

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

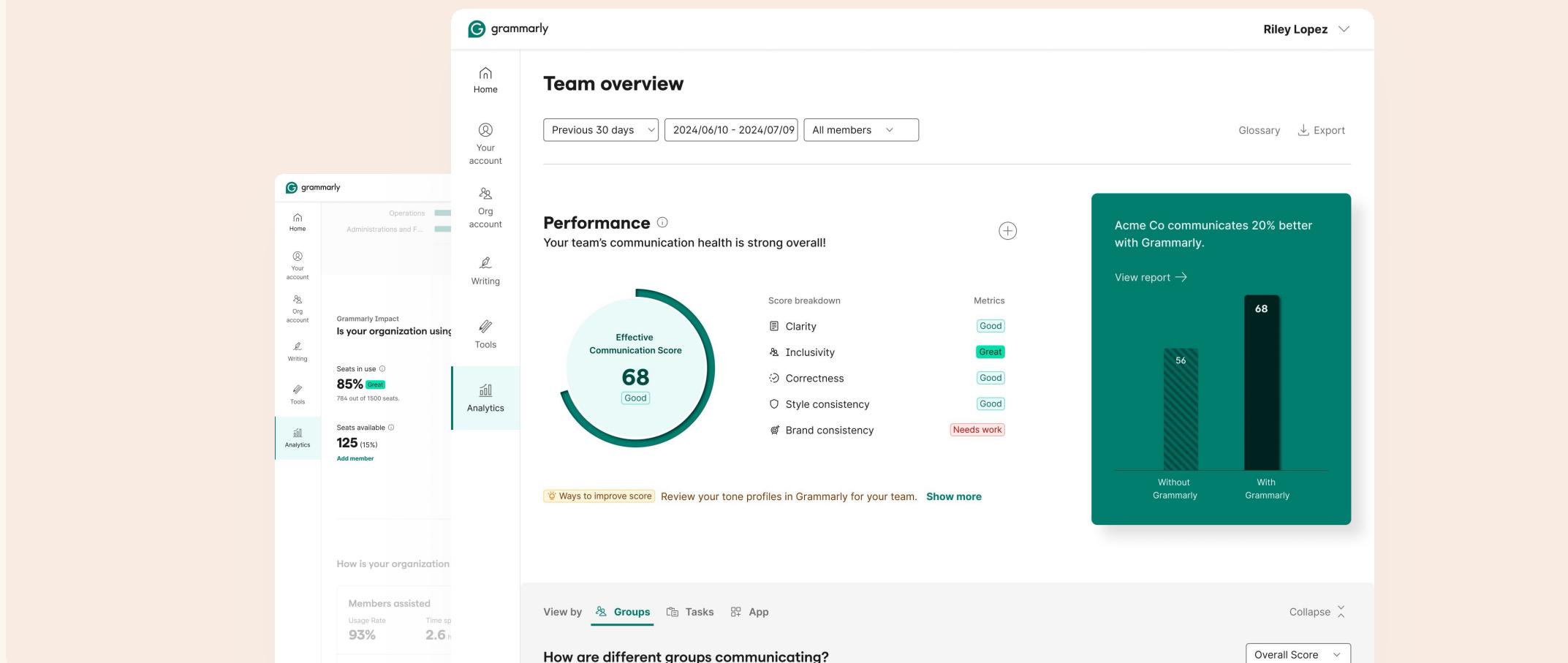
Designed a seamless online shopping experience for Best Buy Canada's peak events, driving \$70M+ CAD in revenue.

