NUF Test

The NUF framework scores ideas based on novelty, usefulness, and feasibility. This provides a quantitative way to prioritize concepts.

30 minutes
Strategy
Intermediate

H HOW TO RUN

1 Set up the table — 3 min

Share a table with one idea per row and columns for New, Useful, Feasible and Total. Keep it to ten ideas or fewer. Say: "We're going to give each idea a quick gut score out of seven on three things. Don't overthink it: the discussion afterwards is where the work happens."

2 Define the criteria — 3 min

Read out what each column means here. New: how different it is from what's been tried. Useful: whether it solves the problem without creating a new one. Feasible: whether you can do it with the people, time and money you have.

3 Score alone — 8 min

Ask each person to score every idea from 1 to 7 on each criterion, privately and without discussion.

4 Total the scores — 4 min

Collect everyone's scores into the table, add them up for each idea, and sort by Total.

5 Discuss the results — 12 min

Start with the top three, then look at ideas where scores were far apart or that scored high on two criteria and low on the third. Ask, "What would make this more feasible?" and note the changes.

KEY TIP

Have individuals score first, then discuss as a group. This works for analytical teams.

O OBJECTIVES

- Apply consistent evaluation criteria
- Balance innovation with practicality
- Objectively discuss ideas
- Identify high-potential concepts

M MATERIALS

- ☐ Spreadsheet or online whiteboard with scoring table
- ☐ Scoring scale reference
- ☐ Idea list

P PARTICIPANTS

3 to 10 people

F FACILITATOR NOTES

REMEMBER

- Clarify what each criterion means in your context. Sometimes, teams get hung up on 'newness' if they're risk-averse.
- If the most senior person reads out their scores first, everyone drifts toward them, so collect scores in writing before anyone speaks.
- Remotely, give each person their own tab of a shared spreadsheet and combine the tabs once everyone has finished.