

# NUF Test

The table below shows the the majority of the ideas takes from the generation process, each scored against the three categories of New, Useful and Feasible out of 5. The most promising ideas have been highlighted in orange to be taken forward to the Pugh Matrix.

Simplified Concept	New	Useful	Feasible	Total
Screen Glazes over on phone	5	4	5	14
Reading (in m) on phone case to nearest crossing	5	3	3	11
Colour indication bar of how fast traffic is travelling	5	4	3	12
Whole phone case glows red at road edge	4	2	3	9
LED light next to speaker when texting next to road	4	2	3	9
Air bag technology around top of backpack	4	4	2	10
Pocket on backpack strap for phone	1	2	5	8
Backpack with constricting straps to warn pedestrian of potential danger	5	4	3	12
Fashionable High Vis Accessories	1	3	4	8
Light up keying to make pedestrian visible	1	3	5	9
Wristband informs you of phone notifications	2	3	2	7
Watch alerts you to nearest crossing	4	3	3	10
Headphones which rest over ear canal	1	4	4	9
Headphones play instructional reminders e.g. look left	3	3	3	9
Music automatically quietens at road side	4	5	3	12
Only one ear bud in the head set	5	3	4	12
Headphone play audible beeps over music when traffic is approaching, changing in frequency.	4	3	3	10
Colour changing orb	4	2	2	8
Pressure applying armband worn under clothing	4	3	3	10
Vibrating card kept in back pocket	4	2	2	8
Reward system through app	2	3	4	9
App controls music levels when walking next to road	3	3	4	10
App changes screen brightness so you cant text when close to the road	4	2	3	9
App to inform user of nearest crossing facility.	3	1	5	9
Arch to walk through at crossing	5	4	4	13
Lines on road curved to match jaywalkers path	3	3	4	10
Wait reduction depending on how many people are at the crossing	2	4	4	10
Create shared space between drivers and pedestrians (no curb or road markings)	1	4	4	9
Signalling system to inform pedestrian which direction traffic is coming from	1	4	4	9
Pedestrian boundaries marked with cats eyes	2	3	5	10
Distance to nearest crossing marked on the pavement	3	3	4	10
Camera and screen displays pedestrian	5	3	2	10
Mirrored surface on opposite side of the road	4	3	2	9