Investigate the context to ensure there is a clear understanding of the barriers to success.

Create solutions that relate to the barriers uncovered in the diagnosis. Create prototypes of the ideas.

Rigorously evaluate through randomized controlled trials to determine effectiveness.

Our Approach to Problem Solving

Identify problems and define those problems in a neutral and measurable way.

Use insights from behavioral science to explain why the problems are occurring.

Make the design ideas a reality. Determine how the design will be implemented.

The interventions typically have low costs, from $0.01 to $10 per participant. CABS tests the impacts of interventions rigorously, usually in randomized field trials, often building on the findings by iterating, improving, and reevaluating the original designs.