

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

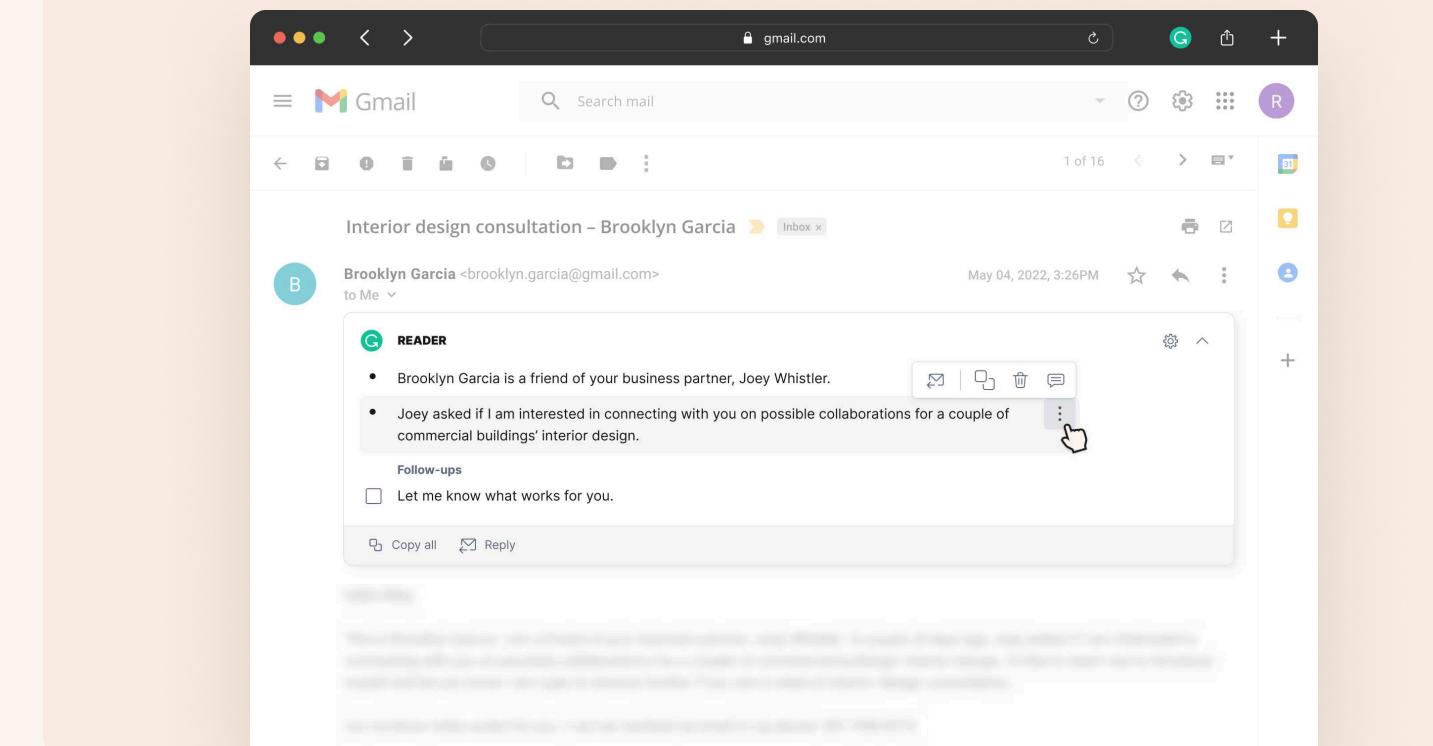
Visual Design Lead, 2015 – 2016

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

Case studies

