

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

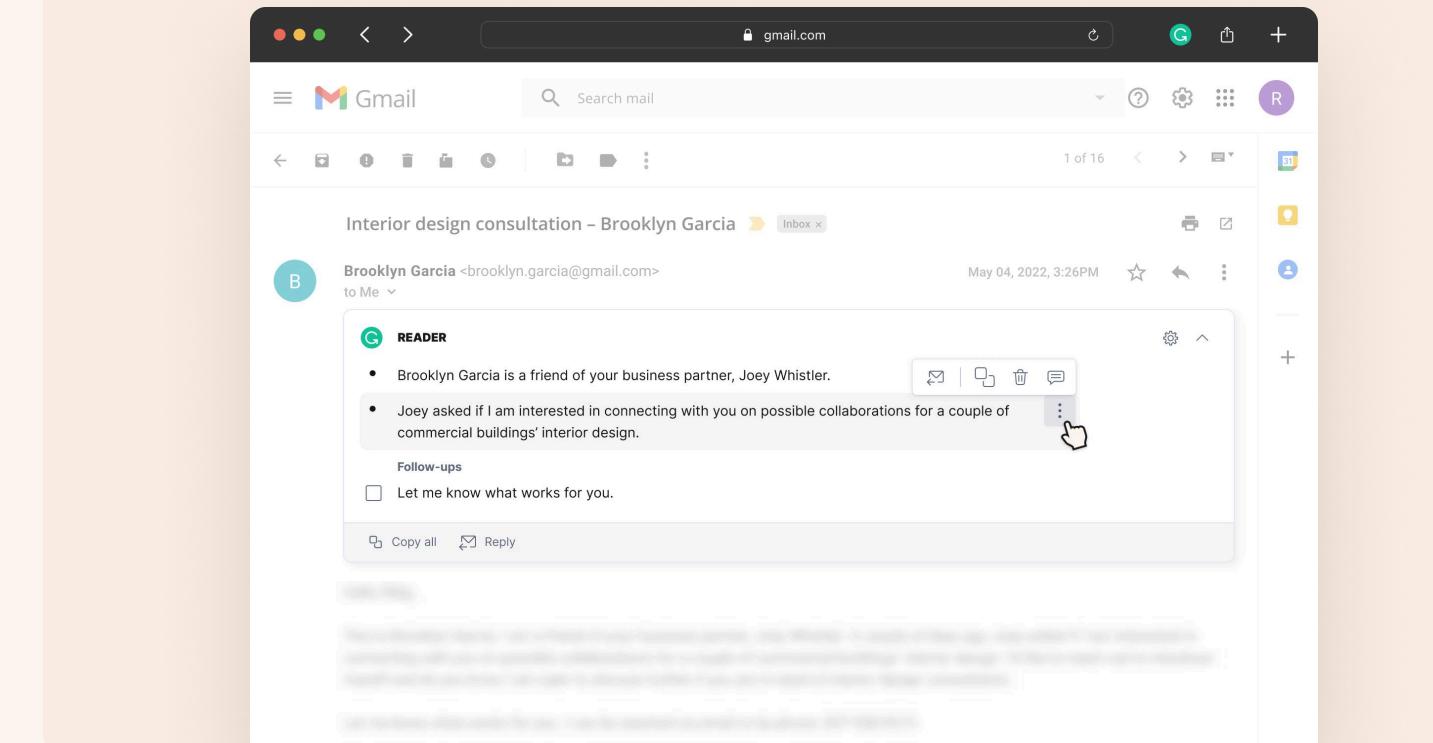
Visual Design Lead, 2015 – 2016

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

Case studies

