

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

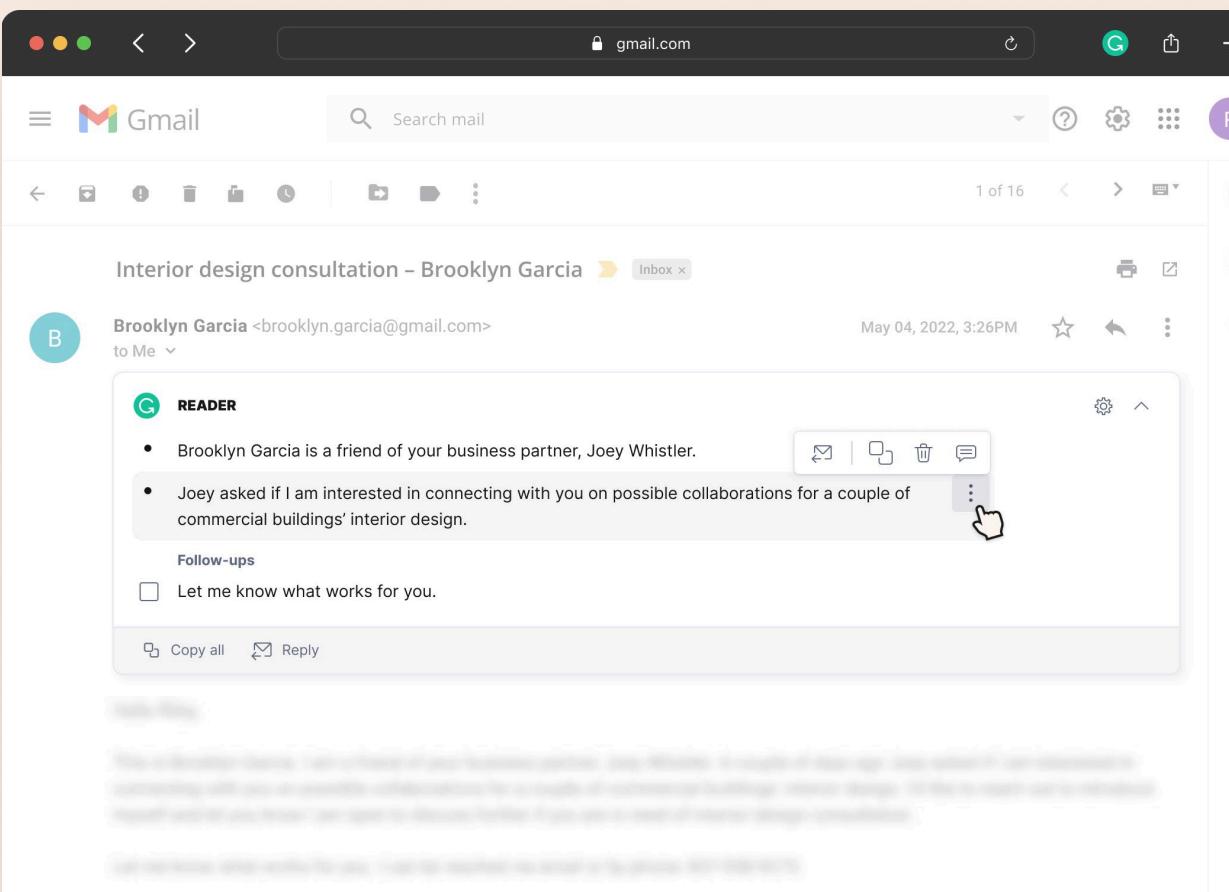
Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

