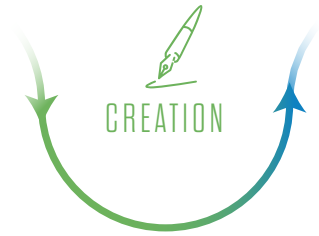


# NAF

*NAF, which stands for New, Appeal and Feasibility, is a tool useful for filtering ideas and decision making. Designers use it as a systematic way of assessing ideas after brain-storming or any other idea generation tool. The assessment is done by giving points on the three elements.*



**PREPARATION:**  
up to 15 minutes

**DURATION:**  
30-60 minutes

**FACILITATORS:**  
1 per workshop

**RESOURCES:**  
Pens, Post-its, a large sheet of paper or whiteboard

**PARTICIPANTS:**  
Up to 30 per group, design team, partners, community members

**EXPECTED OUTCOME:**  
Filtering ideas

**DESIGN PHASE:**  
Creation

**TEMPLATE OR GUIDELINES:**  
NAF Assessment sheet

*NAF is a simple way to score ideas to see if they are worth pursuing, prototyping or implementing. It also helps designers to see what they can do to increase the probability of success when creating or executing a service idea or concept.*

## 1. START:

State the design challenge (i.e. the selected "How Might We" statement) or a sub-focus area of it.

## 2. IDENTIFY:

Based on your HMW statement or the focus of what you are interested in, select suitable participants.

## 3. PREPARE:

Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity. Then, organize a meeting with the selected participants, and prepare the results of the idea generation by printing out the full list of ideas in cards or Post-its (visual way). Gather the necessary resources and supplies.

## 4. CONDUCT:

CONDUCT: Give to each participant the NAF Assessment sheet, then present the scale (1-10), 10 being the highest, and the assessment criteria:

- *Newness (to the problem holder): How new is the idea to you?*
- *Appeal: How much do you like it at a gut level?*
- *Feasibility: How feasibly is it to put this into practice?*

All members of the design team and other evaluators give points to all ideas based on NAF.

## 5. REPORT:

Right afterwards, calculate the points and the ideas with most points are taken further in the design process. Discuss the results and write up the key outcomes from this exercise.