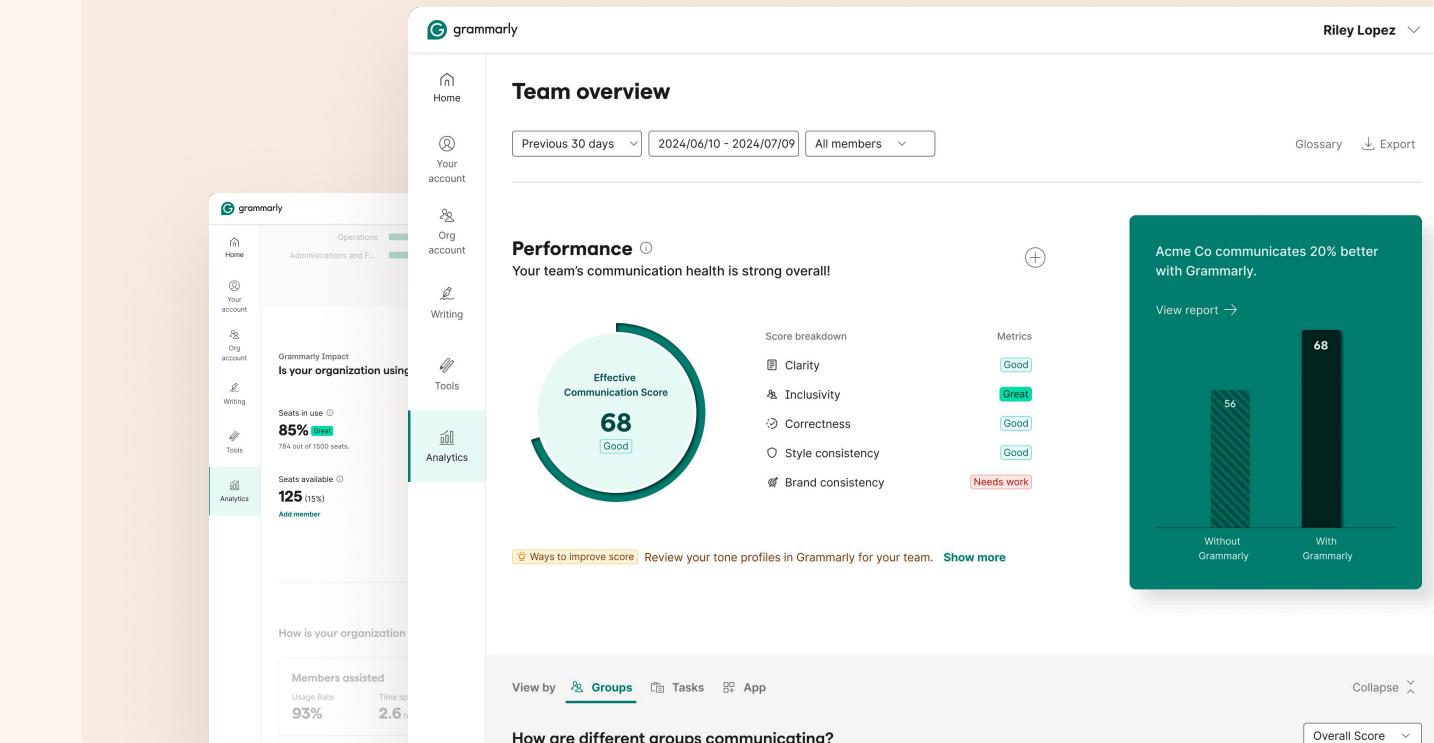
Case study 1 Grammarly Reader

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

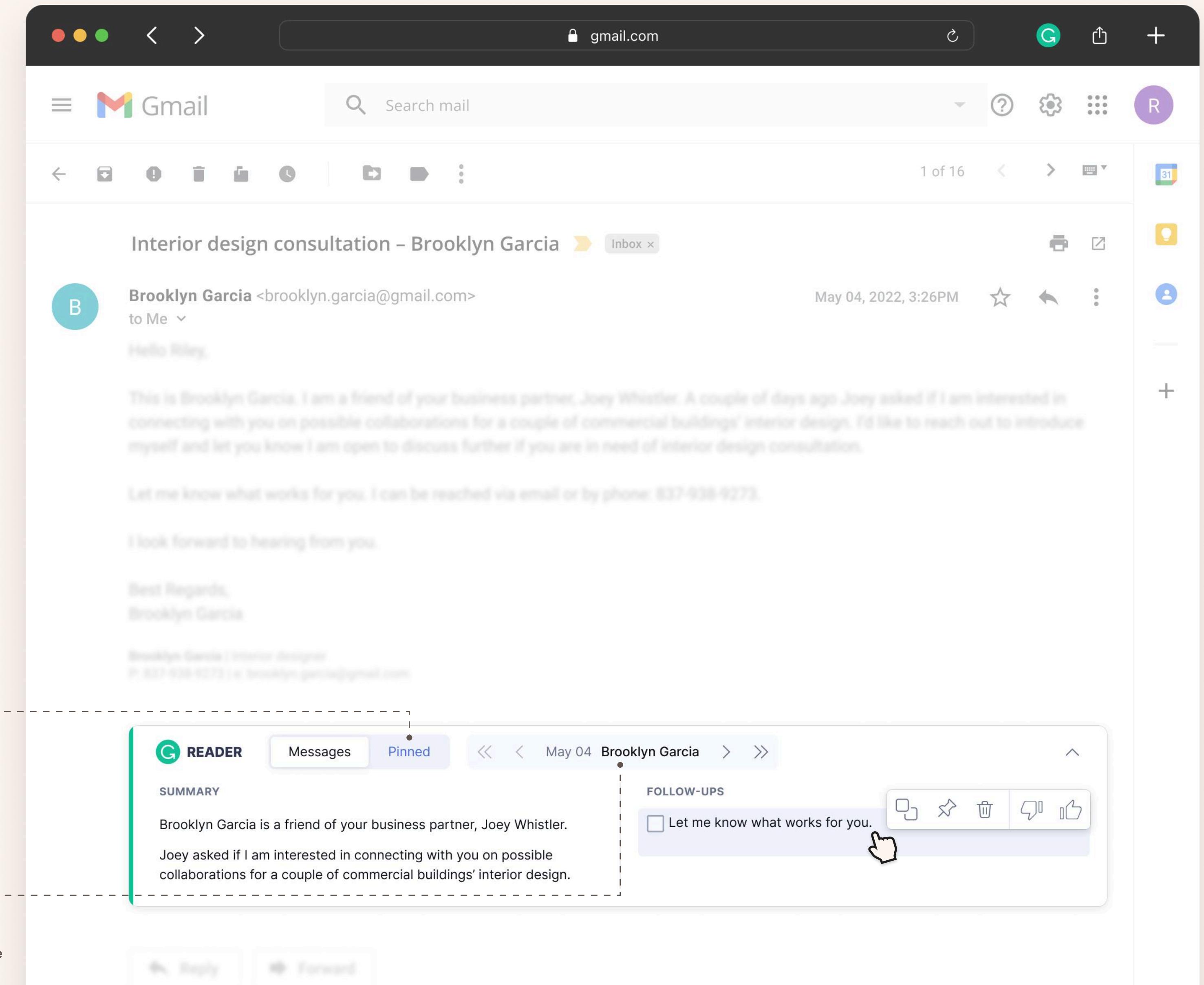
Experiment

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

