

EXAMPLE RECRUITMENT BRIEF

XYZ PROJECT



JOB NUMBER/CODE	
JOB NAME/SUBJECT MATTER	xyz health project
PRIMARY CONTACT	Huddler 1 contact details
SECONDARY CONTACT	Huddler 2 contact details OR Client project team member contact details
PO NUMBER	Provided by Huddle accounts
INVOICE CONTACT (STABLE)	accounts@wearehuddle.com
RESEARCH OBJECTIVES	The purpose of this project is to understand what health and wellbeing means to people and how they might respond to a new health product being developed by our client.
METHODOLOGY	Online Cultural Study and face to face Workshop
NO. OF PARTICIPANTS (TOTAL)	12 for 10
TYPE OF PARTICIPANT	Sandwich Generation (See definition below)
FIELDWORK DATES & LOCATIONS	Online study dates: 13th Sept - 17th Sept 2018 Workshop date: 20th Sept 2018
TIME COMMITMENT	Online - Min 20 mins per day for 5 consecutive days including weekend Workshop - 3 hours
INCENTIVE	AU\$150
INCENTIVE DETAILS COLLECTED BY	Huddle to collect bank account details and pay incentives direct
RECORDING?	We'll collect data from participants during the online study (including photos and videos). Please ensure participants are ok with this.
COLLECT PARTICIPANT BANK DETAILS	We will collect consent forms upfront

RECRUITMENT CRITERIA

SANDWICH GENERATION

- Defined as people who are currently caring for children and also caring for parents.
- Caring can be full time, part time but the arrangement should be ongoing and not ad hoc.
- 6x participants online study
- 6x participants workshop
- Cohort aged in their 30's to 50s.
- Please recruit 6x customers of XYZ client (3 per method)
- Please recruit 6x Non customers (3 per method)
- A mix of tenure as a carer with a minimum of six months.
- Location –a mix of metro and regional across Australia for online study
- Even split across:
 - Gender
 - Household income
 - Ethnic diversity
 - Household structure (solo house dweller, couple with children etc.)
 - Marital status (married, single, de facto)
- Maximum of 3 people per with a chronic health condition, no minimum, either method
- Employment status – a variety including domestic students.

EXCLUSIONS

- Exclude employees of XYZ company
- Exclude people on a working visa or a student visa (international students)
- Exclude long-term unemployed (unless they are a carer and that's why they are unemployed).

AVAILABILITY AND ENGAGEMENT STYLE

ONLINE STUDY

One method we will use is an online research study. Please ensure we recruit people who feel comfortable engaging in research online and have appropriate computer/digital literacy to engage in this way. Participants will be asked to respond to activities over the course of each day and will be free to respond at a time that suits them, so long as they respond to each days activity on the day they are allocated.

WORKSHOP

The face to face workshop will take place in the Melbourne CBD and participants must be available to participate between 9am to 12pm on the above date. Catering will be provided so please obtain dietary requirements.