BC BEHAVIOURAL INSIGHTS GROUP

RIDE Model for Behaviour Shift

Where ideas work

	SCOPE	R RESEARCH	I INNOVATE	D (COLLECT) DATA	E EVALUATE	SCALE
PURPOSE	**Define the problem and objective(s), as well as evaluate suitability for a trial.**	**Understand the problem via exploratory background and user research.**	**Generate intervention ideas and design a robust trial protocol.**	**Launch the intervention and collect data.**	**Analyze the data, identify key findings and make recommendations.**	**Communicate the trial and key findings, and explore opportunities to scale.**
GUIDING QUESTIONS	***What*** is the: 1) problem and 2) behaviour we want to change? ***Who*** is the target population? ***How*** can we: 1) reach the target population, and 2) measure and record behaviour and condition?	What are likely behavioural barriers? Which behavioural insights and research designs have been used to change this or similar behaviours? To what effect?	Which insights will we use to change behaviour? What research design to use? How will we measure and record behaviour? How will we assign people to conditions?	Is the trial protocol being followed correctly? Is data being measured and recorded correctly?	How did the trial impact behaviour? What are the evidence-based recommendations?	What is the best way to communicate results? Is it desirable and feasible to: 1) scale the solution (and, if so, how far), or to 2) test different solutions?
KEY STEPS & SAMPLE ACTIVITIES	Facilitate problem scoping and behaviour mapping. **Define problem statement**, with objectives, and target population and behaviour(s). Explore potential touchpoints. Assess fit and feasibility. Hold **kick-off meeting** to discuss objectives, timelines, and roles and responsibilities.	Develop and sign **partnership agreement.** Explore existing data. Conduct literature review. Develop research plan and conduct fieldwork (e.g., interviews) to **understand behavioural barriers.**	Use findings from Research phase to brainstorm intervention ideas. Prioritize ideas based on impact, feasibility, and scalability. Co-design **intervention materials.** Design robust **trial protocol.**	Develop **data collection protocol.** **Launch trial.** Monitor 1) participant experience, and 2) data collection to ensure proper implementation.	**Clean, analyze,** and **interpret** data as per trial protocol. Check analysis with another colleague. Develop **final report** to summarize goals, methods, findings, return-on-investment (ROI), and recommendations.	Develop **communications plan.** Identify practicalities of scaling-up intervention (e.g. feasibility, costs, system changes, and logistics). Reach **agreement on scaling** and develop strategy for ongoing data collection.
DECISION CHECK-IN	Discuss whether project is more suitable for an experiment/quasi-experiment or a behavioural lens.	Discuss project viability and decide "go/no go" on a trial.	Evaluate ethical implications of chosen intervention and decide whether to implement.	Ensure data are collected ethically and properly.	Discuss evidence-based recommendations, ROI, and potential scalability.	Decide whether to scale the intervention, if feasible.

Consider the following throughout the RIDE process: Ethics · Privacy · Behavioural Impact · Feasibility · Project Management · Limiting Bias

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