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.

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### Attributes and Associations

<table>
<thead>
<tr>
<th>Attributes and Associations</th>
<th>Connection</th>
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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.