Know a day’s Computer system become essential and it is most commonly used in every field of life. The computer saves time and use to solve complex and extensive problem quickly in an efficient way. For this purpose, software programs are develop to facilitate the works for administrator, offices, banks etc. so Quality is the most important factor as it mostly defines CUSTOMER SATISFACTION which directly related to success of the project, so there are many approaches (methodologies) have been developed for this purpose occasionally. The main study of this paper is to propose a new methodology for the development of the software which focuses on the quality improvement of all kind of product. This study will also discuss the features and limitation of the traditional methodologies like water-fall, iterative, spiral, RUP and Agile and show how the new innovative methodology is better than previous one.
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**Index Terms**

- Computer Science
- Software Engineering

**Keywords**

Software process model, high quality product, innovative methodology, Traditional Development Models, propose Model.