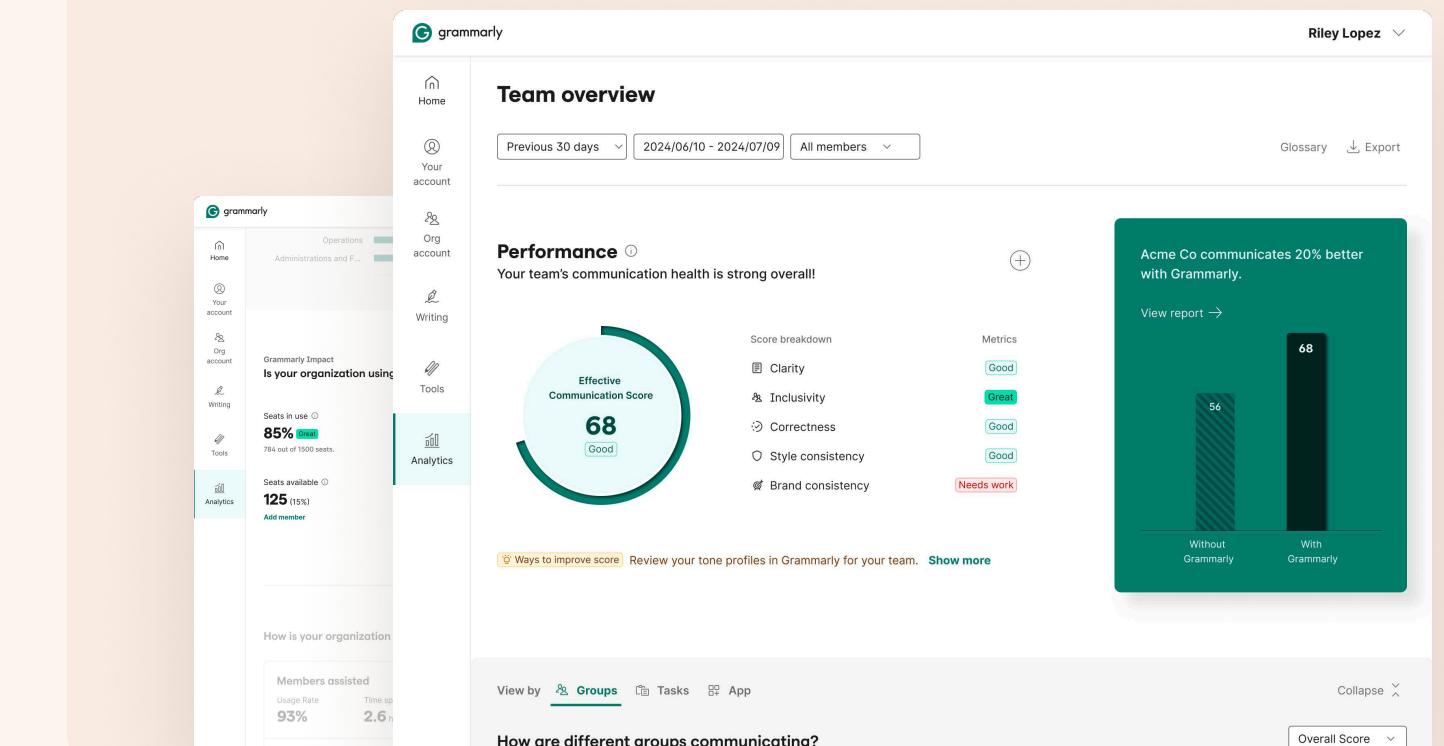
Case study 1 Grammarly Reader

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

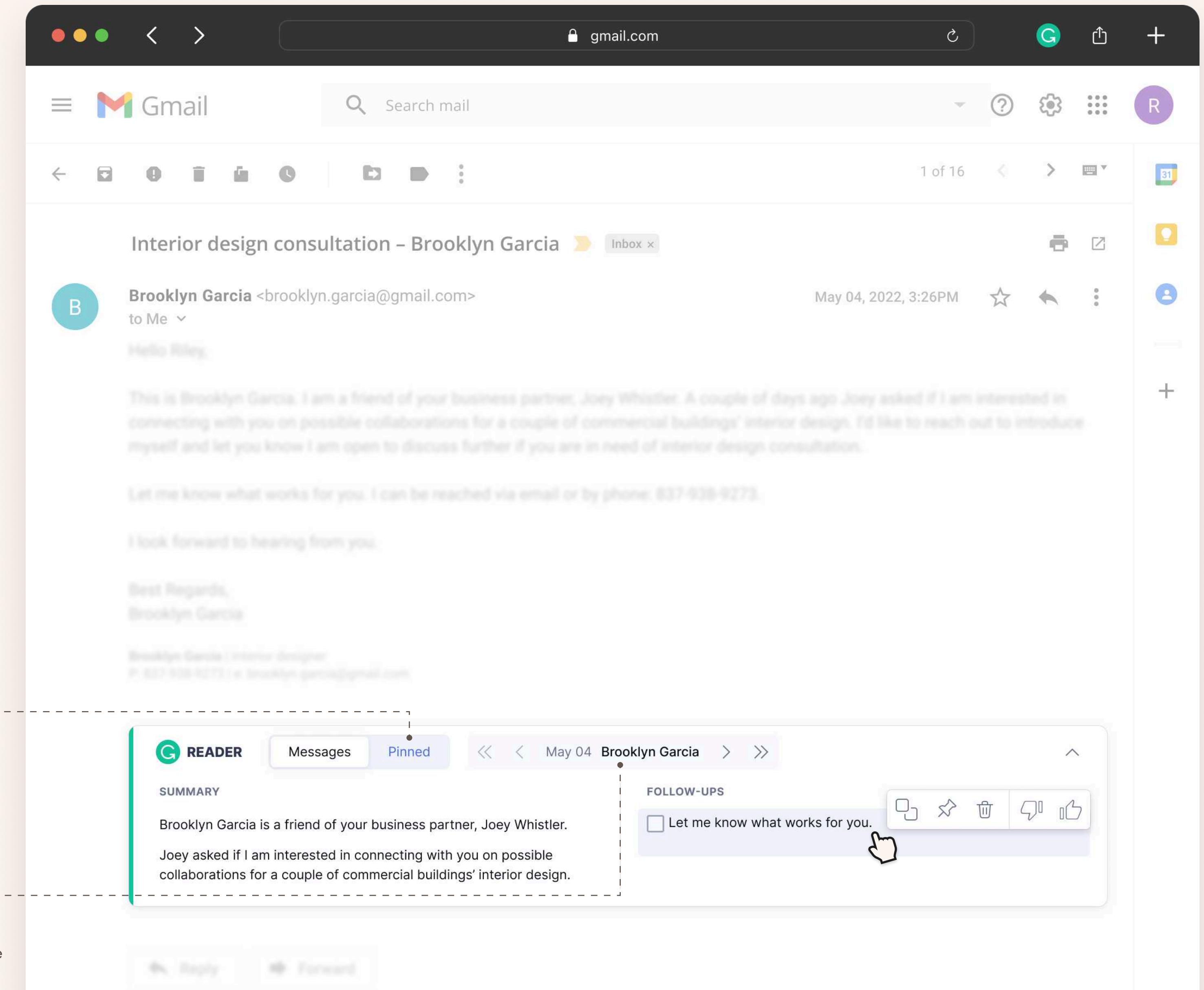
Experiment

