

# Losses and Gains Worksheet

**Present Gains**

- possibly \$
- no indigestion

HEALTHY TRIED: rather healthy option

SALAD BURRITO

feel less tired, less gassy, less uncomfortable

HEALTHY SAVINGS ACCT.

LIVE A SOBER life longer...

**Future Gains**

- save \$, ↓ health care costs
- maybe healthier?

TYPES OF HEALTHY

MAKE HEALTH APPARENT

SEE YOUR GRANDKIDS

**Present Losses**

Preventing healthy choice

- Possibly \$
- social identity

**Future Losses**

\$

**LOSSES / GAINS CARD #4**

## Lump together losses.

**?** Ask yourself:

- Which present losses could be avoided together into a larger loss?
- Which future losses could be lumped together into a larger loss?

**★** Facts to think...

This effect can be amplified if you can visualize the lumped losses into the future.

**!** Why is this important?

- Quantify impacts. Turn smaller losses occurring independently into more than their losses independently.
- A group loss lumped together with a target loss and the web experience.

Read about Amplification

**Best if used for...**

## Idea Generation

## Use this to...

Use this worksheet and the enclosed cards if you want to increase the likelihood that users will change their behavior in a specific way. This tool will help you redesign the losses and gains associated with a behavior to make it a more desirable option.

This activity works best if you have at least a basic understanding of user needs and motivations.

## To use the losses and gains worksheet...

### 1 Decide what the proposed behavior is.

In the space below, write down the behavior you want to encourage people to do.

### Proposed behavior

What behavior do you want people to do?

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### 2 Transfer the proposed behavior to the worksheet.

Write down the proposed behavior you identified in step 1 in the four blank spaces on the worksheet; each blank space is labeled (proposed behavior).

### 3 Assess losses and gains.

Decide which user or user segment you want to address. On the worksheet, list the losses and gains that the user or user segment thinks will occur in the present and in the future *if they do the proposed behavior*.

Keep in mind that a loss or gain does not have to be money; for example, time and convenience may be seen as types of losses or gains. You do not have to fill out the entire worksheet – if you can't think of anything, just move on.

### 4 Brainstorm changes using the cards.

Once you've finished filling out the worksheet, read through the enclosed losses and gains cards.

Try placing each card, one at a time, in the center of your worksheet. Follow the instructions on the card to redesign your losses and gains and encourage people to do the proposed behavior you identified in step 1.

## An example

Suppose you want to encourage smokers to stop smoking. On this worksheet, the proposed behavior would be “Stop smoking” and the user segment would be “Smokers” (you could also be more specific and select a subset of smokers).

The losses and gains on the worksheet might look like this:

### **Present gains:**

- Smell better
- Save money

### **Present losses:**

- Lose a stress reliever
- Lose a social activity
- Lose an appetite suppressant
- Lose a nicotine fix

### **Future gains:**

- Reduced health problems
- Longer life
- Lots of money saved over time

### **Future losses:**

- [Can't think of anything? It's okay to leave a section blank.]