Case studies

Case study 1

Grammarly Reader

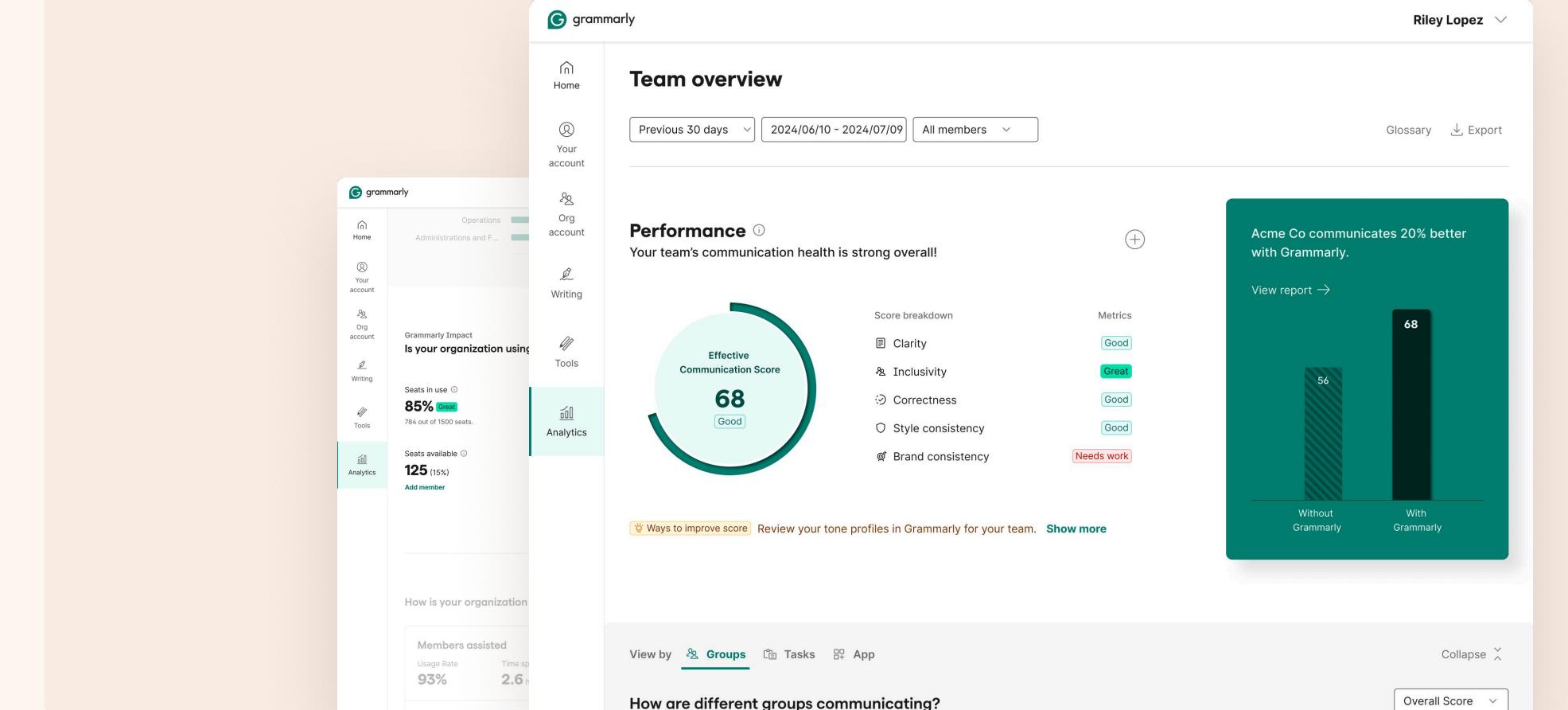
Generative AI 0-1 B2C



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