1% of paid customers

Individual accounts

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

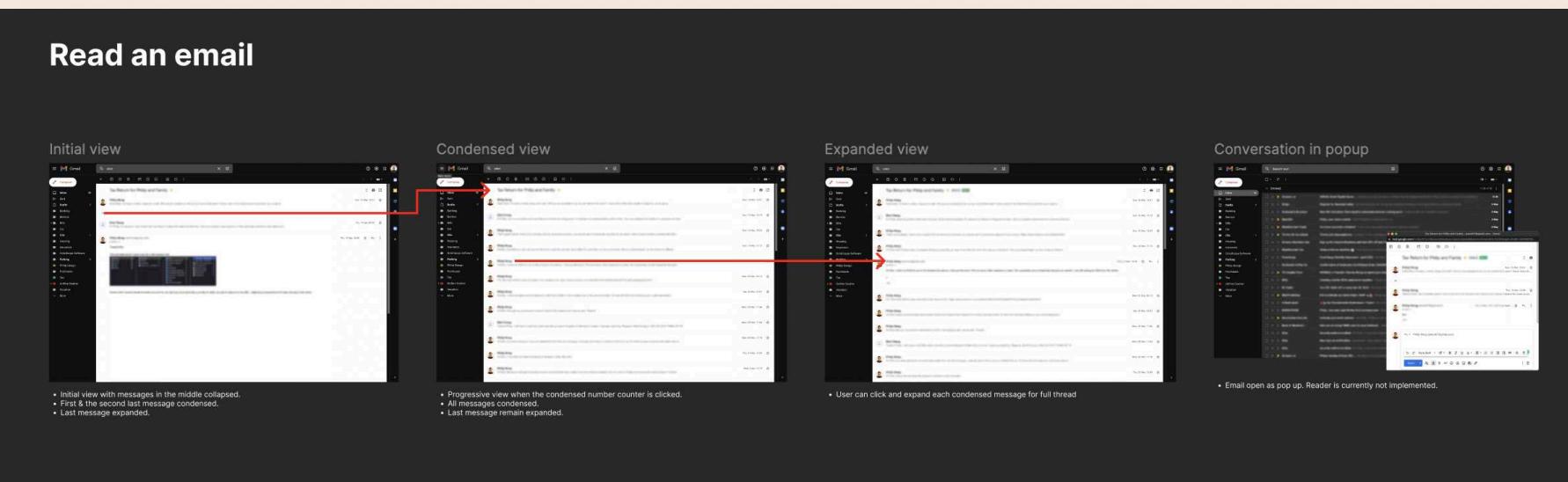
Lacked critical information

e.g., Dates, phone numbers

