Random Links

Random Links is a method that allows you to think more broadly about your challenge. It's also a means for stretching your imagination and reaching out at some exciting possibilities. The name pretty much says it all; even so, let's get the deluxe tour, just so we can be sure of exactly how we can apply it.

With Random Links, you **pick a random item and force a connection to the issue you are working on**. An example could be finding a connection between a case for glasses and fitness. Think about what attributes and associations you relate to a case for glasses: It is something you can bring with you; it can open and close; it protects something fragile; it fits in your hand, etc. It is okay to be abstract about what attributes your random item has. Then you try to force a connection—i.e., what if you create a fitness app for people who are in some way fragile (e.g., those who are injured, sick, or feeling depressed) to help them feel better and get their strength back.
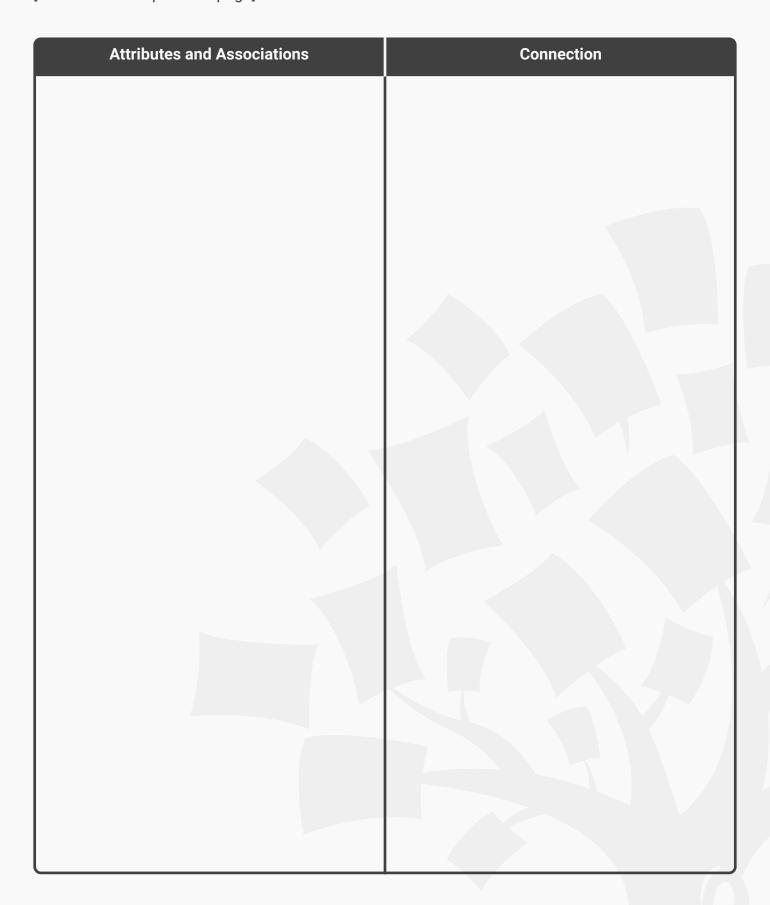
Steps in random links:

1 | Pick a random item (or even better, have someone else bring you a random item)

2 | Write down all the attributes and associations you can think of

3 | Force a connection to the product you are working on

You can use the table (provided on the next page) to document your random links exercise.

Attributes and Associations	Connection

Within reason, this method can take you to some pricelessly awe-inspiring vantage points. It's also a great deal of fun, as you get to 'shoehorn' concepts over your issue at hand so as to see how well they might fit.