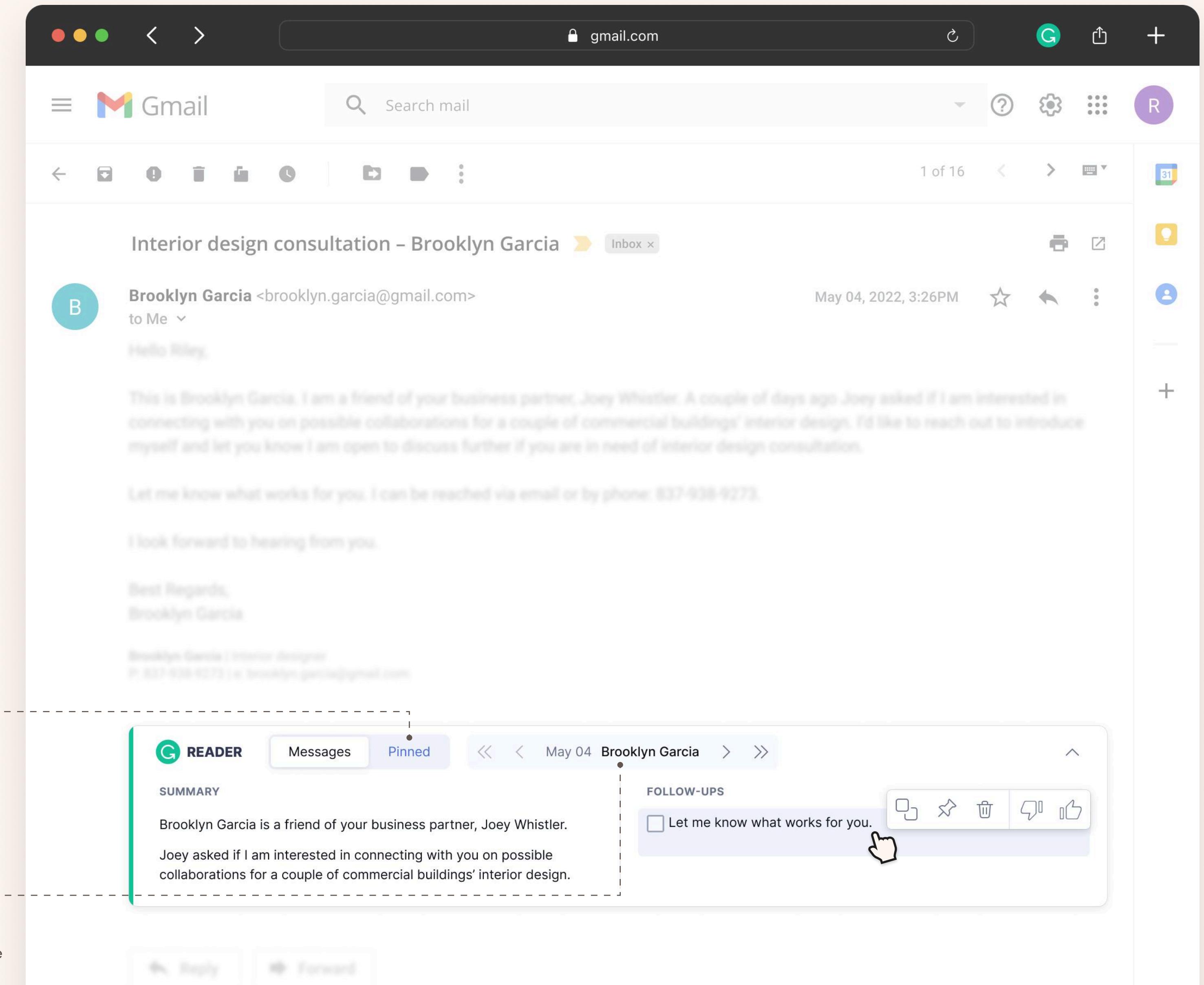
Experiment

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

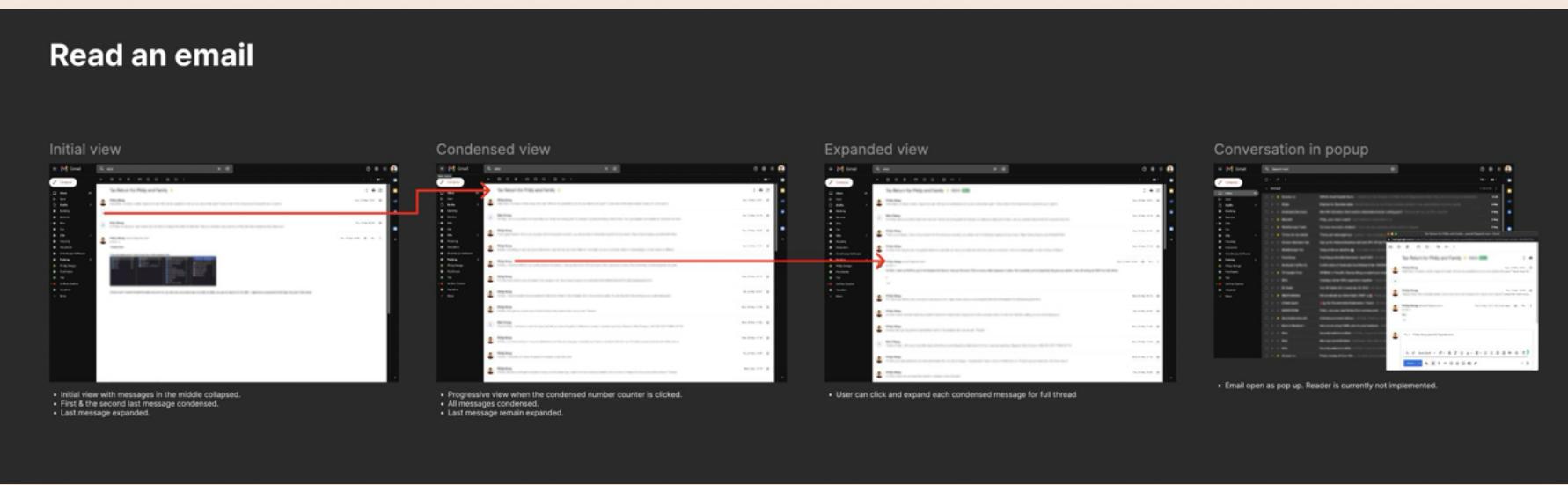
e.g., Pleasantries included, duplicated content

