

The 4Ds: A framework for managing behavioural insights projects



	 DISCOVER	 DIAGNOSE	 DESIGN		 DELIVER
GOAL	Define the policy, program or service delivery issue and develop a behavioural problem statement.	Understand the current behaviour and its drivers and develop a clearly-defined hypothesis of behaviour change.	INTERVENTION Design an intervention to address the behavioural problem.	EVALUATION Design an evaluation to test the intervention.	Implement the intervention and evaluation and share the results.
TASKS	<ul style="list-style-type: none"> ✓ Scope the project – what behaviours are associated with the policy, program or service delivery issue? ✓ Brainstorm with colleagues and/or behavioural science experts. ✓ Complete the Behaviour Discovery Tool. ✓ Conduct scoping workshops with key stakeholders. ✓ Narrow down to one target behaviour you can focus on. ✓ Identify factors influencing the target behaviour, including who is responsible for the behaviour and when and where it occurs. 	<ul style="list-style-type: none"> ✓ Conduct research to better understand the behaviour. This could include: <ul style="list-style-type: none"> • Desktop research e.g. reading academic articles and grey literature • Observational research e.g. observing the behaviour in the field or in the laboratory • Qualitative research e.g. conducting focus groups and interviews • Quantitative research e.g. conducting surveys and analysing existing data ✓ Explore relevant behavioural science concepts and models. ✓ Consult stakeholders. 	<ul style="list-style-type: none"> ✓ Hold design workshops with key stakeholders and subject matter experts. ✓ Explore behavioural science frameworks relevant to your behavioural problem. ✓ Create an intervention to address the behaviour. The intervention should be grounded in the results of the research conducted in the Diagnose stage. ✓ Test your intervention materials with end users. ✓ Check the feasibility of your design, this includes: <ul style="list-style-type: none"> • Reviewing privacy and ethical implications • Conducting a risk assessment • Developing project timelines • Establishing the roles and responsibilities of key parties 	<ul style="list-style-type: none"> ✓ Consult evaluation experts. ✓ Determine the aims of the evaluation. ✓ Define the outcome the intervention is designed to impact. ✓ Decide what method is best to test the intervention e.g. focus groups, online experiment, randomised controlled trial (RCT) etc. ✓ Work out how to measure the outcome e.g. through observation, surveys, administrative data etc. ✓ Define who will receive the intervention and calculate the required sample size. ✓ Write an analysis plan. 	<ul style="list-style-type: none"> ✓ Test the intervention and evaluation through a small pilot and make any changes required. ✓ Implement the intervention and evaluation. ✓ Collect data. ✓ Analyse data and conduct quality assurance. ✓ Write final report. ✓ Make recommendations, including whether the intervention should be scaled to the full population.