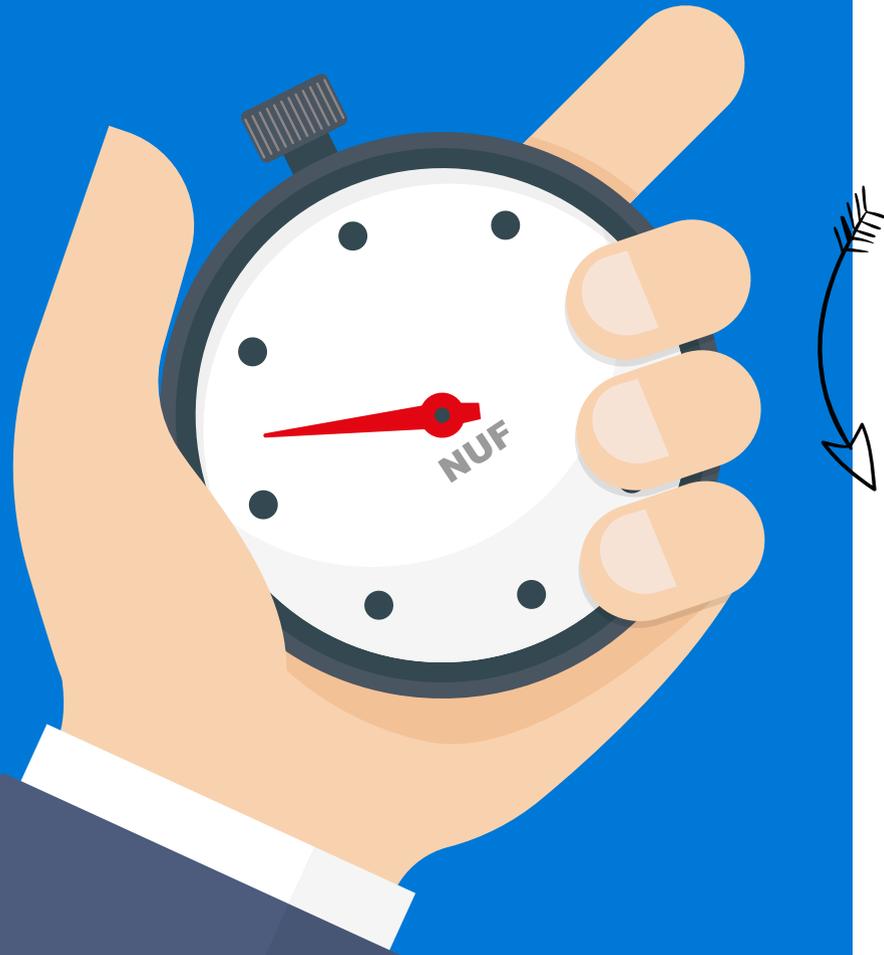


The NUF Test



What is it?

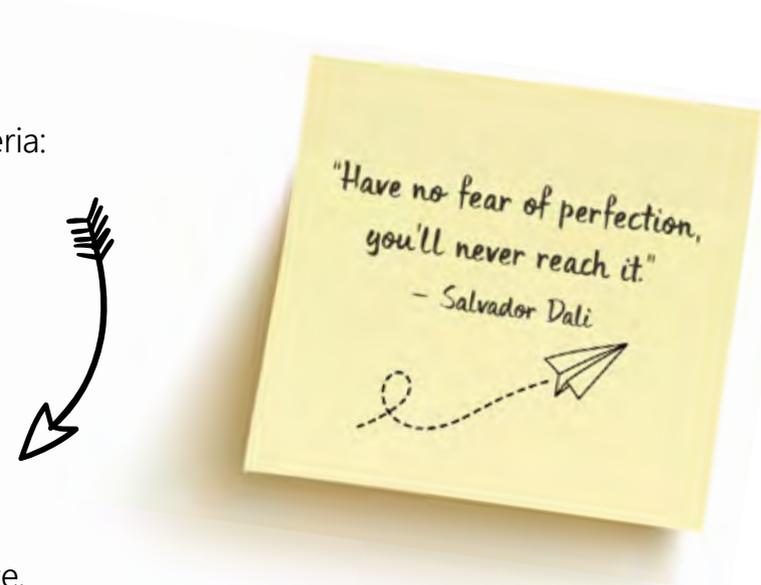
Short on time? Just want to crack on with your idea? Still need to make sure it's going to solve your problem? It's time for the NUF Test. It's a quick checklist that'll tell you whether you're on track ... quickly. It stands for **new, useful, and feasible**.

How do you do it?

- Create a matrix with your ideas and three categories to score them on.
- Rate each idea according to the criteria: new, useful, and feasible.
- Score them out of ten.
- Discuss ways you could improve the scores in specific categories.

Why do it?

- It'll help you fireproof ideas.
- It'll ensure your idea works in practice.
- It can throw up issues you might not have considered.



Find more ideas on how to unlock creativity in our e-book.

[DOWNLOAD OUR E-BOOK >](#)

What do you need?

TIME



45 minutes

PEOPLE



Two to four

FUEL



Chocolate

MATERIALS



Pen and paper

ENHANCE WITH



Microsoft OneNote and Teams

SUPERCHARGE YOUR STORM WITH



Surface Hub with OneNote

Build your matrix in Excel and save it to OneNote so people can work on it before, or during, your meeting. Once you're done, bring it up on your Surface Hub and start rating – or post it to Teams so everyone can get involved.