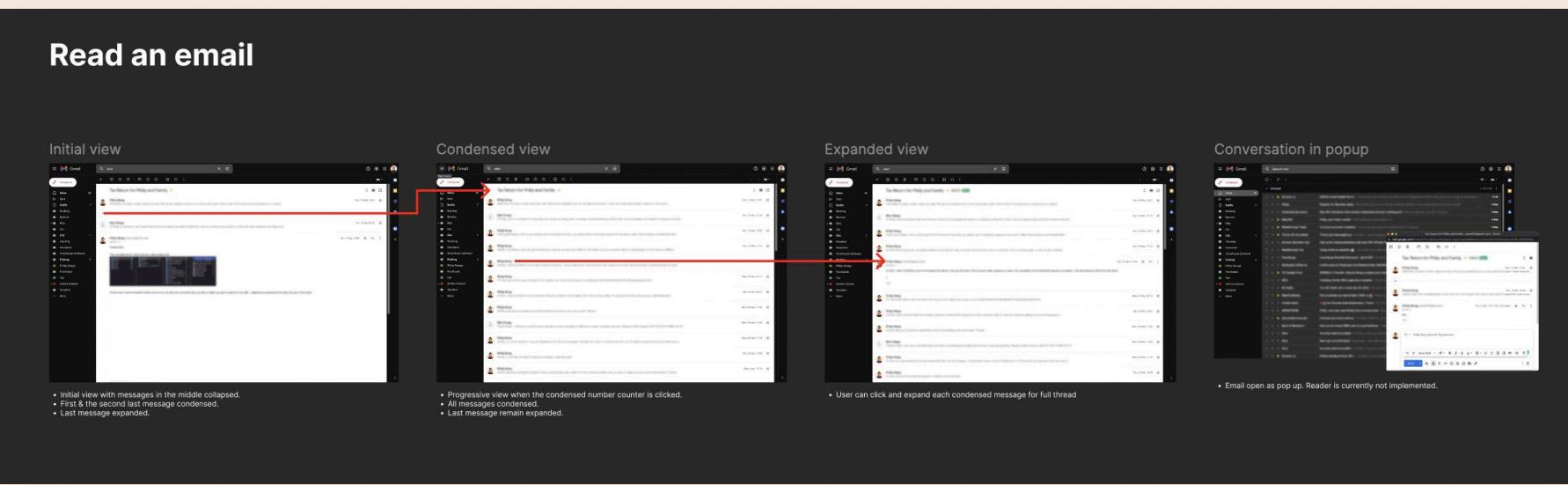
Lacked critical information

e.g., Dates, phone numbers

Trust concern on generated content

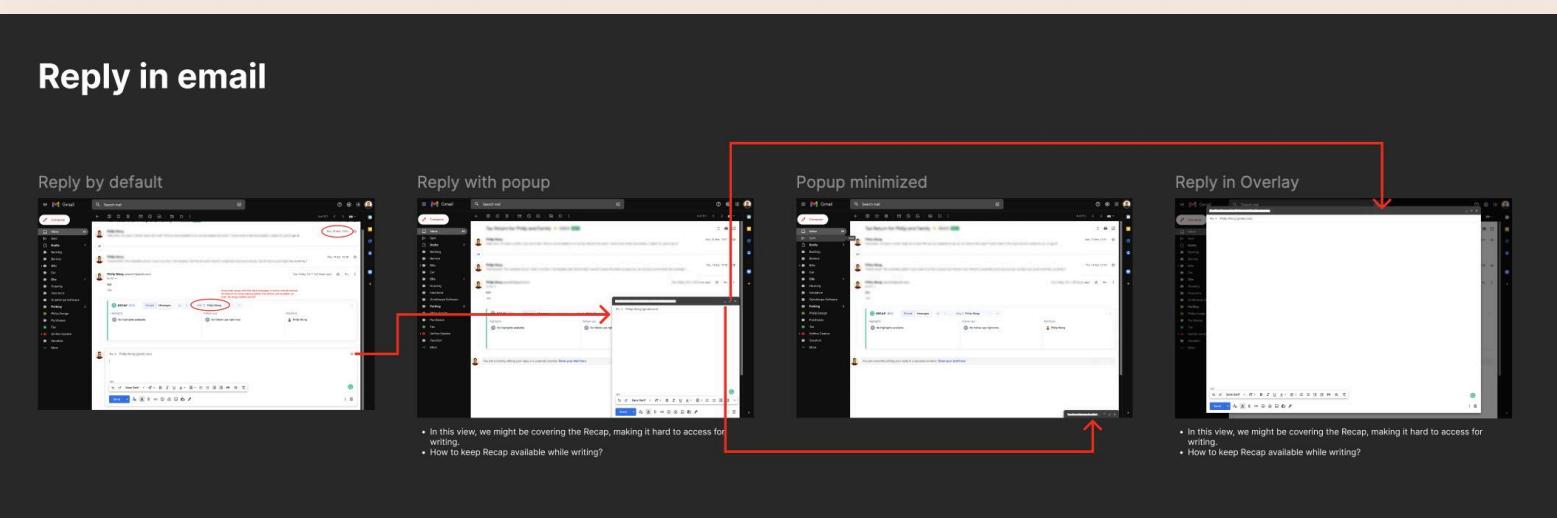
Iterate and prototype

Email workflow

