**NAF Technique – Template**

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| **1. Establish a scoring system to be used in the evaluation of ideas. Let 1 represent low possession of the attribute under examination and 10, high possession of the attribute under examination.** |

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| **2. Assign each idea that is being evaluated a score for each of the criteria; novelty, attractiveness, and feasibility; using the system from the previous step.** |
| **Idea** | **Novelty score** | **Attractiveness Score** | **Feasibility score** |
| 1 | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

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| **3. Calculate the total score for each of the ideas by adding the novelty, attractiveness, and feasibility scores. Rank the ideas high to low on the basis of these totals.** |
| **Idea** | **Total score** | **Ranking** |
| 1 | Click or tap here to enter text. | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. | Click or tap here to enter text. |

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| **4. Examine the ranking value for each idea to inform decisions regarding whether it should be progressed, improved or revised, or discarded.** |