Trust concern on generated content

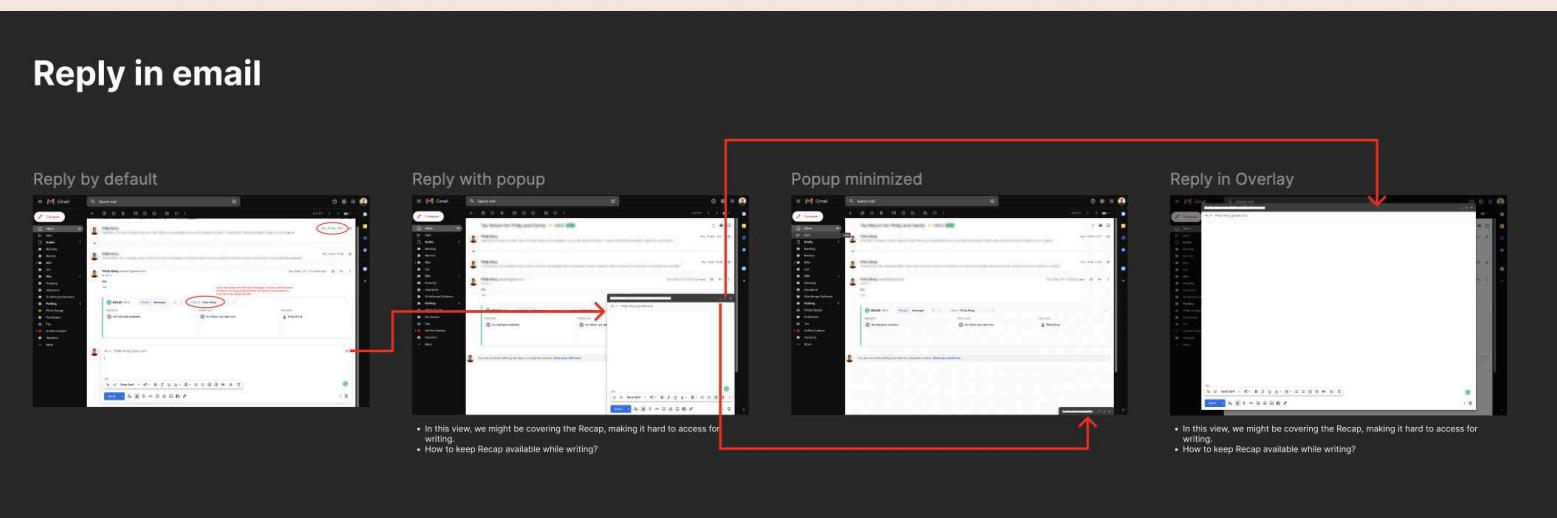
Iterate and prototype

Email workflow

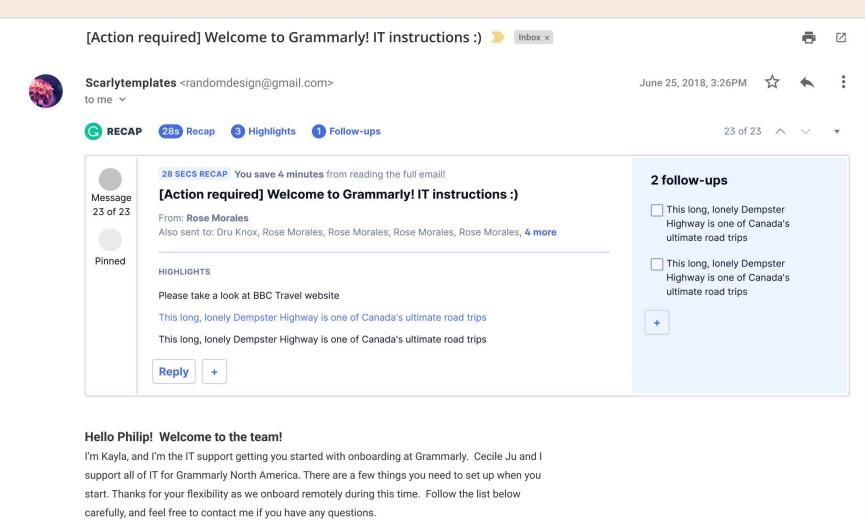
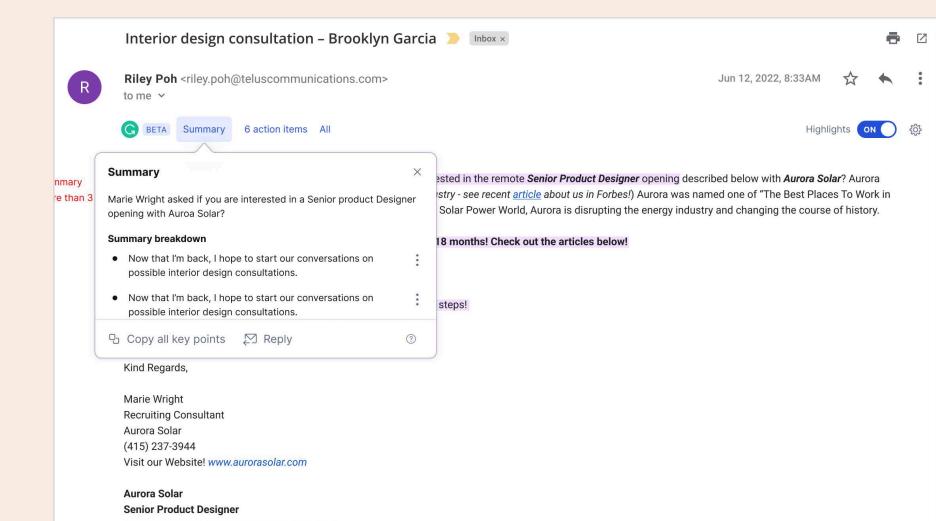


