## Strengths:

Shows result early on

Has the ability to change requirements unlike waterfall

Easier to test and debug with smaller iterations

Each build can show the customer the direction you are going

Initial delivery cost is much lower than waterfall

## Weaknesses:

Each build increases the costs

Needs good planning and design

## Environment:

When a new technology is involved

When there is a possibility to take market share

## Critical Factors:

## Image