Case studies

Case study 1

Measure Grammarly's impact on enterprise communication

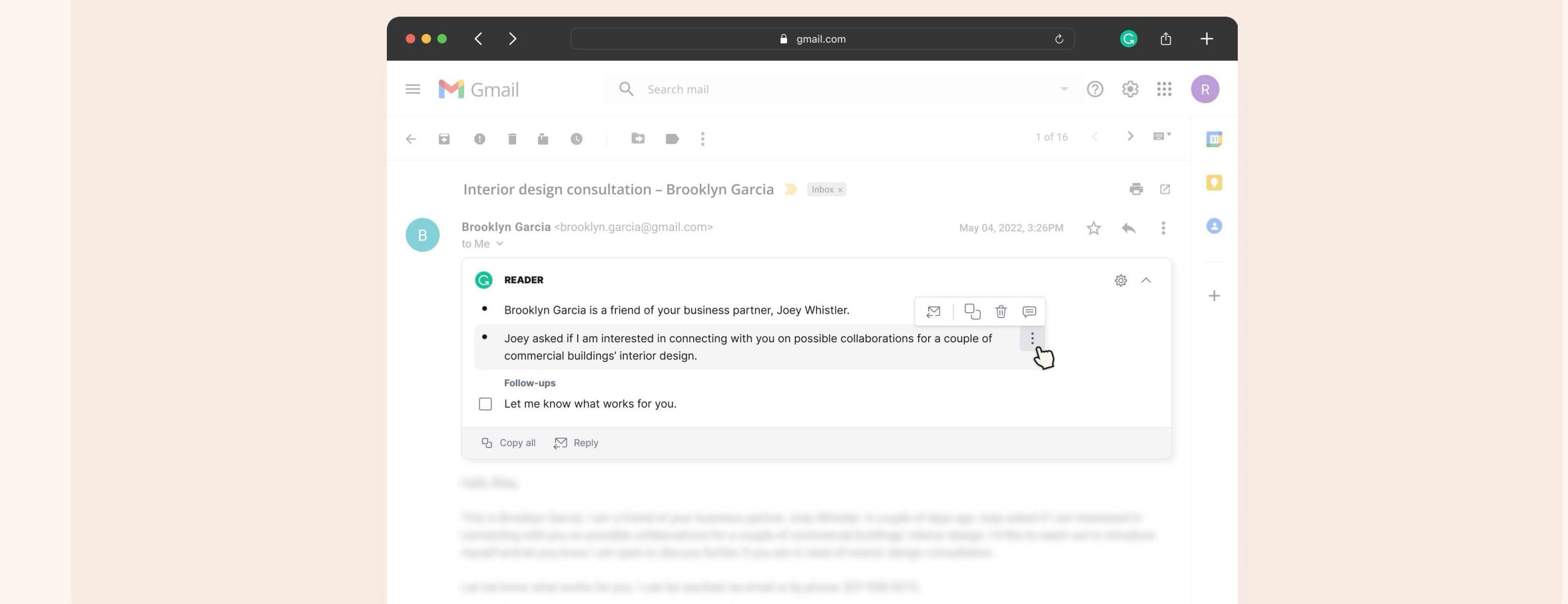
Strategic planning B2B Vision Holistic



Case study 2

Summarize emails with Grammarly Reader

Generative AI 0→1 B2C



Case study 1

Measure Grammarly's impact on enterprise communication

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 Holistic