Ideation and prototypes

The image shows two screenshots of an email inbox. The left screenshot displays an email from Riley Poh with a summary overlay. The right screenshot shows a consent dialog asking if the user wants to show the message again later, with options 'Yes' and 'No'.



Adoption explorations

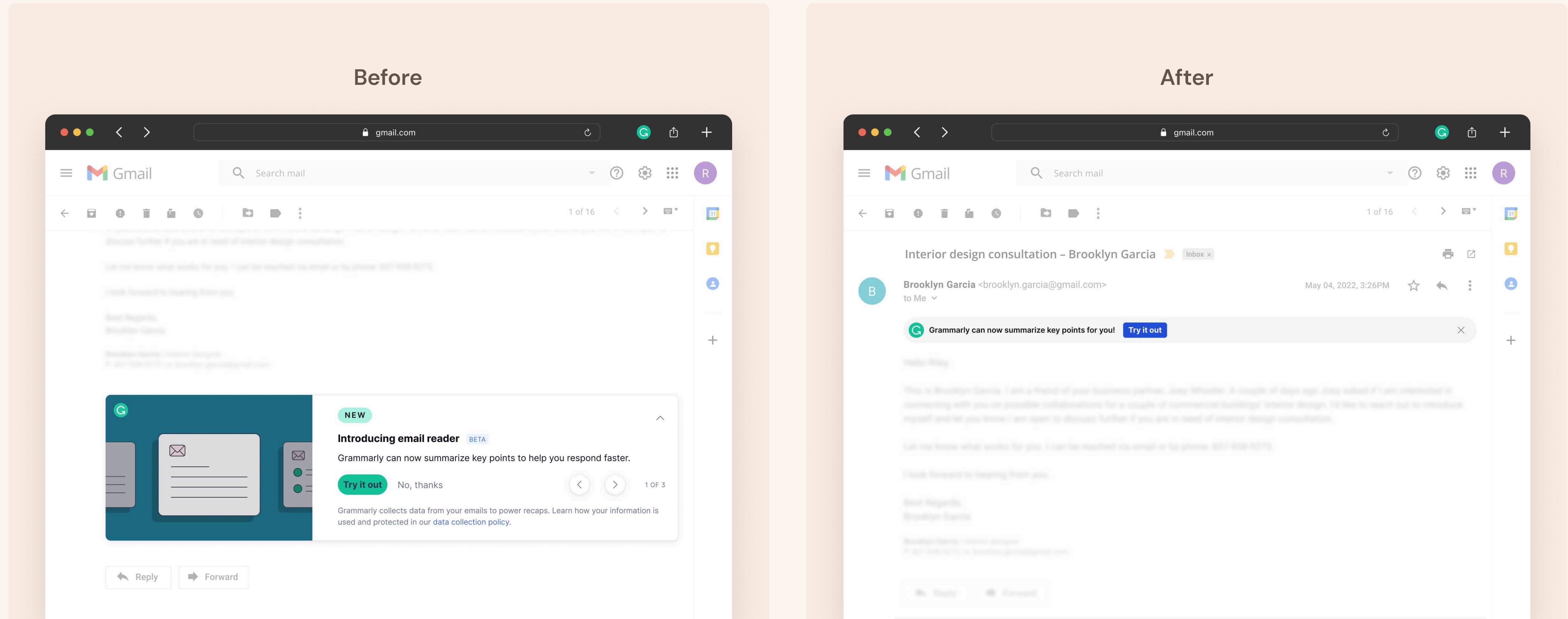


Placement and visual explorations

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 header with the Grammarly logo and some icons. 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. Below the modal, the main app interface shows a message from 'Brooklyn Garcia' with a summary and follow-up options.

