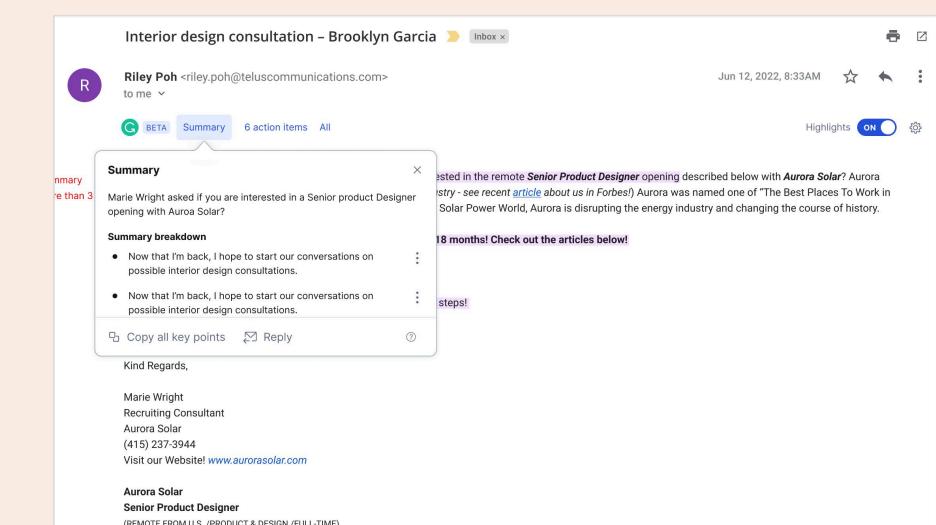


## Ideation and prototypes

The image shows two prototypes of an email inbox. The left one is titled 'Introducing email recaps' and the right one is titled 'Should we show this message again later?'. Both prototypes include a 'Try it out' button and a 'No, thanks' button. The right prototype also includes a 'Spend less time in your inbox with email summarization' section and a 'Should we show this message again later?' section with 'Yes' and 'No' buttons.



