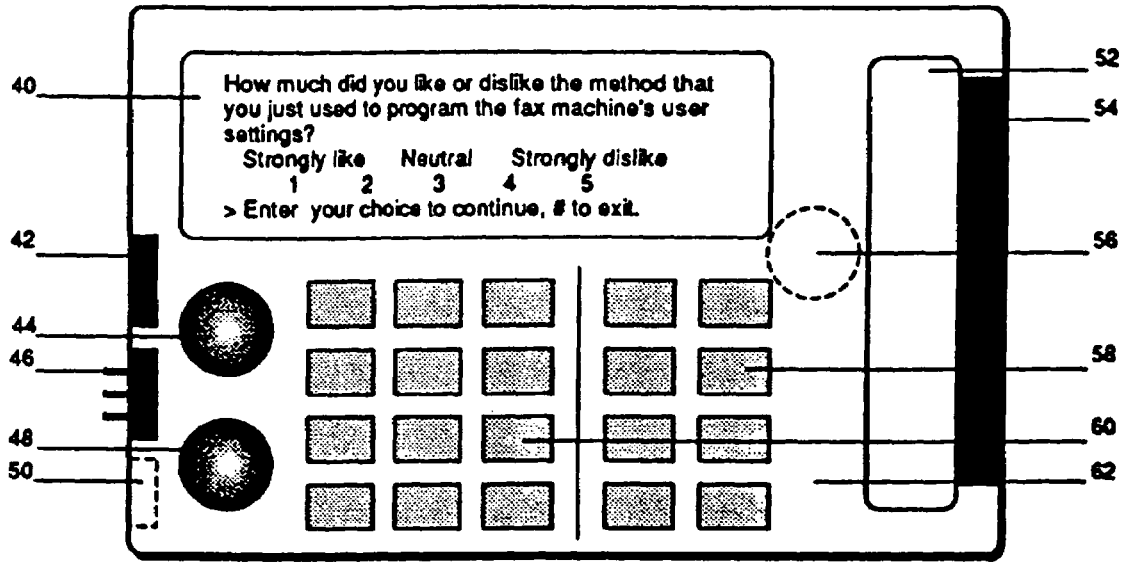Figure 2: Customer-Based Product Design Module (CB-PDM)