# Early Prototypes Can Hurt a Team’s Creativity

* The simple prototypes make the abstract concrete
  + Can guide innovators’ conservations and focus their attention, helping the to move forward
* When people see a detailed prototype
  + Concentrate on the prototype’s form an d function, forgetting to attend to any remaining ambiguities about the problem the product is meant to solve or the obstacles in the way
* Occur because when a complex technological product is under development, the groups involved often try to proceed in unison without realizing that they don’t agree about what prompted the project in the first place or what is blocking its completion
  + Innovation blindness causes conflict and delays and may sink a project altogether
* Organization need to retain some ambiguity until groups have agreed not only on goals but also on the fundamental difficulties at hand