



MAR Scheduling Tips & Best Practices

How to Optimize Your Time in Field

Researchers

We know you are balancing a busy schedule with deadlines, so please use these tips to optimize your in field time when scheduling interviews for Moderated Auto Recruitment (MAR) studies.

TIP # 1: Think About Your Participants Availability!

- ❖ Have a wide range of responsibilities
- ❖ Different types of employment & job schedules
- ❖ Come from a variety of time zones
- ❖ Are often busy in the middle of the workday.



TIP # 2: Don't Expect To Conduct Interviews The Same Day A Study Launches.

- ❖ Last minute notice may conflict with participants' other priorities, resulting in empty sessions
- ❖ Be comfortable with the first session taking place over 24 hours after launch

TIP # 3: Know What An Optimized Schedule Looks Like!

- ❖ Spread across the day. *Morning, afternoon and evening*
- ❖ Spread across the week. Best days are Tuesday, Wednesday & Thursday
- ❖ At least 2X the number of sessions for the quota size. *Be sure to offer plenty of session options!*
- ❖ Individual time blocks improve schedule control

	MON	TUE	WED	THU	FRI
Participants	2	3	4	5	6
9 AM		Available time 09:00am-10:30am		Available time 09:00am-10:30am	
10 AM			Available time 09:30am-11:00am		Available time 09:00am-10:30am
11 AM		Available time 11:00am-12:30pm		Available time 11:00am-12:30pm	
12 PM			Available time 11:30am-01:00pm		Available time 11:00am-12:30pm
1 PM		Available time 01:00pm-02:30pm		Available time 01:00pm-02:30pm	
2 PM			Available time 01:30pm-03:00pm		Available time 01:00pm-02:30pm
3 PM		Available time 03:00pm-04:30pm		Available time 03:00pm-04:30pm	
4 PM			Available time 03:30pm-05:00pm		Available time 03:00pm-04:30pm
5 PM		Available time 05:00pm-06:30pm		Available time 05:00pm-06:30pm	

YOUR TURN! WHAT'S WRONG & RIGHT WITH THESE SCHEDULES?

Study Details	Recruitment	Study Builder	Monitor	Results		
	MON 25	TUE 26	WED 27	THU 28	FRI 29	SAT 30
9 AM						
10 AM	10:00am-10:30am	10:00am-10:30am	10:00am-10:30am	10:00am-10:30am	10:00am-10:30am	
11 AM						

What's Right?

Multiple Days: Participant responsibilities can differ throughout the WEEK

What's Wrong?

No Variety in Time of Day: Always consider beginning, middle, and end of day (for your timezone and theirs)

	MON	TUE	WED	THU	FRI	SAT
	25	26	27	28	29	30
10 AM	10:00am-10:30am					
11 AM		11:00am-12:00pm				
12 PM						
1 PM	01:00pm-01:30pm					
2 PM		02:30pm-03:00pm				
3 PM						
4 PM	04:00pm-04:30pm					
5 PM						
6 PM						

What's Right?

Multiple Times Throughout the Day: Accounts for buffer time and provides options for various schedule needs during the DAY

What's Wrong?

Only One Day: Responsibilities differ & Mondays and Fridays can be harder to fill - a lot of participants are busier at the beginning and end of their work week

	MON	TUE	WED	THU
	25	26	27	28
9 AM				
10 AM	Available time 10:00am-11:00am			
11 AM	Available time 11:00am-12:00pm			
12 PM	Available time 12:00pm-01:00pm			
1 PM	Available time 01:00pm-02:00pm			
2 PM	Available time 02:00pm-03:00pm			
3 PM	Available time 03:00pm-04:00pm			

First participant sees plenty of options

But for the last participant... Not so many options

	MON	TUE	WED
	2	3	4
9 AM			
10 AM			
11 AM		Available time 10:00am-11:00am	
12 PM			
1 PM			
2 PM			

Time for two sessions!

Participants can be unpredictable... Now there's only time for one session