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

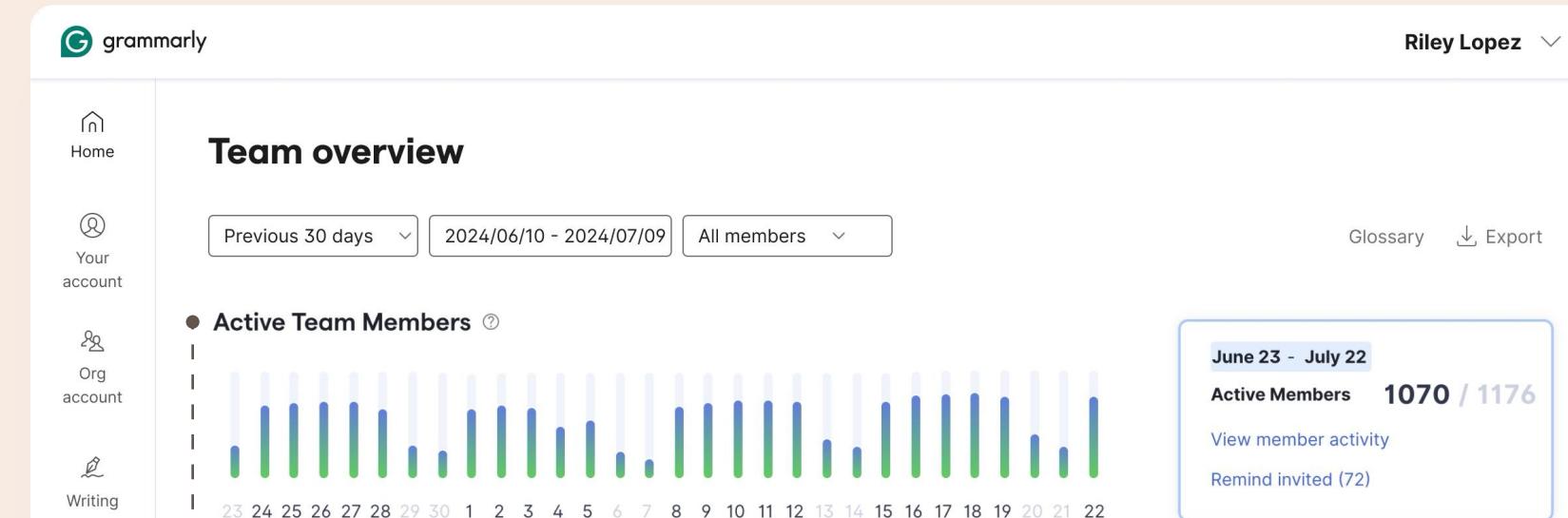
Offer insights and recommendations beyond writing improvements

Short-term Released

Enhance usage insights

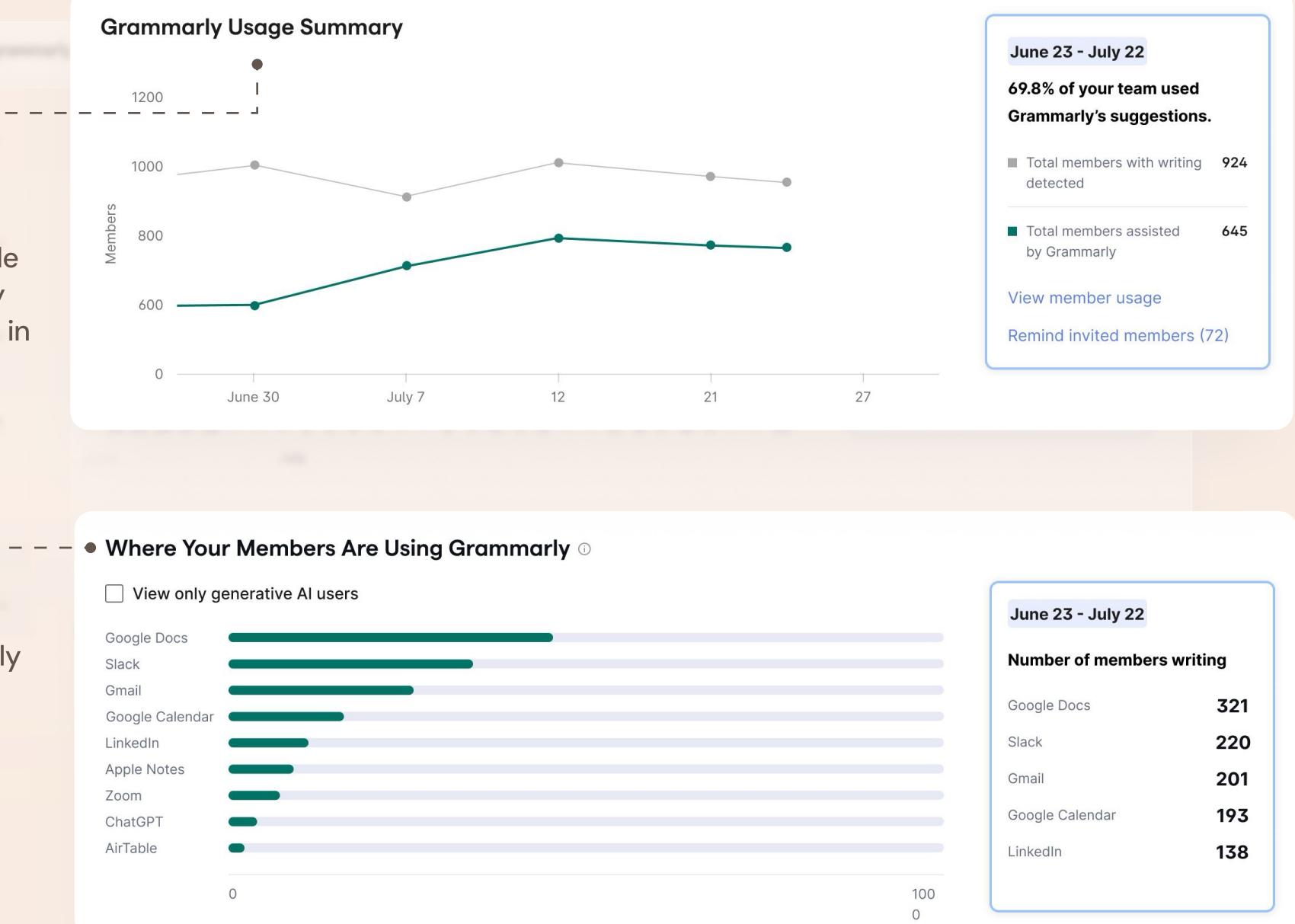
Highlight Grammarly's adoption by **showing where it's used and how many users are improving their writing.**