Launch Reader

A screenshot of the Grammarly app interface showing the 'Launch Reader' screen. It displays a message from 'Brooklyn Garcia' with a summary and follow-up options. A large downward arrow is positioned between the 'Before' and 'After' sections, indicating the flow from the initial modal to the final state.

After

A screenshot of the Grammarly app interface showing a review modal. The title is 'Grammarly can now summarize key points for you!' with a 'Try it out' button. Below the title, there's a large downward arrow pointing to the next step. The modal contains text explaining the feature and asking for permission to collect data. It includes two options: 'Identify takeaways' (with a summary icon) and 'Always in control' (with a lock icon). At the bottom are 'Cancel' and 'Continue' buttons.

Show a review modal

A screenshot of the Grammarly app interface showing the 'Always in control' option selected in the review modal. The text 'Give comfort that users can opt-out at anytime' is displayed below the modal. A large downward arrow is positioned between the 'After' section and the final 'Launch Reader' screen.

Launch Reader

Explain specific data to collect

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, there is a 'Thread summaries' section. The interface has a clean, modern design with a light color palette.

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

Interior design consultation - Brooklyn Garcia Inbox x

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 digital workspace interface. At the top, there is a toolbar with icons for file operations (A, U, L, S) and a smiley face. Below the toolbar is a document window titled "Project Tiger Marketing Doc". The document content includes a paragraph about Project Tiger's secure sharing feature, a section on its marketing strategy (with numbered steps 1 through 5), and a conclusion about executing strategies. A callout bubble on the right side of the document area says "Pull in context from other communication form". A dark overlay at the bottom right contains a notification: "Brooklyn Garcia asked you to review this proposal." with a link to "View original email". To the right of the main workspace is a sidebar titled "Project Tiger Marketing Doc" with sections for "Summary", "Common questions", and a "Tell us to..." input field.

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 is expected to continue until early Feb 2024.

Project Tiger is a powerful file sharing and collaboration solution that integrates seamlessly 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 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 engage in thought leadership by participating in relevant events, writing guest posts, and establishing 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

① 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

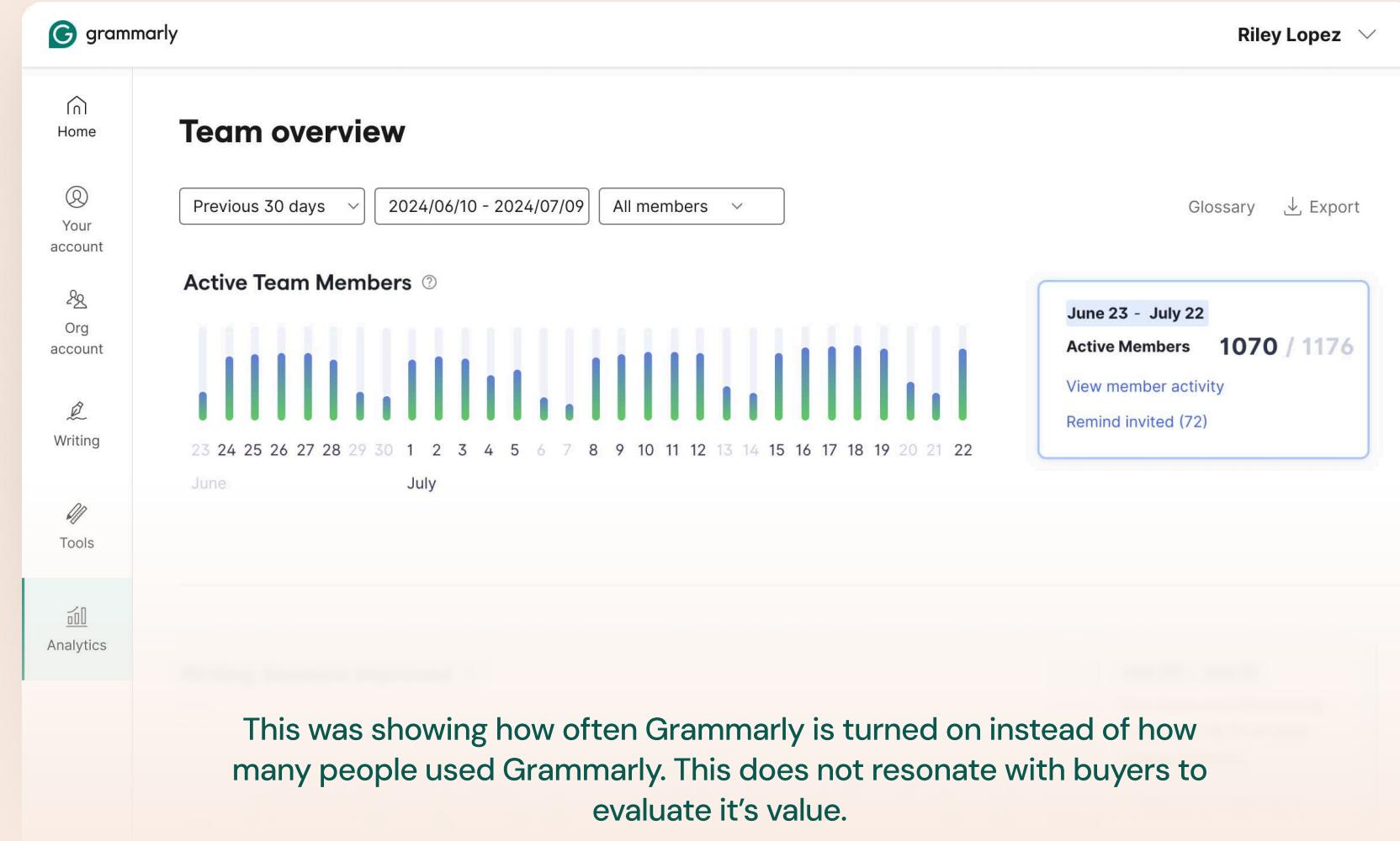
Offer insights and recommendations beyond writing improvements

