The **RAD (Rapid Application Development)** model is based on prototyping and iterative development with no specific planning involved. The process of writing the software itself involves the planning required for developing the product.

RAD projects follow iterative and incremental model and have small teams comprising of developers, domain experts, customer representatives and other IT resources working progressively on their component or prototype.

Following are the various phases of the RAD Model –

* Business Modelling
* Data modelling
* Process modelling
* Application generation
* Testing & turnover

The advantages of the RAD Model are as follows –

* Changing requirements can be accommodated.
* Progress can be measured.
* Iteration time can be short with use of powerful RAD tools.
* Productivity with fewer people in a short time.
* Reduced development time.
* Increases reusability of components.
* Quick initial reviews occur.
* Encourages customer feedback.
* Integration from very beginning solves a lot of integration issues.

The disadvantages of the RAD Model are as follows –

* Dependency on technically strong team members for identifying business requirements.
* Only system that can be modularized can be built using RAD.
* Requires highly skilled developers/designers.
* High dependency on Modelling skills.
* Inapplicable to cheaper projects as cost of Modelling and automated code generation is very high.
* Management complexity is more.
* Suitable for systems that are component based and scalable.
* Requires user involvement throughout the life cycle.
* Suitable for project requiring shorter development times.