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

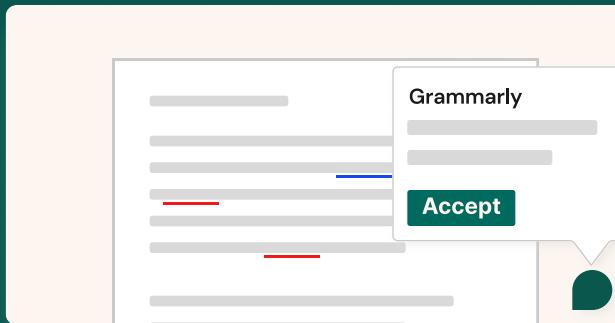
Benchmarking process

Sales team goes over program details with buyer's team

Buyer's team select participants

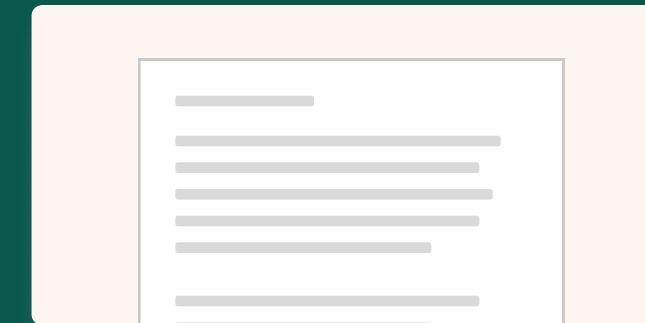


Run Grammarly normally



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.

The screenshot shows the Grammarly Analytics interface with the following details:

- Team overview** section: Shows an overall score of **68** (Good) with a circular progress bar.
- Score breakdown**:
 - Clarity: Needs Work
 - Correctness: Great
 - Inclusivity: Good
 - Style consistency: Good
 - Brand consistency: Good
- Why is this important?** link.
- Analytics** tab is selected.

Annotations on the left side of the interface:

- 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**

The screenshot shows the Effectiveness Communication Score Evaluation Report for **Acme CO.** (943 Grammarly Business Members, June 10 to July 9, 2024). The report includes:

- Summary**: A question about providing a high-level summary of the team's performance.
- 2 Potential improvements** button.
- Accept your brand tones** section with a bulleted list:
 - Review existing [brand profiles](#)
 - Schedule coaching session with
- Your communication baseline** table comparing three scenarios:

	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
- Use scores to compare key benchmarks such as industry standards and pre-Grammarly performance**

Early impact

10x

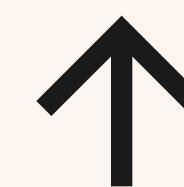
DailyPay

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. The top 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 bar chart comparing 'Without Grammarly' (Score: 56) and 'With Grammarly' (Score: 68). The middle view is the main 'Analytics' dashboard, showing various metrics like 'Operations' (Needs Work), 'Grammarly Impact' (85% Great), and 'Members assisted'. The bottom view is another 'Analytics' dashboard, similar to the middle one but with different data points.

