

The Applied Behavioral Coalition

CABS' Applied Behavioral Coalition (ABC) is driven by the needs of nonprofit organizations that are selected as part of the initiative. ABC's goal is to build a foundation to apply behavioral science and human-centered design (HCD) principles to nonprofit programs that serve vulnerable populations. We will jointly select a challenge at each organization and explore it using specific approaches that are designed to focus on the user experience in the program. ABC will create and evaluate solutions grounded on the needs and perspectives of the people who receive services.

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