



Random Word

The random word technique is an idea generation method that uses words generated by chance. These take participants out of their comfort zone to completely unrelated areas and provide new entry points for thinking about a topic. The technique can be used on its own or in combination with other idea generation approaches.

Using 'Random Word'

Step 1: Clearly describe the focal problem.

Step 2: Generate approximately five random words. There are a variety of options to achieve this, including the textfixer website, a bag with words written on post-its, or using two numbers to identify a page in a book and the corresponding word on that page.

Step 3: Create associations between the randomly generated words and the problem statement. The objective is to create the greatest number of associations possible as each can form the basis for new ideas.

Step 4: Evaluate ideas produced during the process.