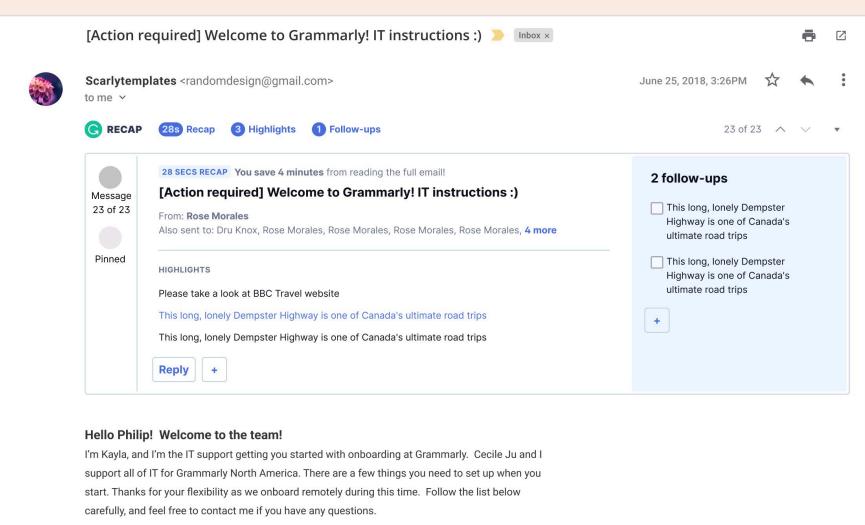
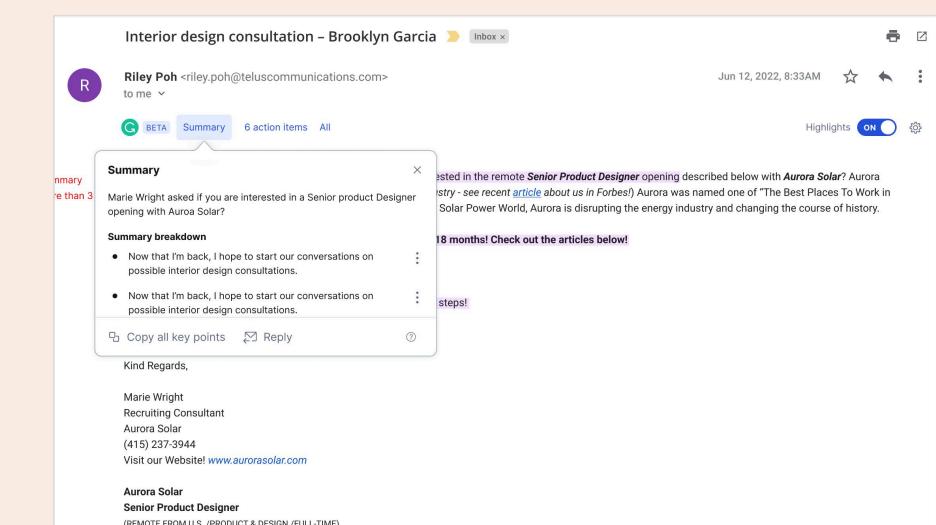


Ideation and prototypes

The image shows two screenshots of an email inbox. The left screenshot shows a message with a 'Recap' summary at the top. The right screenshot shows a 'Should we show this message again later?' dialog box with 'Yes' and 'No' buttons. A sidebar on the right contains text about summarization and its benefits.