Team overview

Effective Communication Score: 68 (Good)

Performance: Your team's communication health is strong overall!

Score breakdown:

- Clarity: Good
- Inclusivity: Great
- Correctness: Good
- Style consistency: Good
- Brand consistency: Needs work

View report →

Acme Co communicates 20% better with Grammarly.

Without Grammarly	With Grammarly
56	68

What's being communicated?

Category	Overall Score
Support tickets	High
Emails	High
Proposal	High
Budget sheets	Medium-High
Document comments	Medium
Technical Writing	Medium-Low

Performance: Your team's communication health is strong overall!

Score breakdown:

- Clarity: Good
- Inclusivity: Great
- Correctness: Good
- Style consistency: Good
- Brand consistency: Needs work

View report →

Acme Co communicates 20% better with Grammarly.

Without Grammarly	With Grammarly
56	68

How is your organization using Grammarly?

Members assisted

Usage Rate: 67%

Time spent daily: 2.6 hours

Task: Total tasks: 672

Members assisted

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Members assisted

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Members assisted

Usage Rate: 67%

Time spent daily: 2.6 hours

Task: Total tasks: 672

Case study 2

Summarize emails with 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 0→1 B2C

Grammarly

Reader

An email assistant that summarizes key information for users to read faster

Format

Chrome extension

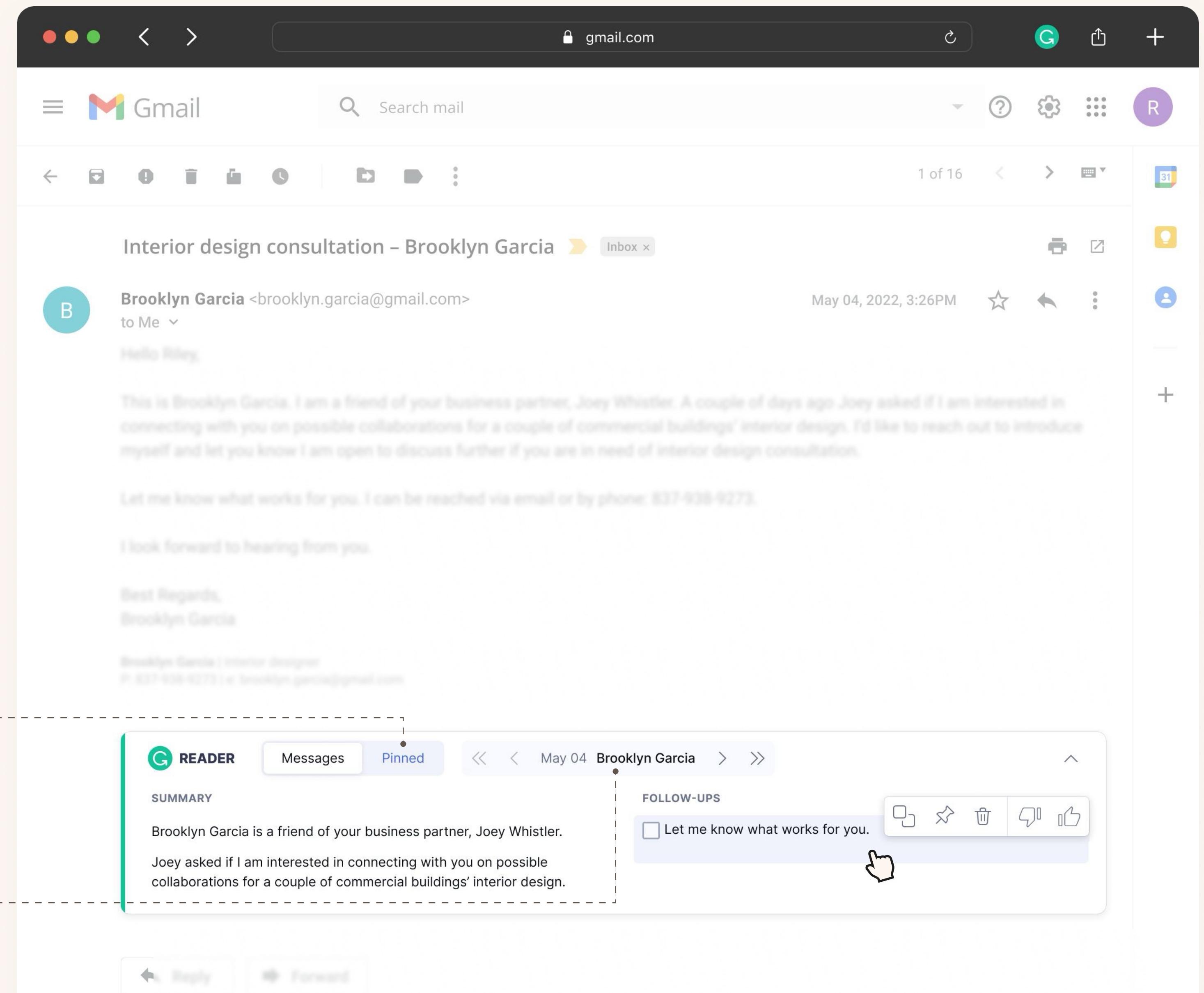
Experiment

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

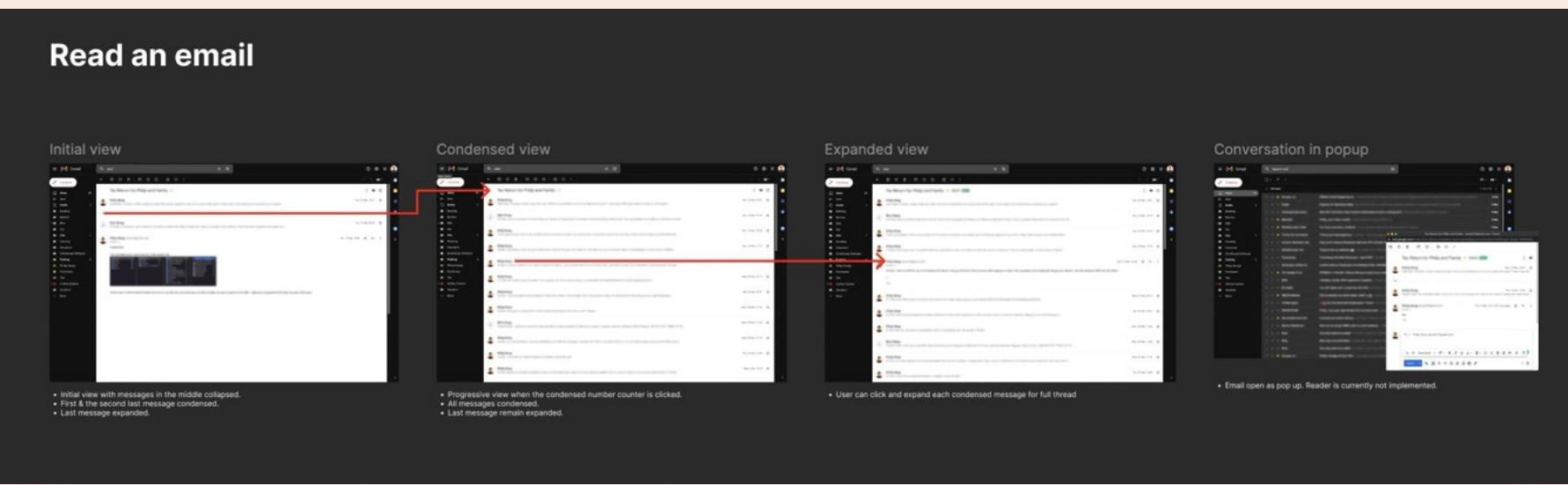
e.g., Pleasantries included, duplicated content

