

Switchback Experiment Schedule with Washout Periods

Treatment (T) Control (C) Washout (W)

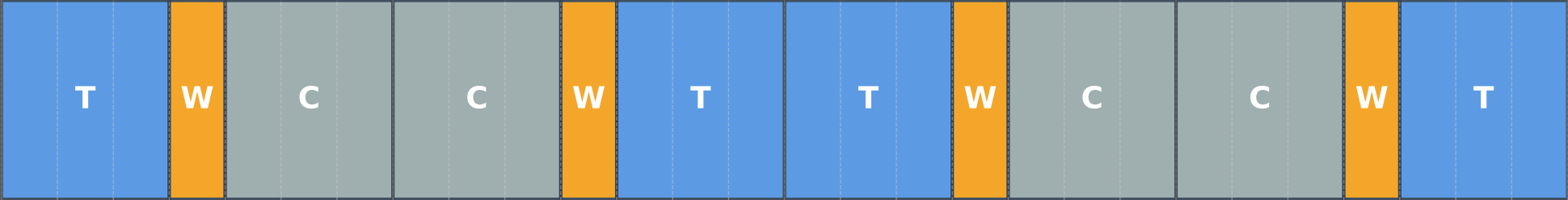
Week 1

Week 2

Week 3

Week 4

Week 5



Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun Mon Tue Wed Thu Fri Sat Sun

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28

↔ ↔

3 days

1 day
washout

Note: Treatment blocks alternate with control blocks. One-day washout periods separate blocks to mitigate carryover effects. Day-of-week stratification ensures balanced exposure across weekdays and weekends.

Day