## Adoption explorations



## Placement and visual explorations

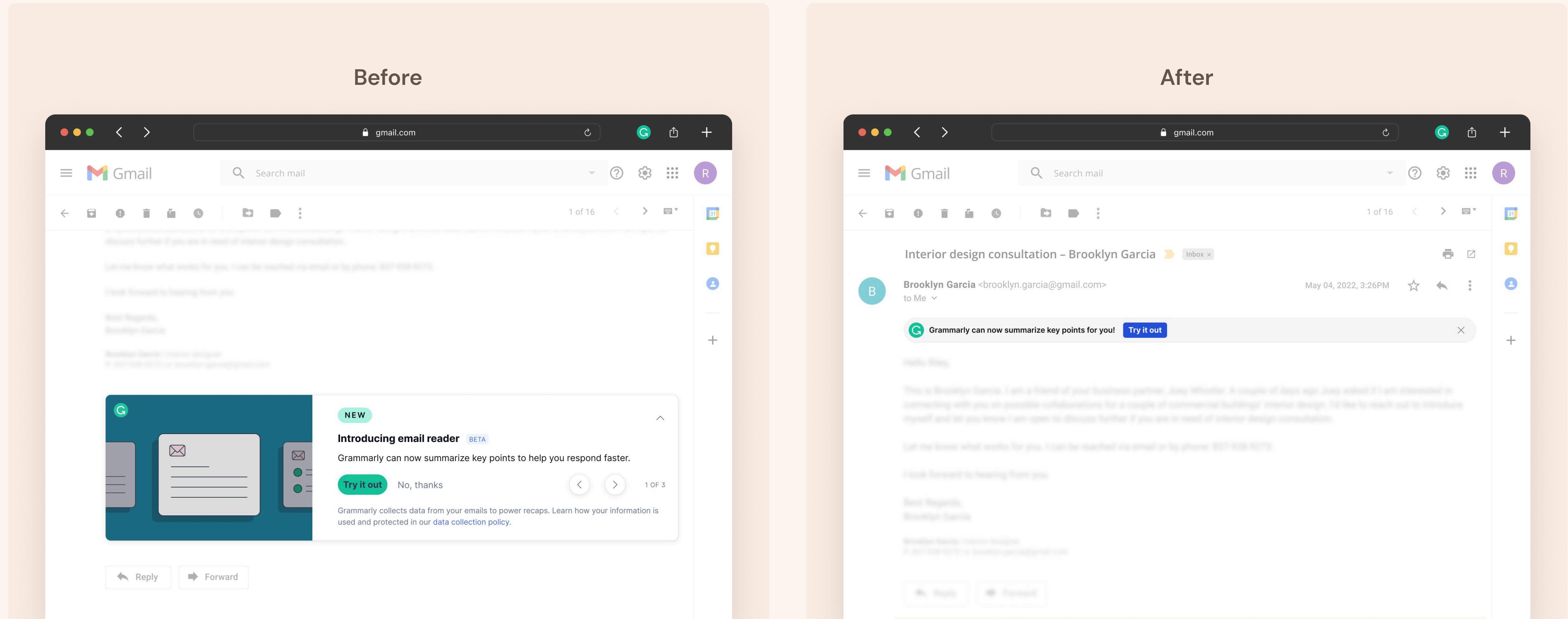


## Consent explorations

What we did

# Improve awareness

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

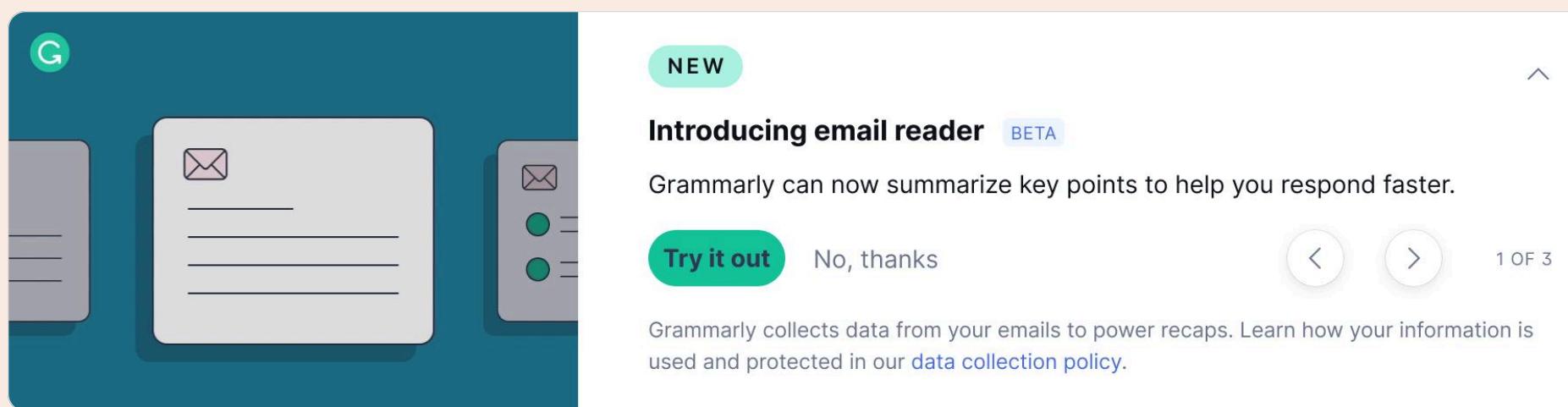


## What we did

# Build trust

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

Before



Launch Reader

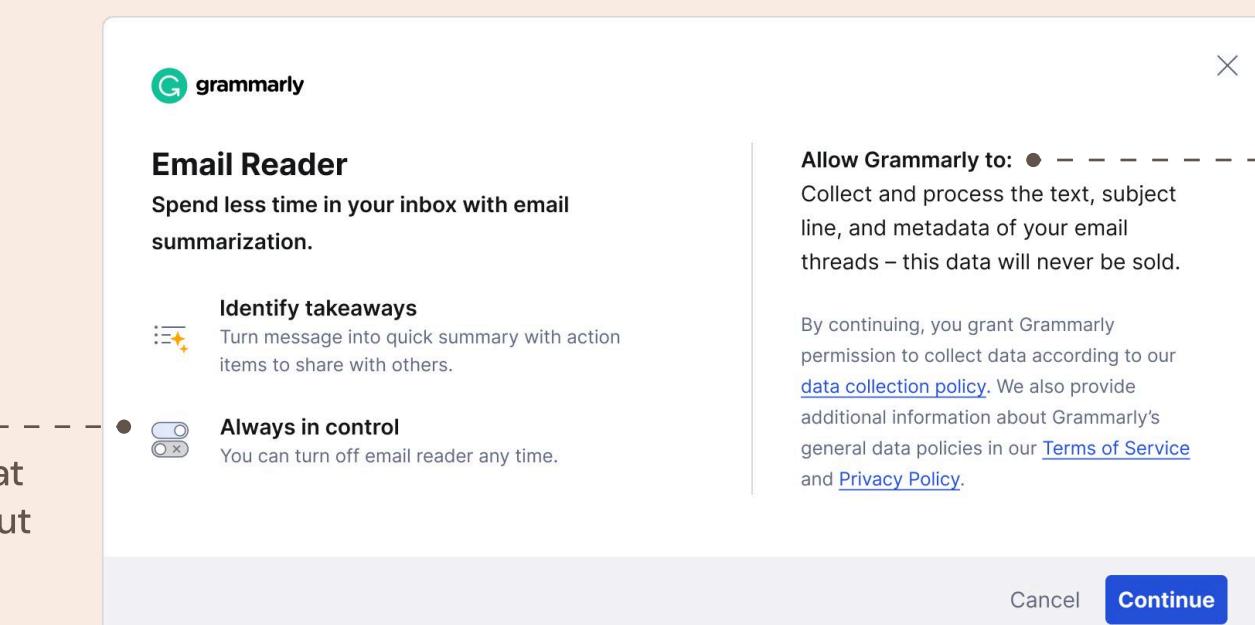


After

Grammarly can now summarize key points for you! [Try it out](#)



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 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 'Before' state shows a complex interface with several features:

- A vertical sidebar on the left contains a 'Pinned' section with bullet points: 'Ability to save bullet points for later' and 'Thread summaries Ability to summarize older messages in the thread'.
- The main area has tabs for 'Messages' and 'Pinned'. The 'Pinned' tab is selected, showing a pinned message from Brooklyn Garcia dated May 04.
- The message content includes a 'SUMMARY' section: "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."
- A 'FOLLOW-UPS' section contains a checkbox: "Let me know what works for you."

After

The 'After' state shows a simplified interface where several features have been removed:

- The vertical sidebar's 'Pinned' section and 'Thread summaries' feature are removed.
- The 'Follow-ups' section is simplified, showing only the checkbox: "Let me know what works for you."
- The bottom of the screen displays standard email controls: 'Copy all' and 'Reply'.

A note at the bottom right 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 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

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 marketing strategy with five points: Build Awareness, Targeted Advertising, Referral Programs, Content Marketing, and Thought Leadership.

A callout bubble labeled "B" is positioned on the right side of the document, containing the text "Pull in context from other communication form". Another callout bubble at the bottom right contains a message from Brooklyn Garcia: "Brooklyn Garcia asked you to review this proposal. [View original email](#)".

A sidebar on the right provides a summary of the document, links to "Create outline" and "About this document", and a section for "Common questions" with links to "What is Project Alpha?", "How does Referral program work?", and "Ask other questions". A text input field "Tell us to..." is also present in the sidebar.