Lacked critical information

e.g., Dates, phone numbers

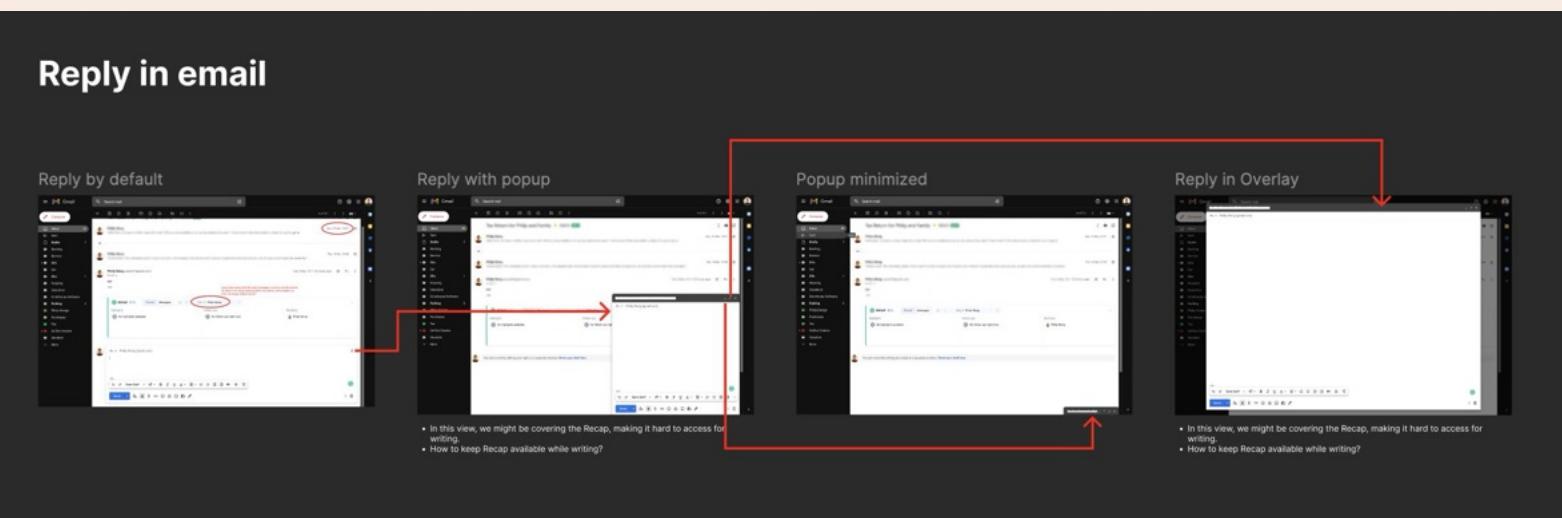
Iterate and prototype

Email workflow



Ideation and prototypes

The image shows two screenshots of an email inbox interface. The left screenshot displays an email from 'Riley Poh' with a summary box overlayed. The right screenshot shows a consent dialog box asking if the user wants to show the message again later.



Adoption explorations

The image shows two screenshots of an email inbox interface. The left screenshot is titled 'Interior design consultation - Brooklyn Garcia' and the right one is titled '[Action required] Welcome to Grammarly! IT instructions :)'.

Placement and visual explorations

What we did

Improve awareness

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

The image shows two side-by-side screenshots of the Gmail inbox interface, labeled "Before" and "After".

Before: In the top left corner of the inbox, there is a prominent callout box from Grammarly. The box has a dark blue header with the word "NEW" and a green "G" icon. Below this, it says "Introducing email reader BETA" and "Grammarly can now summarize key points to help you respond faster." At the bottom of the box are two buttons: a green "Try it out" button and a white "No, thanks" button. This placement of the message box obscures some of the inbox content.

After: In the "After" screenshot, the same message from Grammarly is shown, but it is now positioned much lower down the page, below the main list of emails. It is no longer in the top left corner, which allows the inbox content to be more easily seen without being covered by the message box.

What we did

Build trust

Added a review step to help users quickly understand how their data would be used while benefiting from Grammarly.

