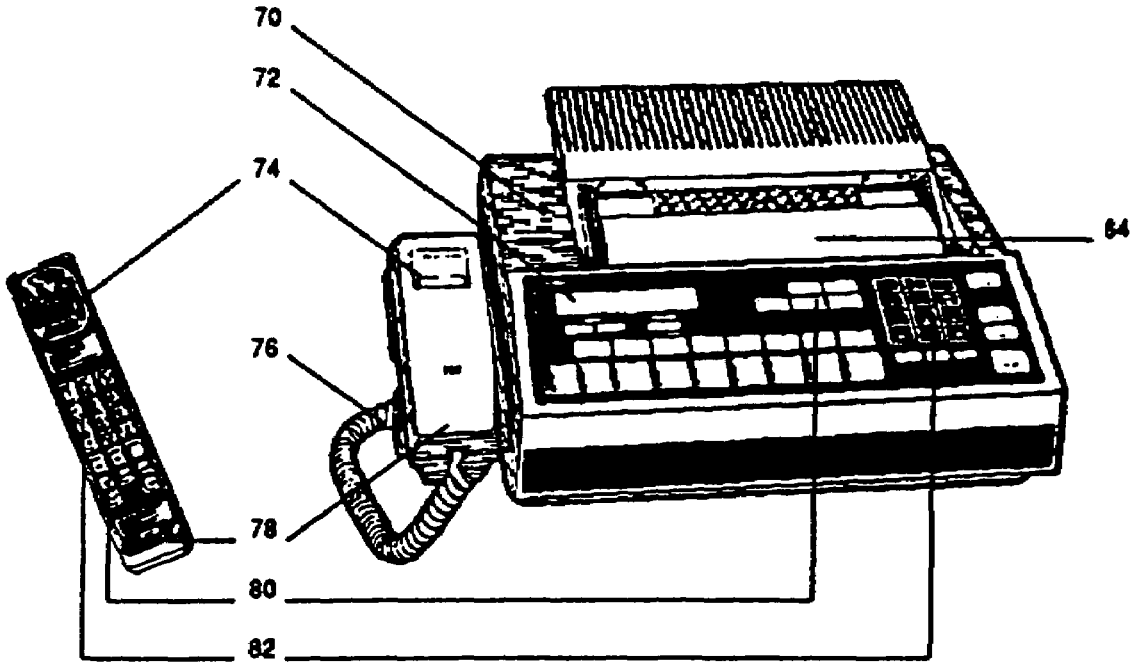Figure 3: Customer Directed Product (CDP)