**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' 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

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

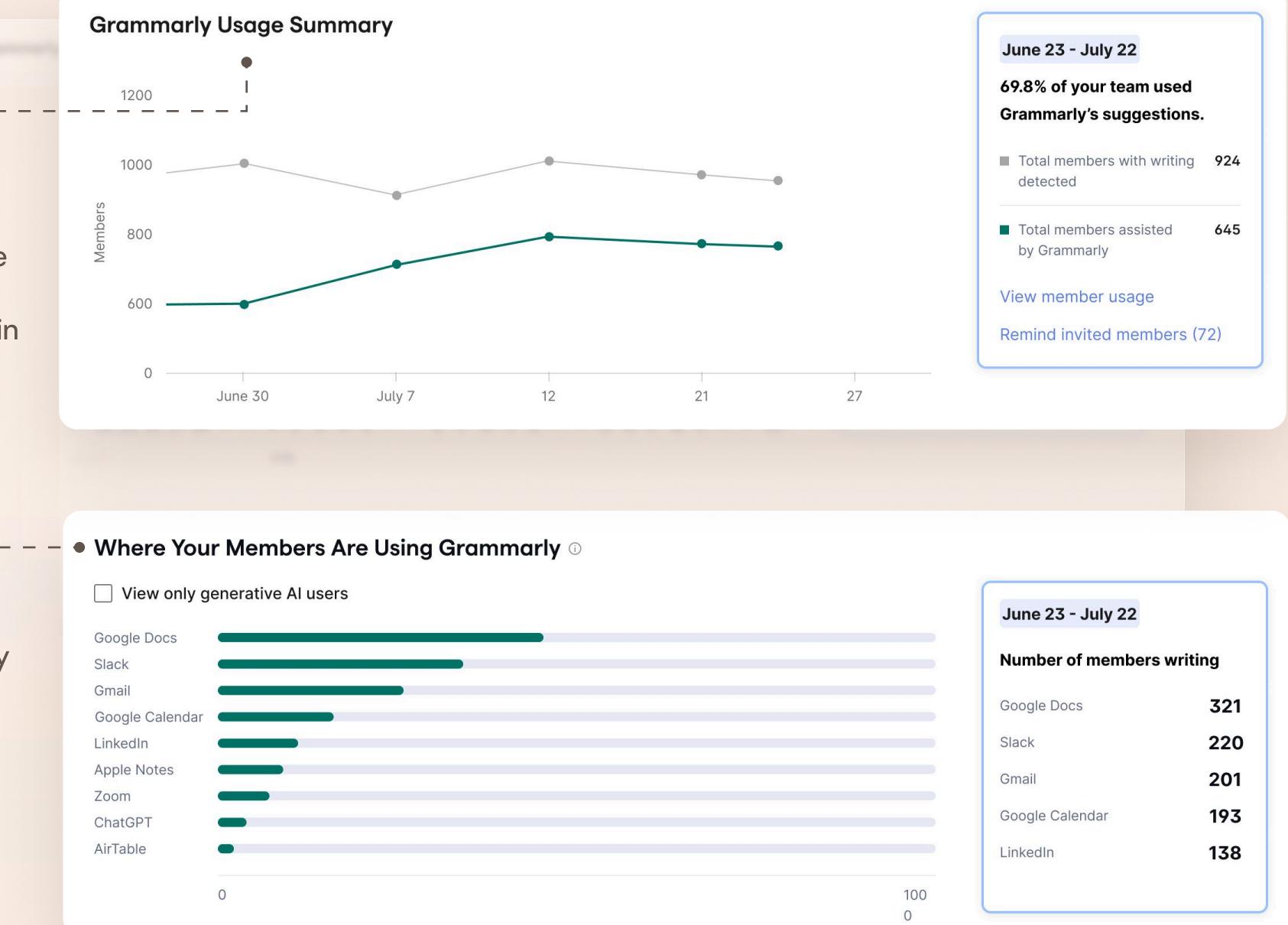
Highlight Grammarly's adoption by **showing where it's used and how many users are improving their writing.**

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

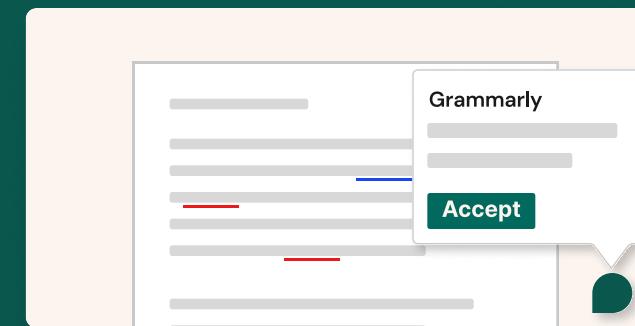
## Benchmarking process

Grammarly go over program details with buyer's team

### Select participants

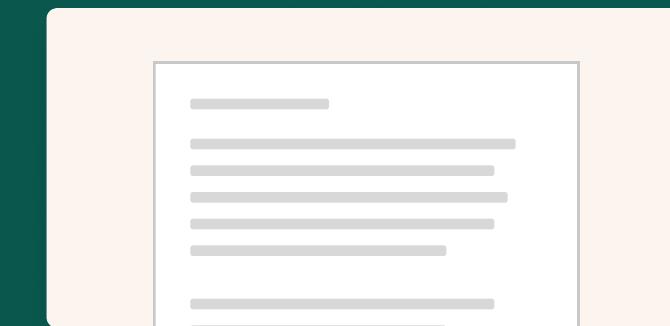


#### Run Grammarly normally



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

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:

- 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

Grammaly

## 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

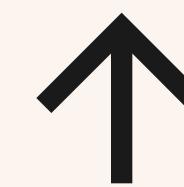
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5K+

## 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's "Team overview" dashboard:

- Left View:** Shows the main navigation bar and various metrics. Key figures include 85% Great communication impact, 53 pending invites, and 125 available seats.
- Middle View:** Shows the "What's being communicated?" section with a chart comparing various communication types. An overall score of 68 is highlighted.
- Right View:** Shows the "Performance" section with a large circular score of 68 (Good). It also displays a comparison between "Without Grammarly" (Score 56) and "With Grammarly" (Score 68), stating "Acme Co communicates 20% better with Grammarly."

Overall, the dashboard provides a comprehensive look at team communication health, performance metrics, and specific performance comparisons.

# Thanks

Happy to deep dive into my  
case studies further

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