Explain why the People aspect of RAD is so important. As a RAD project manager, what practical People issues might you need to consider?

Firstly, we need to understand People aspect of RAD in here is:

In a software project, when not deployed, the "People" will include Developers, customers, and stakeholders.

RAD model don't like other models, it only apply to projects that need to do quickly, and not large. It will be broken down into smaller projects. And then, it will be implemented. In this first step, we have seen how important People aspect is. The first, managers will have to understand all the customer's requirements, from A -> Z product which you will do. If management just misunderstand one problem, that software can become to a software error. Because this project will be broken down into several other projects, and developed in parallel. So, if they just misunderstood the problem, this project will have at least a module error.

Next, managers must understand well the project and the customer requirements. And they can split projects into smaller pieces.

This is difficult problem. Because, the parts are in close contact with each other in a project. Therefore, managers must have a high professional level. And they had been exposed to models and similar types of projects. So, they have the ability to define the work which they need to do.

Besides, customers are also part of the People aspect at this stage. Clients also must be good. Because, they can understand what they want and give exact requirements. Because, if this requirement is wrong, they will not have time to do it again.

Finally, we must know. RAD model applied to the project which has implementation time is short. So developers must have a high level, to understand the problem and the project. So, they can implement projects quickly, and close links with other modules.

And especially, they have abundant resources to divide into different teams, performed in parallel.