

To get a better idea of value though, ask participants to identify some things in their life with tangible value; things they pay for like holidays, or a new mobile phone. Then ask them to slot the tangible values in between the outcome values. This then provides some quantifiable proxy values for the outcomes which come from the participants themselves.

An alternative is to use the Value Game, which is an online survey tool which asks questions to reveal the value people place on outcomes (a sort of mix of stated and revealed preference). You create value cards for products relevant to participants, and slot in one with your service. You upload the game online, and participants rank the cards online. A report is generated about how participants value the offer.

Valuation DIY guidance

- 1 Discuss what you mean by value and identify some things you value.
- 2 Put the cards that show the difference the project makes (or the intentions of the project) into order with the most valuable at the right.
- 3 Fit the other cards in between, again so the most valuable is at the right.

Valuation DIY

Valuable

Not valuable

Valuation DIY cards

The difference the project makes

Other things of value

Learning	Holiday abroad
Interaction	New mobile phone
Feeling happy	New wedding outfit
Feeling satisfied with life	Adult education evening course
Feeling worthwhile	Meal out with friends
Caring for environment and surroundings	New car