

## Switchback Experiment Schedule with Washout Periods

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

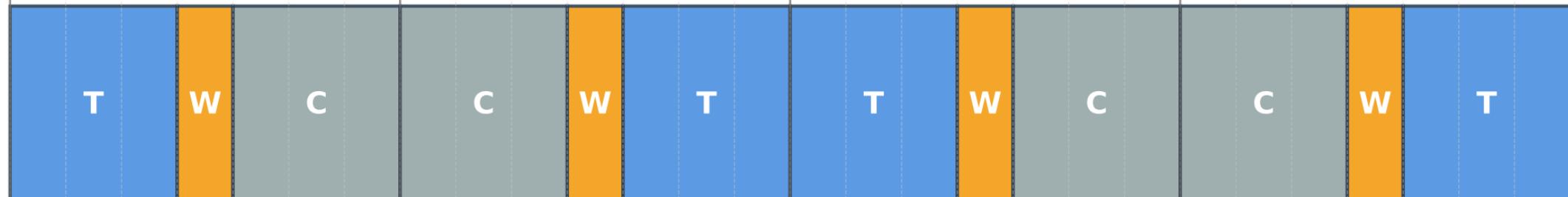
**Week 1**

**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.

0

Day