Before

The screenshot shows a dark-themed interface with a light-colored modal overlay. The modal has a green header bar with the Grammarly logo and the text 'Introducing email reader' and 'BETA'. Below this, it says 'Grammarly can now summarize key points to help you respond faster.' There are two buttons at the bottom: a green 'Try it out' button and a grey 'No, thanks' button. A small note at the bottom states 'Grammarly collects data from your emails to power recaps. Learn how your information is used and protected in our [data collection policy](#)'. The background shows a blurred view of an inbox with several messages and a sidebar.

Launch Reader

The screenshot shows the 'READER' tab selected in the top navigation bar. The main area displays a message from 'Brooklyn Garcia' dated 'May 04'. The summary section 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 this is a 'FOLLOW-UPS' section with a checkbox labeled 'Let me know what works for you.' At the bottom, there are navigation arrows and a search bar.

After

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

Show a review modal

A light-colored modal window titled 'grammarly' with the 'Email Reader' section highlighted. It says 'Spend less time in your inbox with email summarization.' and 'Identify takeaways' (with a description). Below this is a dashed line with the text 'Give comfort that users can opt-out at anytime'. To the right, another section is partially visible with the heading 'Allow Grammarly to: Collect and process the text, subject line, and metadata of your email threads – this data will never be sold.' and 'By continuing, you grant Grammarly permission to collect data according to our [data collection policy](#). We also provide additional information about Grammarly's general data policies in our [Terms of Service](#) and [Privacy Policy](#)'. At the bottom are 'Cancel' and 'Continue' buttons.

Explain specific data to collect

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 the following elements:

- Pinned:** A dashed box highlights the "Pinned" tab in the top navigation bar and the pinned status of the message.
- Ability to save bullet points for later:** A dashed box highlights the "Let me know what works for you" checkbox under the "FOLLOW-UPS" section.
- SUMMARY:** The message content is labeled as a summary of a friend's request for potential collaborations.
- FOLLOW-UPS:** The "Let me know what works for you" checkbox is present.
- Thread summaries:** A dashed box highlights the ability to summarize older messages in the thread.
- Ability to summarize older messages in the thread:** A dashed box highlights the "Thread summaries" feature.

After

The screenshot shows the same email interface after simplification:

- READER:** The interface is now labeled "READER".
- Follow-ups:** The "Follow-ups" section has been simplified, showing the single checkbox "Let me know what works for you".
- Copy all:** A "Copy all" button is visible at the bottom.
- Reply:** A "Reply" button is visible at the bottom.

A note at the bottom right states: "Pinned and Thread summary removed".

After

The screenshot shows the Gmail inbox interface. At the top, there's a dark header bar with window control buttons, a search bar, and various icons. Below it is the main inbox screen with a list of emails. One email from Brooklyn Garcia is selected, showing its details: subject, sender, date, and a preview of the message body. The message body is presented in a 'READER' view, which is a clean, distraction-free layout. A reply button is visible at the bottom of the reader view. A hand cursor is hovering over this reply button.

Interior design consultation - Brooklyn Garcia

Brooklyn Garcia <brooklyn.garcia@gmail.com>

May 04, 2022, 3:26PM

to Me

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

12.4% Adoption rate overall

~10 seconds Reading time

~96 seconds Writing time

0.2% Engagement rate

Emails with Reader interacted at least once



Performance after iterations

8.5% Adoption rate within a day **+5.3**

20.4% Adoption rate overall **+8.0**



~10.1 seconds Reading time

No statistical difference



~95 seconds Writing time

No statistical difference



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 interface with a toolbar at the top. The main content area displays a document titled "Project Tiger Marketing Doc". The document discusses Project Tiger's secure sharing feature, its integration with Project Alpha, and a marketing strategy involving five steps: Build Awareness, Targeted Advertising, Referral Program, Content Marketing, and Thought Leadership.

A callout bubble labeled "B" is positioned above the document, containing the text "Pull in context from other communication form". A dashed line connects this bubble to a dark overlay on the right side of the screen.

The dark overlay contains a message from Brooklyn Garcia: "Brooklyn Garcia asked you to review this proposal." It also includes a link to "View original email".

To the right of the main content, 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.

Thanks

Happy to deep dive into my
case studies further

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