The Waterfall Model of software development splits the development of a software into different phases, with each phase being complete and optimized before moving to the next (testing is done after implementation has aleady been completed). Quite differently, the Agile Development model takes the the development process and repeats it multiple times improving and changing the software (like have beta versions and updates in a game). As a result, planning and testing can appear more than once in Agile Development while only appearing once in the Waterfall model. The Waterfall model is rigid, more appropriate for completing projects that has clear goals to be met and once those goals are met there are no further need for changes. The Agile model is used by developers who wants to fine tune their softwares to the end customer's needs as it is more flexible and adapt to change.