Lacked critical information

e.g., Dates, phone numbers

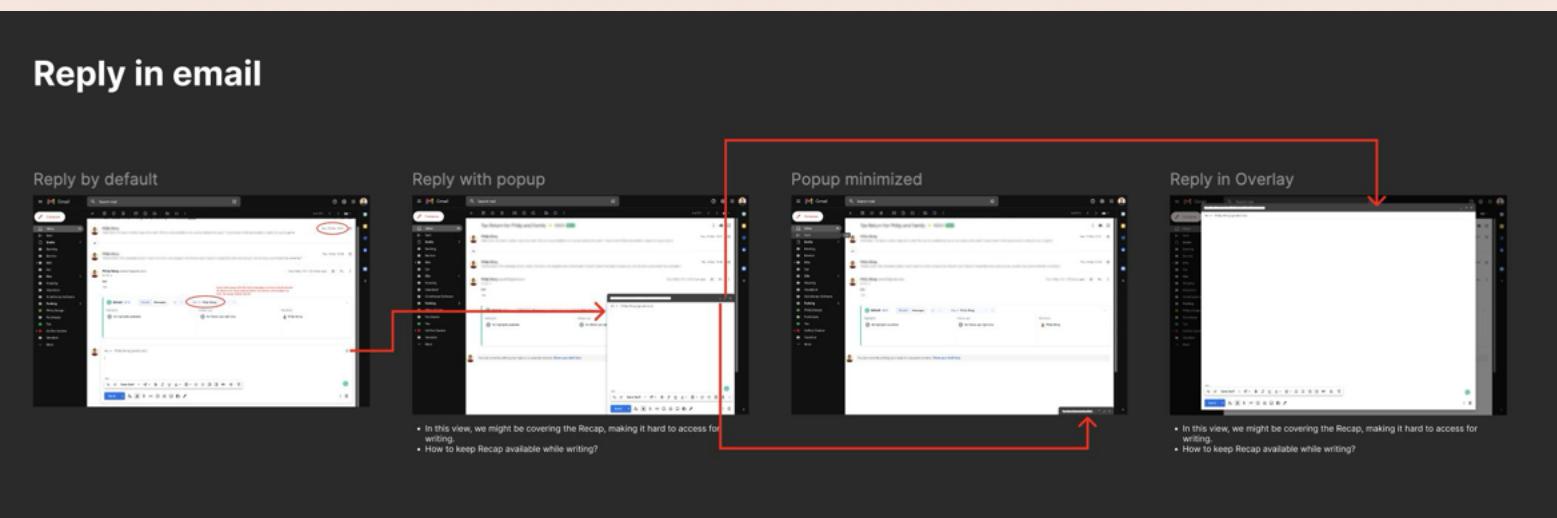
Iterate and prototype

Email workflow



Ideation and prototypes

The image shows two screenshots of an email inbox. The left screenshot shows a recap overlay with a 'Try it out' button. The right screenshot shows a consent dialog asking if the user wants to show the message again later, with 'Yes' and 'No' buttons.



