Chapter 10 Discussion Questions:
1. Most elements of best practice for prototyping explored in this chapter go unaddressed by the majority of firms. Why? How might an organization focus its efforts to consistently achieve best practice in prototyping?

2. What objections do you think an organization being introduced to the concept of periodic prototyping might raise? How would you address these objections?

3. Exhibit 10-9 summarizes three different models of prototyping. Which functions in an organization do you think would prefer each model?

4. Why haven’t many firms taken advantage of prototyping’s potential? If senior management thought prototyping were important, how might they get their organization to respond?