Short-term Released

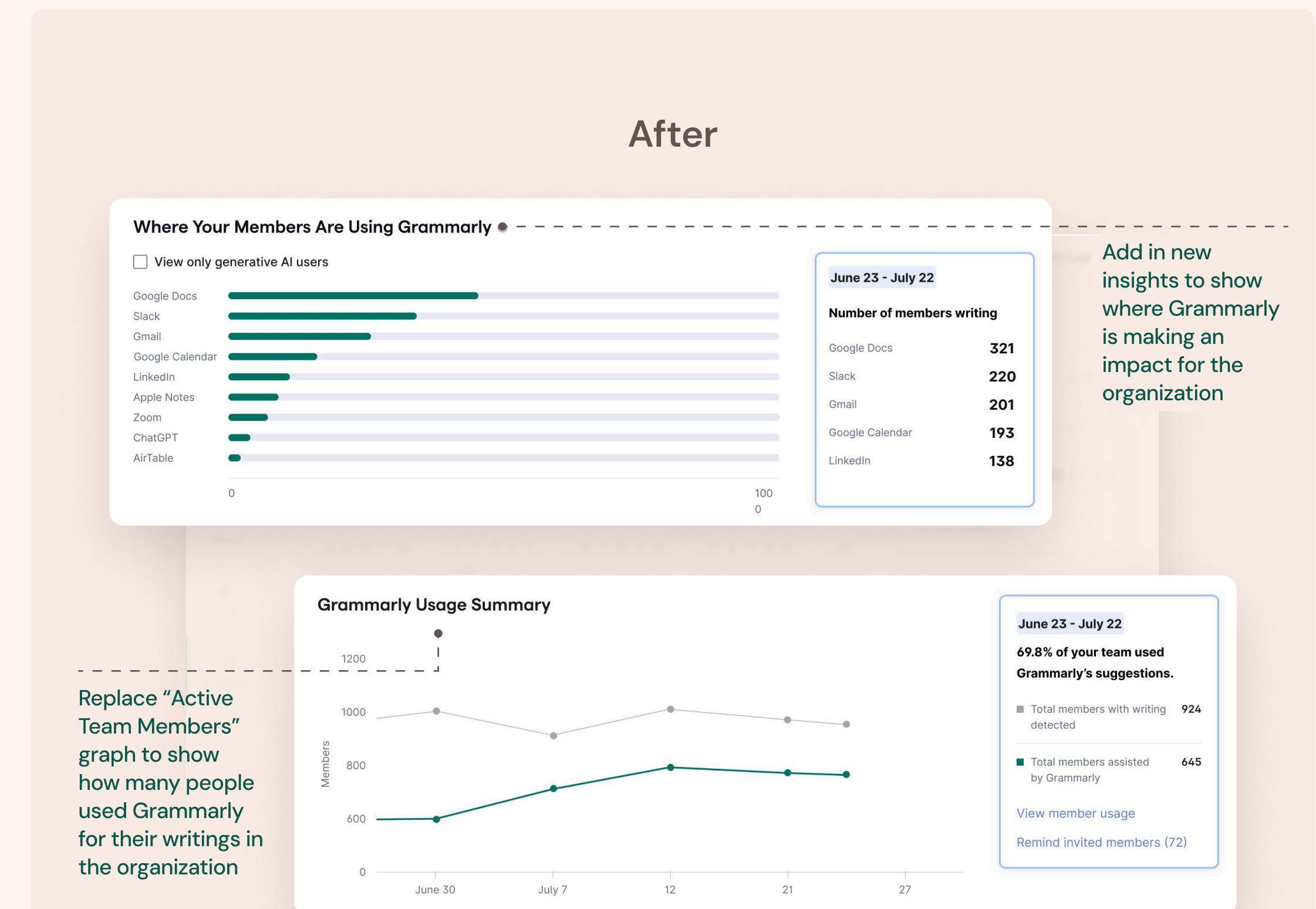
Enhance usage insights

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

Before



After



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

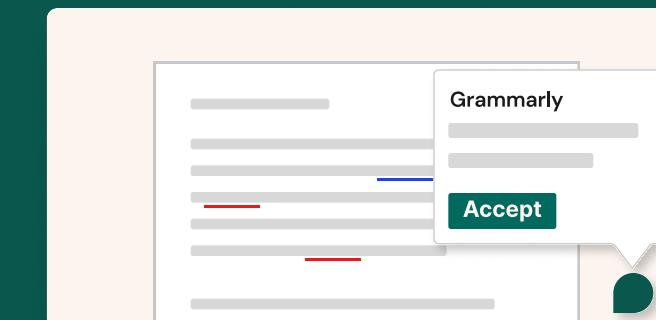
Benchmarking process

Grammarly go over program details with buyer's team

Select participants

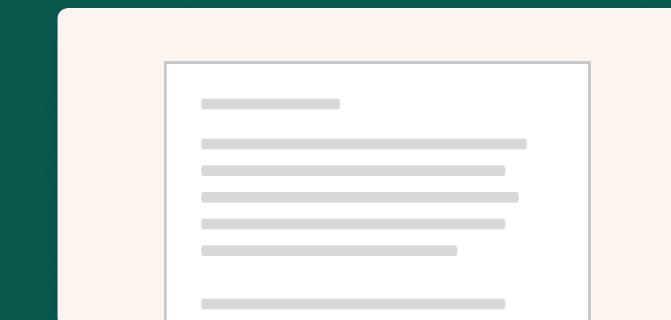


Run Grammarly normally



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 an 'Effective Communication Score' of 68 (Good). Below the score, there is a 'Score breakdown' table:

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

Below the table is a red button labeled 'Expand view'. At the bottom of the main area, there is a section titled 'Grammarly Usage Summary' with a value of 1200.

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

The screenshot shows the 'Effectiveness Communication Score Evaluation Report' for 'Acme CO.' from June 10 to July 9, 2024. The report includes a summary section with a question about providing a high-level sense of team performance, followed by a '2 Potential improvements' section. A callout box highlights the 'Your communication baseline' section, which compares communication scores across three categories: Industry Standard With Grammarly (74/100), Your Organization With Grammarly (68/100), and Without Grammarly (56/100). The baseline section also provides detailed data for Audience, Total Writings, Time Spent Per 100 Words, and CSAT Score.

Category	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

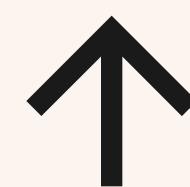
DailyPay

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:

- Left View:** Shows the main navigation bar and various metrics like 'Operations' (Needs Work), 'Grammarly Impact' (Is your organization using Grammarly?), and 'Seats available' (125, 15%).
- Middle View:** The 'Team overview' page. It displays a chart titled 'What's being communicated?' comparing various communication types (Support tickets, Emails, Proposals, etc.) across a scale from 'Needs Work' to 'Good'. A large circular gauge indicates an 'Effective Communication Score' of 68 (Good).
- Right View:** A comparison section titled 'Acme Co communicates 20% better with Grammarly.' It shows a bar chart comparing 'Without Grammarly' (Score 56) and 'With Grammarly' (Score 68). The chart includes a 'View report →' link.

Thanks

Happy to deep dive into my
case studies further

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