Adoption explorations

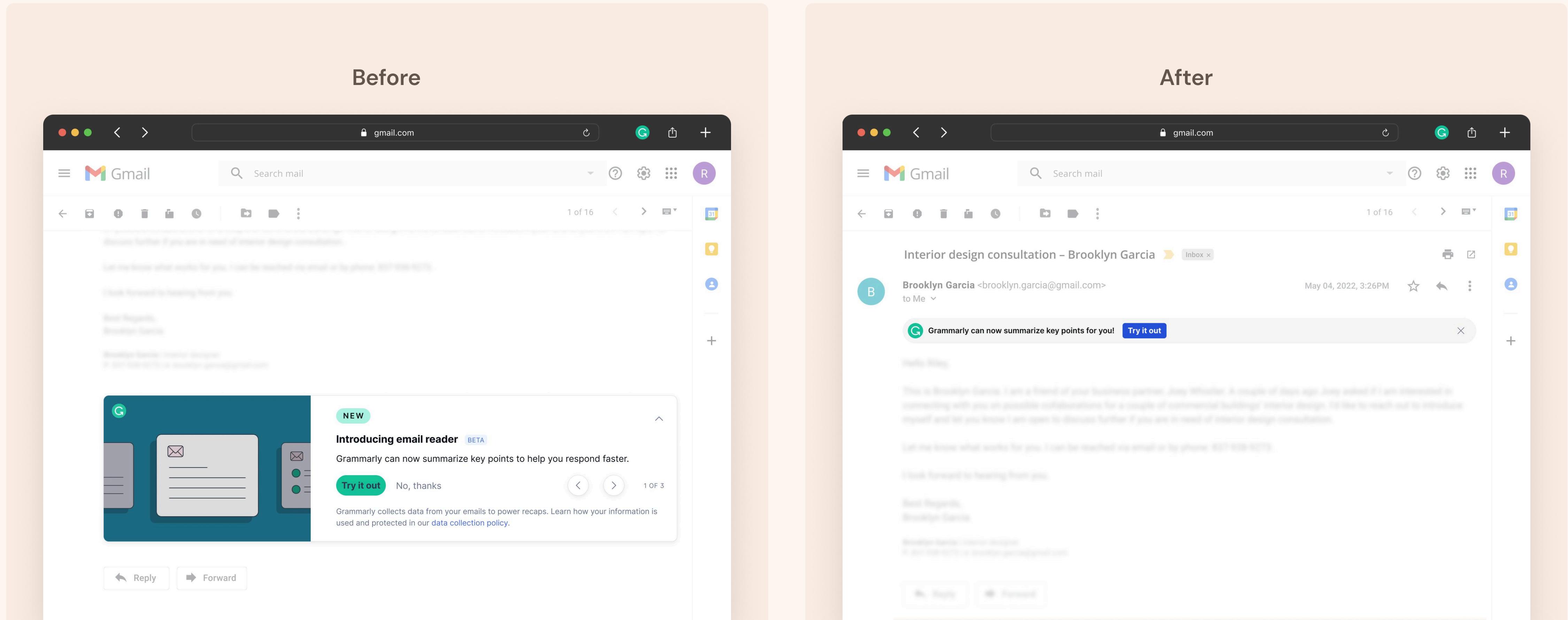
The image shows two screenshots of an email inbox. The left screenshot shows a summary of a previous message. The right screenshot shows a 'follow-ups' section with a message about the Dempster Highway.

Placement and visual 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.

