

Balancing Quantity and Quality in Scaling User Research

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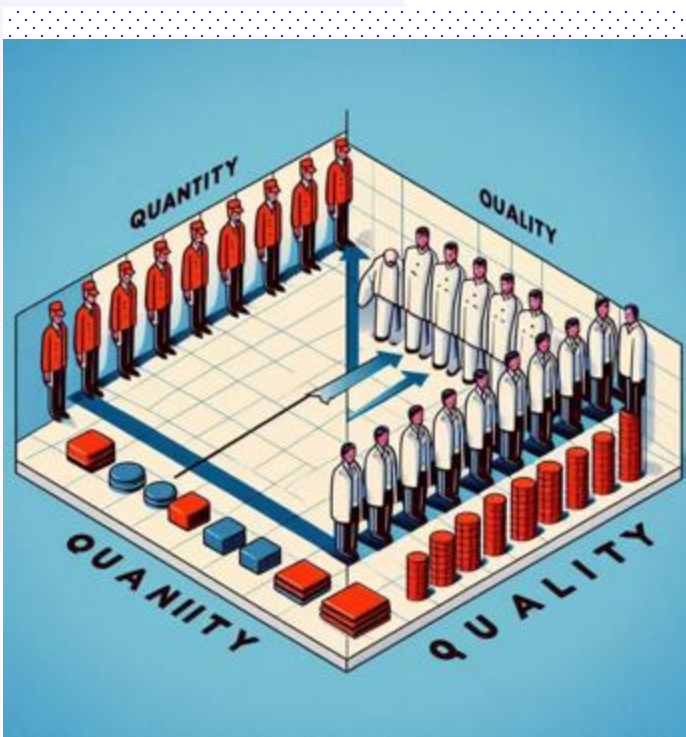
ATG
ENTERTAINMENT



The Challenge of Scaling Research

How do we keep depth while increasing the breadth of research?

Quantity vs. Quality



Audiences from all over the world

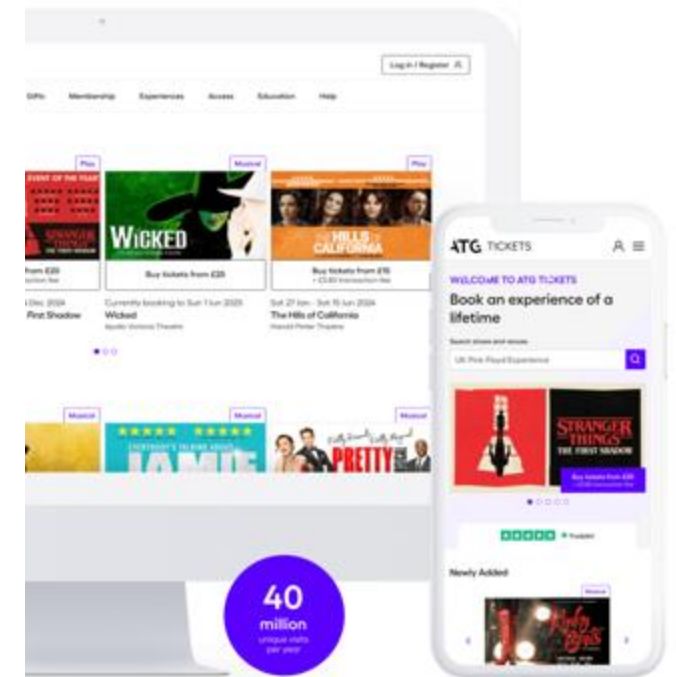
Worldwide **18** million people

attend a live performance at one of the 64 iconic venues we own, operate or programme.

Our portfolio includes many of the world's most historic theatres and music venues, from London's West End to Broadway. We also own regional venues across the UK, the USA and in five major German cities.

- 10 West End venues
- 38 Venues across the UK
- 7 Broadway venues
- 21 Venues across the US
- 5 Venues across Continental Europe

Online ticketing



Case study: Scaling Research in Digital Ticket

Unlike other online ticketing platforms on the market, we're a venue operator.



Diverse audiences present both an opportunity and a challenge.



38 venues



21 venues



5 venues



West End / Broadway



Arena

Techniques for Maintaining Quality at Scale

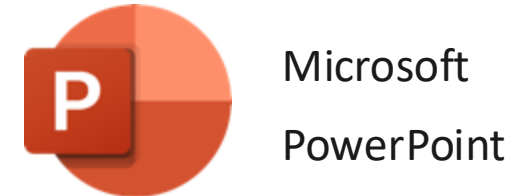
User segmentation



Focus group



Consistent research templates



Focus on what matters—
use segmentation and consistency.

Collaborating Across Teams to Ensure Quality

Our front-of-house staff provided invaluable insights into how ticketing changes affected customers directly.



Quality improves when teams work together.

Tools for Balancing Quantity with Quality

Unmoderated user testing



Automated survey



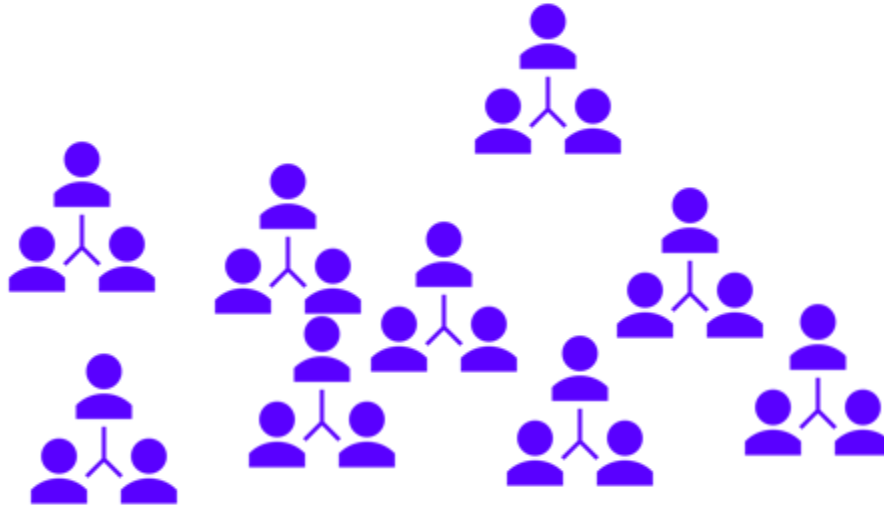
Real-time analytics dashboard



Even with low traffic in My account (13K), using automated survey, we received 500+ responses in a week.

Key Takeaways

- User segmentation
- Collaborate across teams
- Leverage the right tools



Start small—balance scale and quality in your next research project.

Further questions? Contact me



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