Adoption explorations



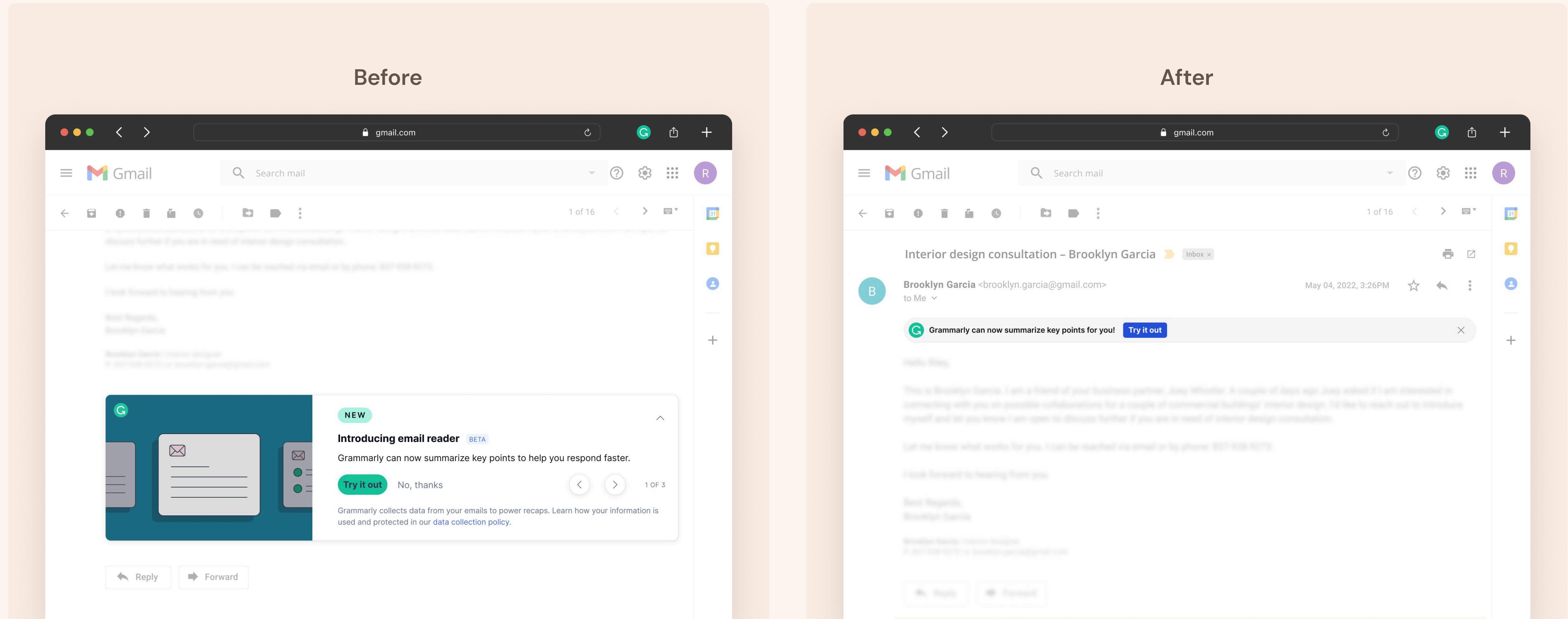
Placement and visual explorations



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 blue header with the Grammarly logo and a message icon. Below it, a light gray 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 'Grammarly can now summarize key points to help you respond faster.' At the bottom of the modal, there are two buttons: a green 'Try it out' button and a white '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. The top navigation bar includes 'READER', 'Messages', and 'Pinned'. Below the navigation, there are sections for 'SUMMARY' and 'FOLLOW-UPS'. The summary section contains a message from 'Brooklyn Garcia' and a follow-up option. A downward arrow is positioned between the first and second screenshots.

After

A screenshot of the Grammarly app interface showing a review modal. The top bar says 'Grammarly can now summarize key points for you!' with a 'Try it out' button. Below it, a large downward arrow points to the modal. The modal has a green 'grammarly' logo and the heading 'Email Reader'. It explains that Grammarly will collect text, subject line, and metadata from email threads. It lists two options: 'Identify takeaways' (turn message into quick summary) and 'Always in control' (allow turning off email reader). A note at the bottom states that data will never be sold. A dashed line extends from the right side of the modal to the explanatory text below.

Show a review modal

A screenshot of the Grammarly app interface showing the 'Always in control' option selected in the review modal. The modal now highlights this option with a green dot. A note below it says 'Give comfort that users can opt-out at anytime'. A dashed line extends from the left side of the modal to the explanatory text below. To the right of the modal, another dashed line extends to the explanatory text 'Explain specific data to collect'.

Explain specific
data to collect

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. At the top, there's a navigation bar with 'Messages' and 'Pinned' tabs, and a date range from May 04. Below the navigation is a 'SUMMARY' section containing a message from Brooklyn Garcia. A 'FOLLOW-UPS' section contains a single item: 'Let me know what works for you.' On the left side, there are two dashed boxes with descriptive text:

- Pinned
Ability to save bullet points for later
- Thread summaries
Ability to summarize older messages in the thread

After

The screenshot shows the same 'READER' interface after simplification. The 'Pinned' tab is no longer present in the navigation bar. The 'SUMMARY' section is gone, and the 'FOLLOW-UPS' section now contains a single item: 'Let me know what works for you.' On the left side, there is one dashed box with descriptive text:

- 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.

At the bottom of the interface, there are 'Copy all' and 'Reply' buttons. 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

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 five-step marketing strategy (Build Awareness, Targeted Advertising, Referral Programs, Content Marketing, Thought Leadership). It also mentions a referral program and thought leadership.
- Callout:** A black callout box at the bottom right of the main content area contains the text "Brooklyn Garcia asked you to review this proposal." and a link "View original email". A dashed line labeled "Pull in context from other communication form" connects this callout to a similar one in the sidebar.
- Sidebar:** A sidebar on the right side of the document viewer contains:
 - Summary:** A brief overview of the document's purpose and content.
 - Common questions:** A list of frequently asked questions: "What is Project Alpha?", "How does Referral program work?", and "Ask other questions".
 - A text input field "Tell us to..." with 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