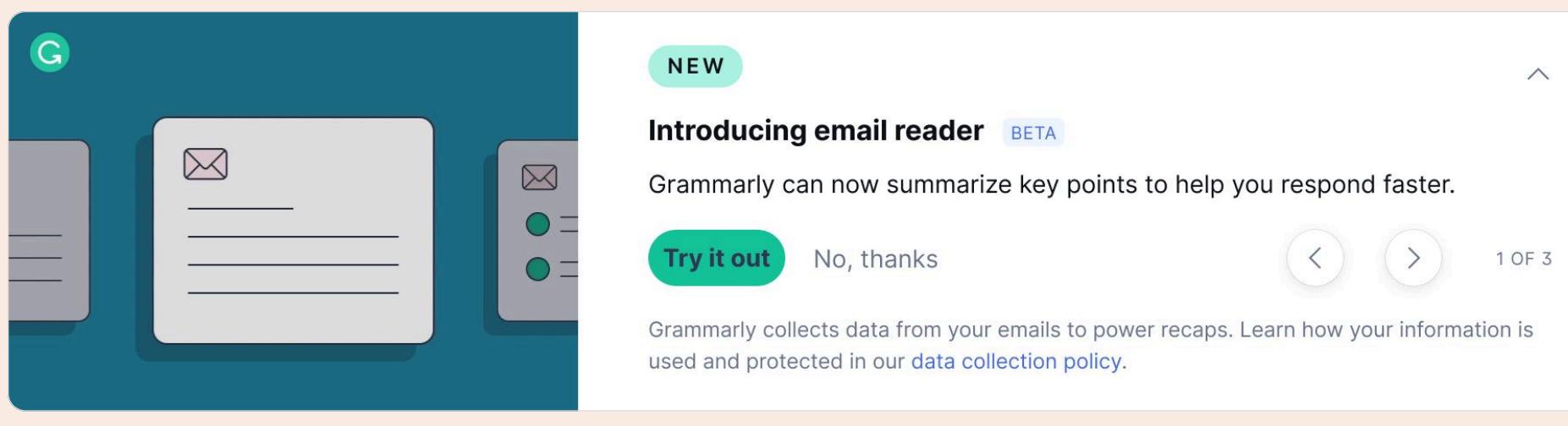


What we did

Build trust

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

Before



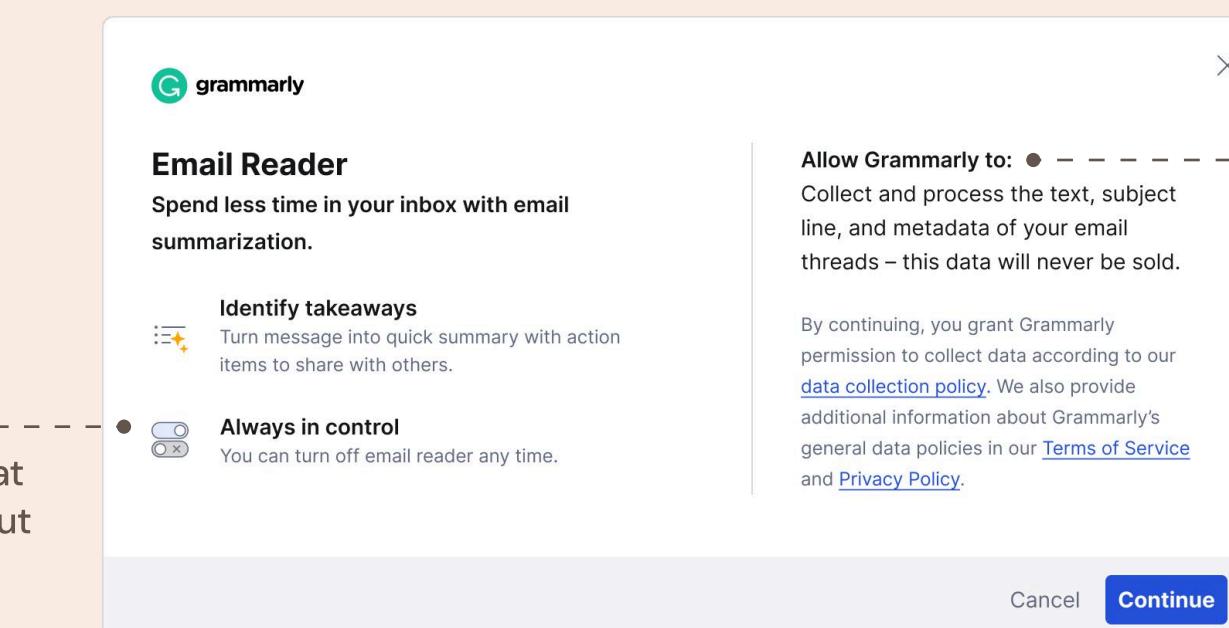
Launch Reader

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 screenshot shows an email interface with a 'Pinned' message at the top. The message content includes a summary and a follow-up task. Below the pinned message, there is a 'Thread summaries' section with a summary and a link to older messages. The interface includes standard navigation buttons like back, forward, and search.

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 email interface after simplification. The pinned message and its summary have been removed. The follow-up task remains, but the 'Thread summaries' section is gone. The interface is cleaner and more 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 is a clean, distraction-free interface. The message body contains two bullet points:

- 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 body, there is a "Follow-ups" section with a checkbox labeled "Let me know what works for you." At the bottom of the message card, there are "Copy all" and "Reply" buttons. A hand cursor is hovering over the three-dot menu icon located in the top right corner of the message card. The sidebar on the right shows various notifications and a calendar icon indicating 31 events.

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 from the bottom right corner of the document area contains the text "Generate potential questions based on document context". Another callout bubble from the top right of the same area contains the text "Pull in context from other communication form".

A dark overlay box appears on the right side of the document area, containing a message from Brooklyn Garcia: "Brooklyn Garcia asked you to review this proposal." with a "View original email" link.

To the right of the main document area, there is a sidebar with a summary of the document's content, 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". At the bottom of the sidebar is a text input field with the placeholder "Tell us to..." and a green "G" icon.

