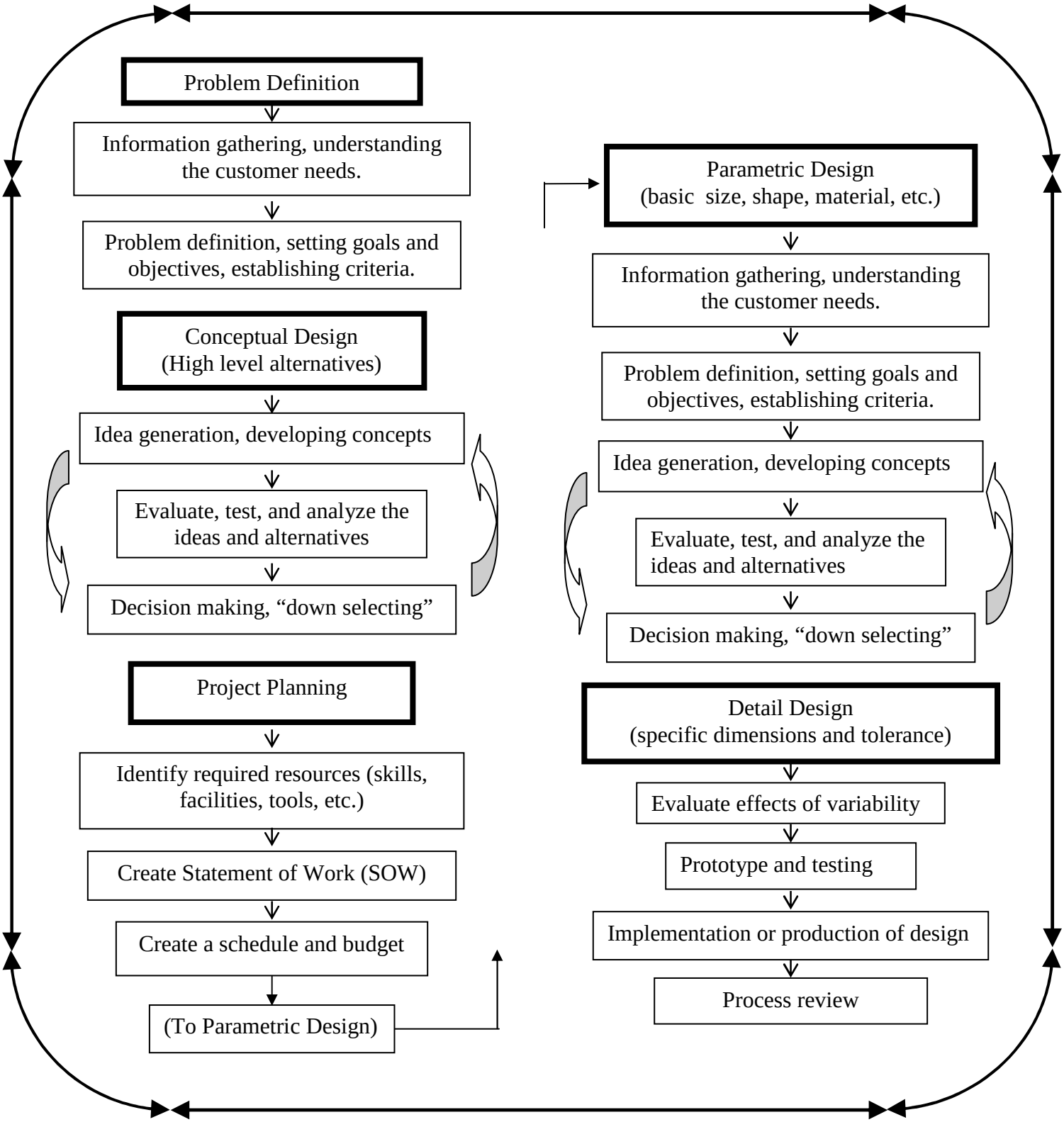ITERATIVE DESIGN PROCESS FLOW CHART