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

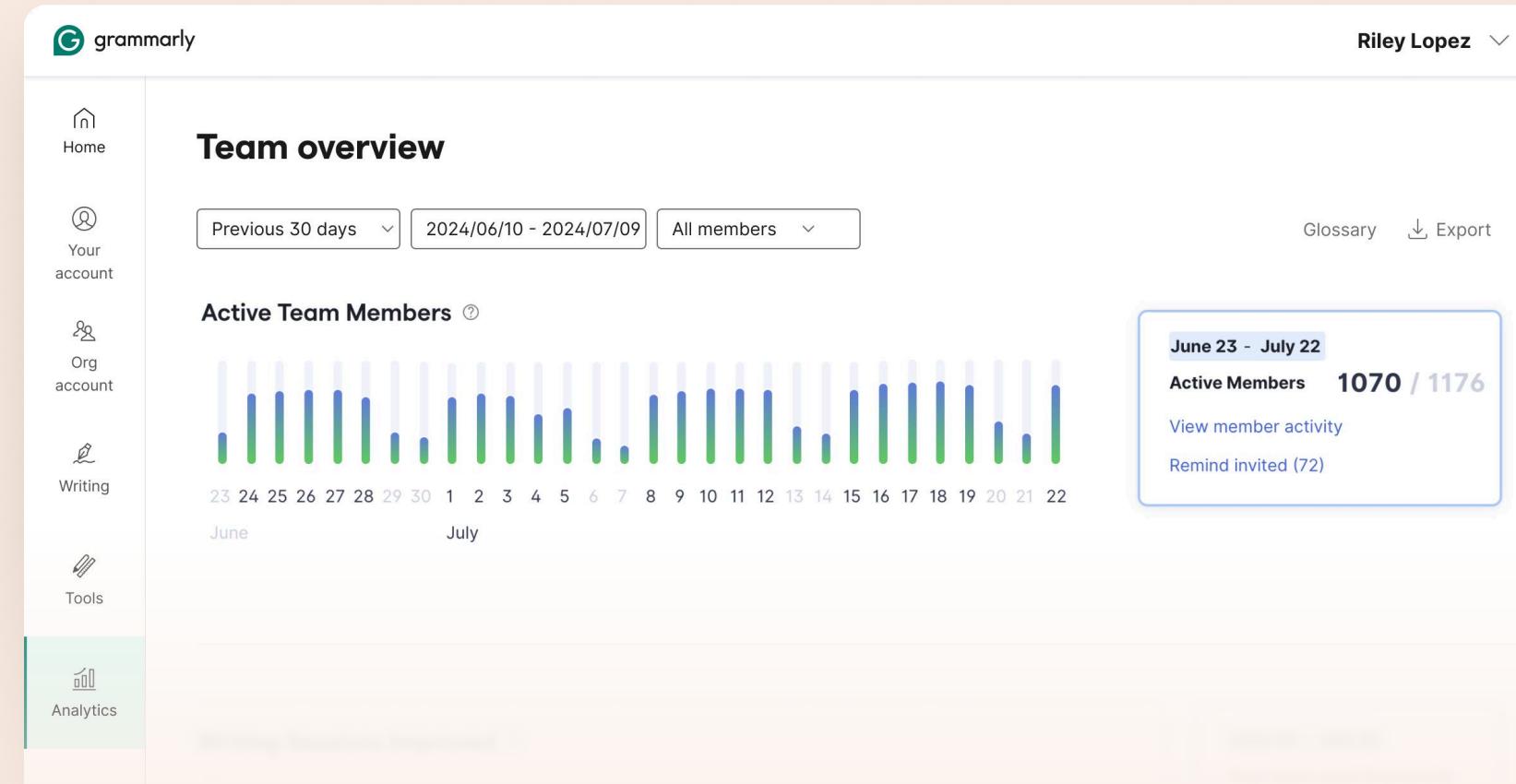
Offer insights and recommendations beyond writing improvements

