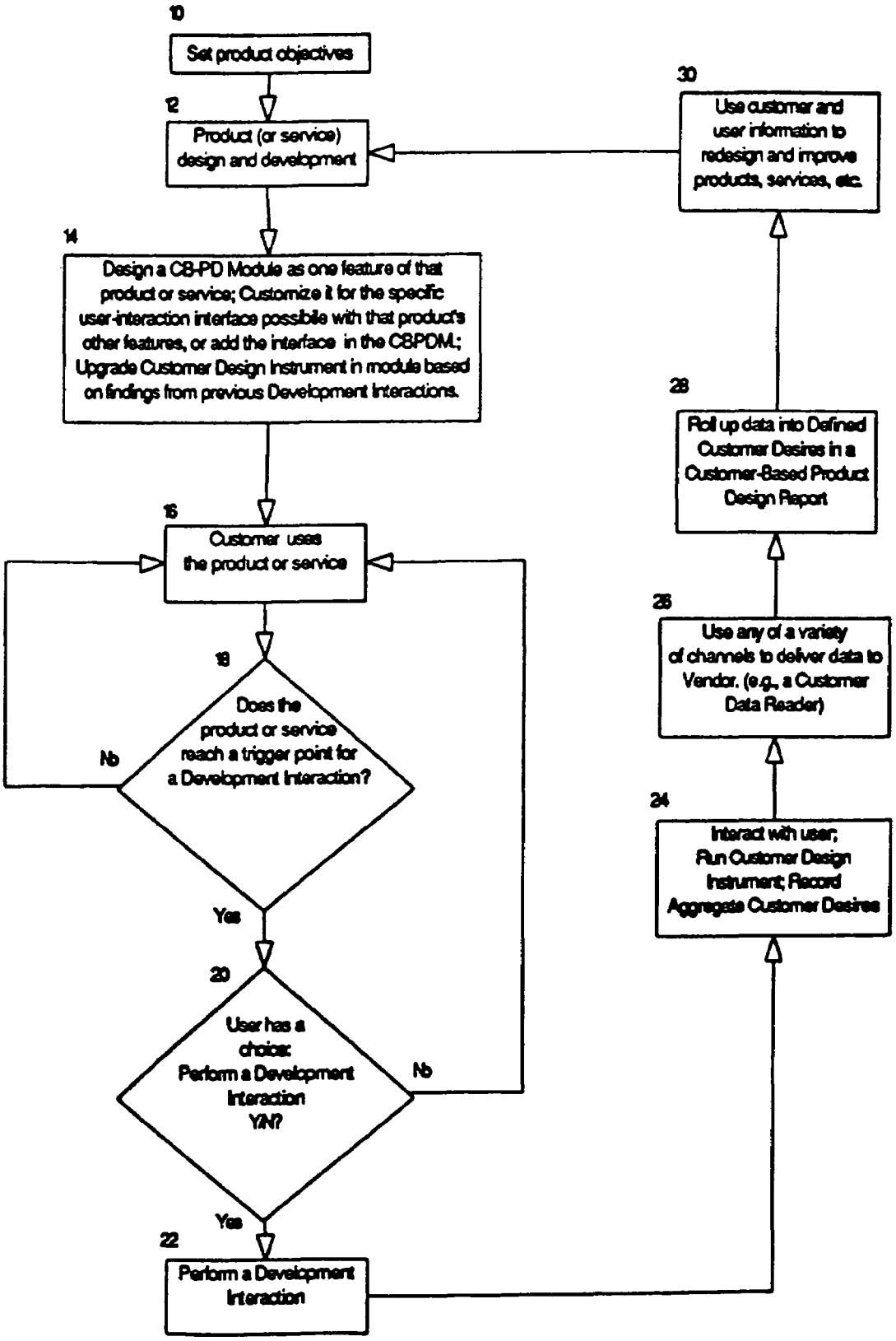Figure 1: The Customer Design System (CDS)