Context: All important for development, evaluation and implementation

Development and evaluation of a complex intervention

Development and optimisation of
the intervention

NPT analysis

Is the intervention sufficiently likely to normalise to be worth evaluating?

YES

DO NOT PROCEED TO TRIAL
TRIAL KILLED!

NO

Development and optimisation of
the trial

NPT analysis

Are trial procedures sufficiently likely to normalise to make trial feasible?

YES

PROCEED TO TRIAL

NO

YES