Short-term Released

Enhance usage insights

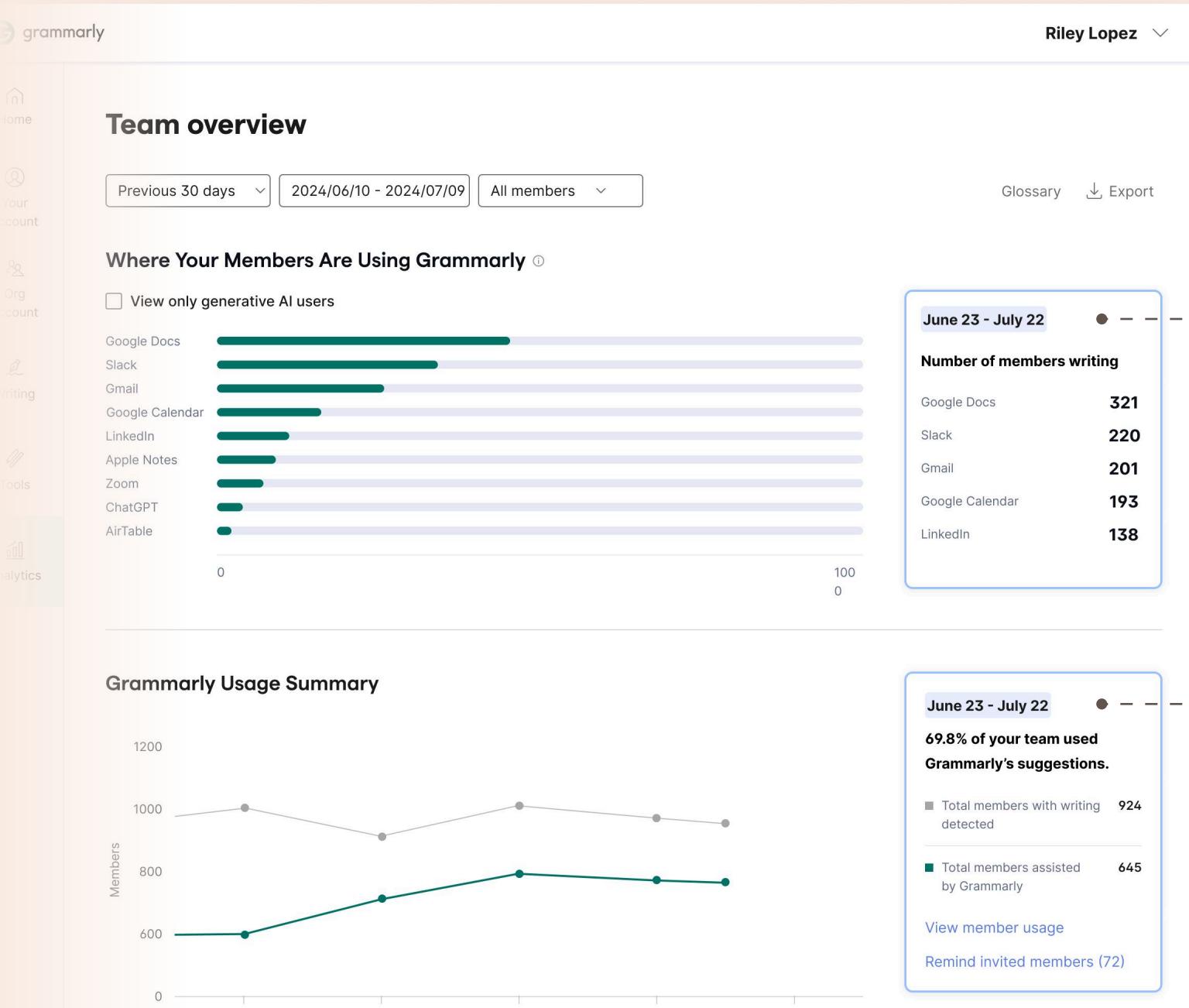
Show where Grammarly is used and how many users are improving their writing with Grammarly to demonstrate Grammarly's reach.

Before



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

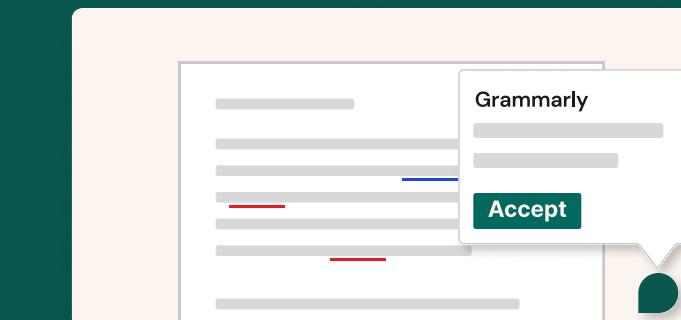
Benchmarking process

Grammarly go over program details with buyer's team

Select participants

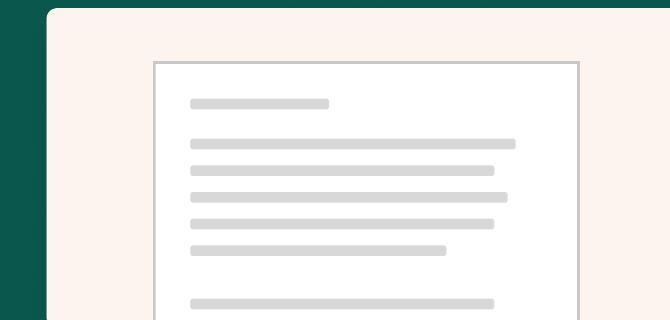


Run Grammarly normally



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

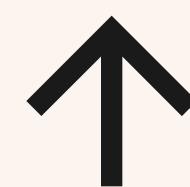
DailyPay

Increased their seat count during renewal talks from 40 to 100

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'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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