

# WHY PROTOTYPE?

Guaranteeing an optimum user  
experience for your product.

# PROTOTYPE TO REDUCE RISK

Every venture comes with challenges and risks, by prototyping you are able to quickly uncover and address that need improvement for market success.



# PROTOTYPE TO SAVE COSTS

Rather than spending the bulk of resources to launch a new offering that might end up failing, use a fragment of your available resources, to test early. This helps you discover how best to build for market success.



# PROTOTYPE TO SAVE TIME


Rather than spending man hours waiting until the final product launches to see if customers will like the offering. Test a quick and cheap prototype of that offering with them and hear what they think. That way you are able to make changes to features, flows and functionality before actual development. This saves the time that would have been used for correcting errors.

# PROTOTYPE TO DISCOVER USP

Rather than choosing areas that might appeal to the target audience, prototype and test different USPs to have the target audience point out winning directions.

# PROTOTYPE TO GET STAKEHOLDER BUY-IN

Rather than pitching based on hypotheses and speculations, get real data from real audiences that informs your projections, helping you get stakeholders confidence and buy-in.

A dark, dimly lit desk with a silver laptop in the background. In the foreground, there are several electronic components including a breadboard with wires, a small motor, a USB drive, and various integrated circuits. A series of pink sticky notes are arranged in a line on the desk. The overall scene suggests a workspace for prototyping and development.

# NOW THAT YOU ARE BETTER INFORMED, GO PROTOTYPE!

We are launching a Prototyping Masterclass, email [hello@dodo.ng](mailto:hello@dodo.ng) if you're interested to learn more.