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

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

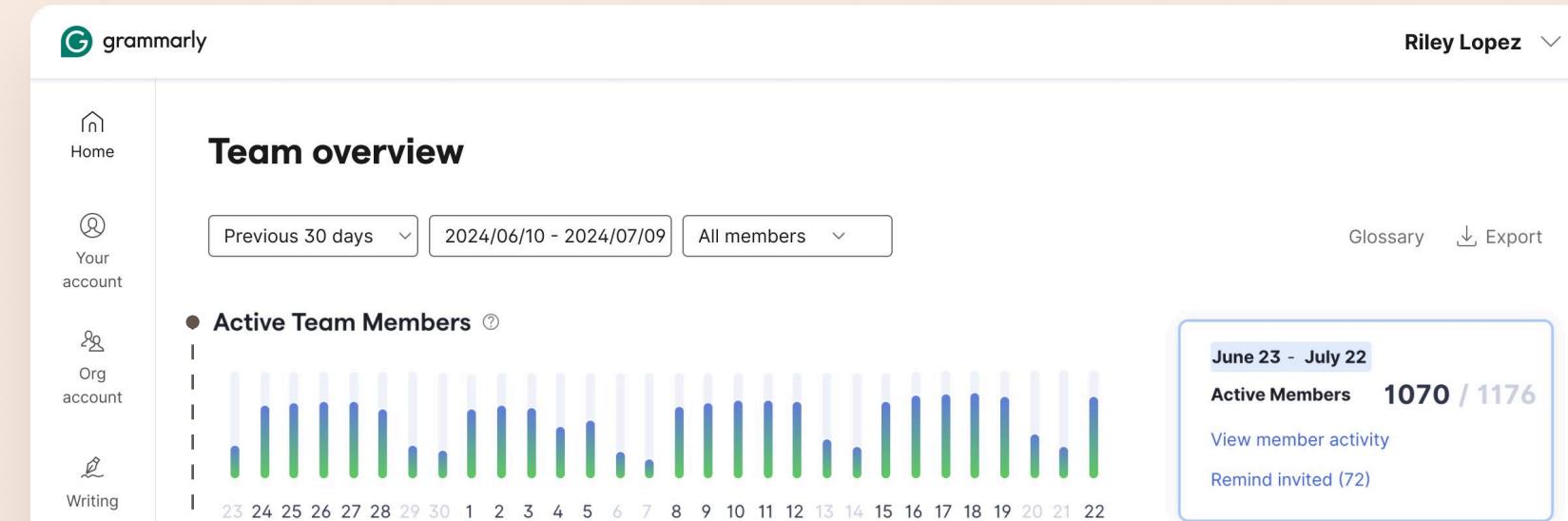
Offer insights and recommendations beyond writing improvements

Short-term Released

Enhance usage insights

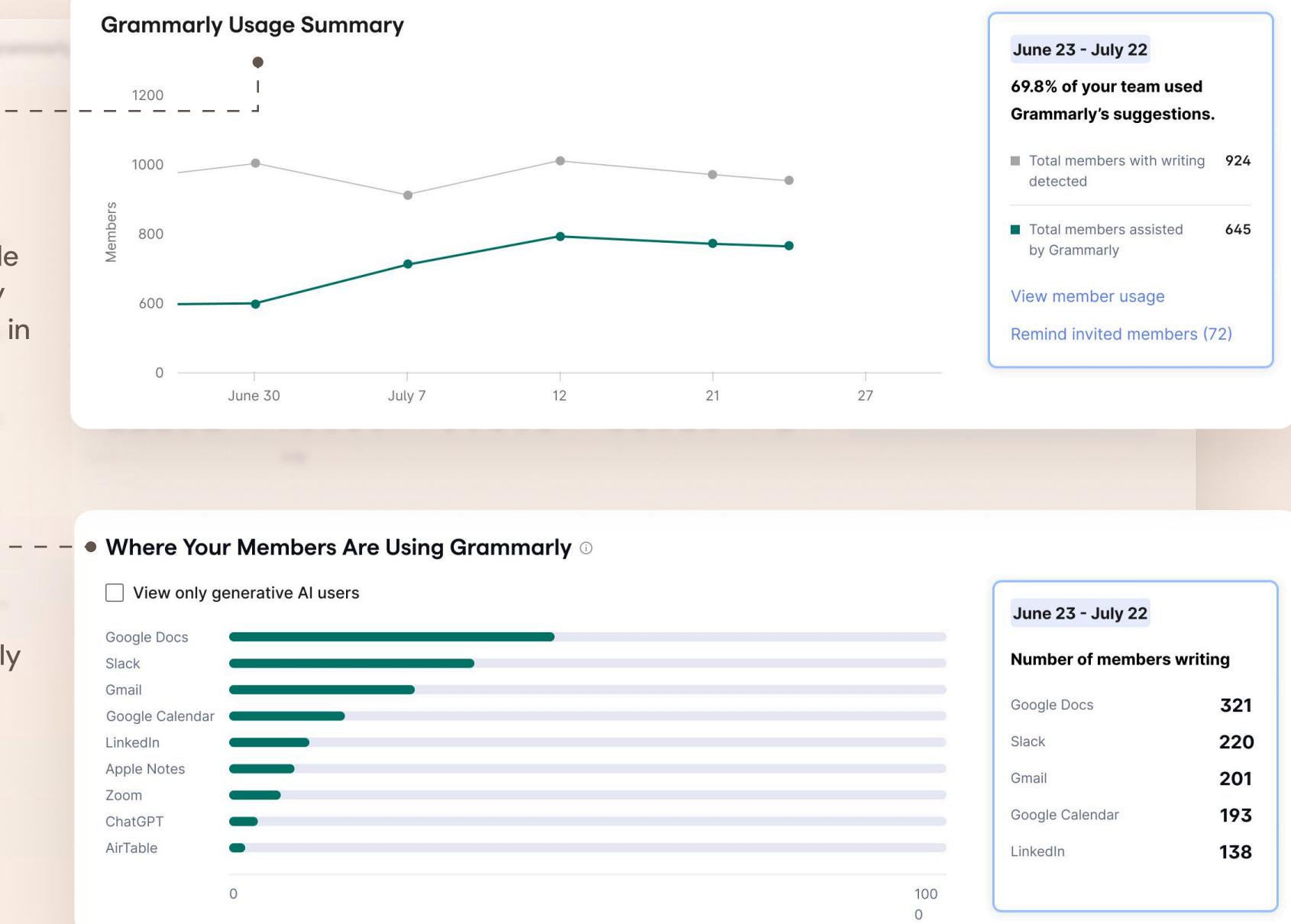
Highlight Grammarly's adoption by **showing where it's used and how many users are improving their writing.**

