Information does not change behaviour
Personalised information does
Waterfall model

- **Requirement**
  - Requirement Doc.
  - Prepare Use Cases

- **Design**
  - Software architecture
  - Map the stakeholders

- **Implementation**
  - Construct the software
  - Data storage & retrieval

- **Verification**
  - Install
  - Test and Debug

- **Maintenance**
  - Check errors
  - Optimize capabilities
Mission Rosa Parks