



Project Initiation Document

Project Name: [Title]

Project Code: [To Be Assigned Upon Official Project Initiation]

Objective:

[One sentence, starts with verb. See past abstracts for examples. This should be consistent with the project title in the project tracker.]

Potential impact:

[Describe in two or three sentences how the results of the project could directly affect a federal program or policy, the potential impact for stakeholders, and the possibility for scale.]

Behavioral barriers:

[Describe the relevant behavioral barrier(s). Distinguish between insights supported by data vs assumptions. Note which barrier(s) will be targeted and why. If possible, provide a **behavioral map**, that is, a description of how individuals engage with the existing program or policy. Clearly indicate (1) specific actions taken by the individual and (2) the nature of each touchpoint and bottleneck.]

Intervention ideas:

[Describe the range of possible interventions. Clearly state what behavioral bottleneck each intervention component will address, and how.]

Evaluation feasibility (including sample/population size):

[Describe the tentative design of the evaluation, sample size and any challenges to its feasibility.]

Data availability:

[Note the ultimate target outcome. Include a brief description of the datasets that measures this outcome. If not able to access this data, describe the alternative, and why it will be a good proxy.]

Project roles:

[Note who makes key approval decisions and decisions about scale at Agency. If academic affiliate, contractor, other implementing partner involved briefly describe roles.]

The following items are determined at the Project Initiation discussion

Project Criteria Checklist:

Criterion	Y / N	Notes (if not strong Y)
Connection of outcome measure to agency priority / relevance of findings for others in government		
Behavioral bottleneck can be addressed by OES expertise		
Feasible federal touchpoint exists		
Ability to utilize existing administrative data		
Feasibility of rigorous experimental design, including random assignment		
Ability to come to statistically significant findings (adequate sample size)		

Outcome of Project Initiation discussion:

☐ Go forward

☐ Go forward as long as the following items can be resolved. If they haven't been resolved by [target date], then let's have another discussion. Items that need resolution:

- [List items here]

☐ Do not move forward

Rationale for 'do not move forward' decision: