



## NAF Technique

NAF is a technique used to support idea selection or ranking by individuals, or in the context of a group. NAF is an acronym for novelty, attractiveness, and feasibility. In order to execute this approach, every idea under consideration is given a score between a predetermined range of numbers for the criteria of novelty, attractiveness, and feasibility. Novelty examines how new or original the idea is. Attractiveness rates the benefits of the solution, or the degree to which it solves a problem. Feasibility is concerned with how realistic an idea is, or how easy it will be to introduce in practice. Upon assigning scores to all ideas for each of these areas, the individual results for the three focal criteria are added and ideas ranked by their total scores.

### Using the 'NAF Technique'

Step 1: The system to be used for scoring ideas is determined. The range for scores may be whatever the organisation decide is appropriate. For instance, scores may be between 1-5, 1-10, or 1-100.

Step 2: Each idea is assigned a score for its novelty, attractiveness, and feasibility using the scoring system.

Step 3: The total score for each idea is calculated and ideas are ranked high to low on the basis of these scores.

Step 4: The ranking is used to inform decision making with regard to whether an idea should be progressed, improved or revised, or discarded.