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

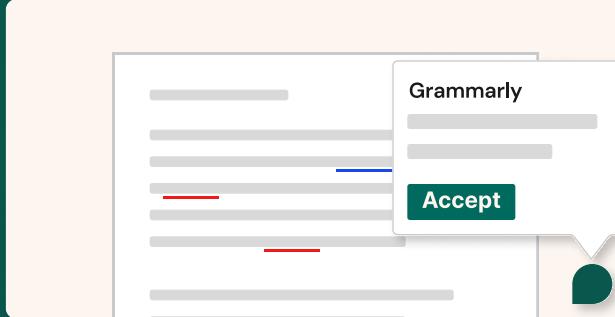
Benchmarking process

Sales team goes over program details with buyer's team

Buyer's team select participants

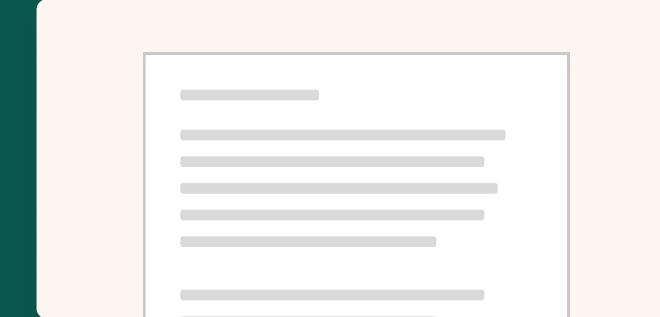


Run Grammarly normally



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

G grammarly

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

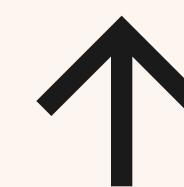
DailyPay

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's Team Overview dashboard:

- Left View:** Shows the main navigation bar and various metrics such as 'Operations' (Needs Work), 'Grammarly Impact' (Is your organization using Grammarly?), 'Seats in use' (85% Great), and 'How is your organization using Grammarly?' sections.
- Middle View:** The primary 'Team overview' page. It features a large circular 'Performance' section with a score of 68 (Good). Below it, a chart titled 'What's being communicated?' displays communication types like Support tickets, Emails, and Proposals across a scale from 'Needs Work' to 'Good'. A sidebar on the right lists 'Score breakdown' metrics: Clarity (Good), Inclusivity (Great), Correctness (Good), Style consistency (Good), and Brand consistency (Needs work).
- Right View:** A detailed comparison card for 'Acme Co' showing communication health with and without Grammarly. It highlights a 20% improvement and includes a 'View report →' button.

Thanks

Happy to deep dive into my
case studies further

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