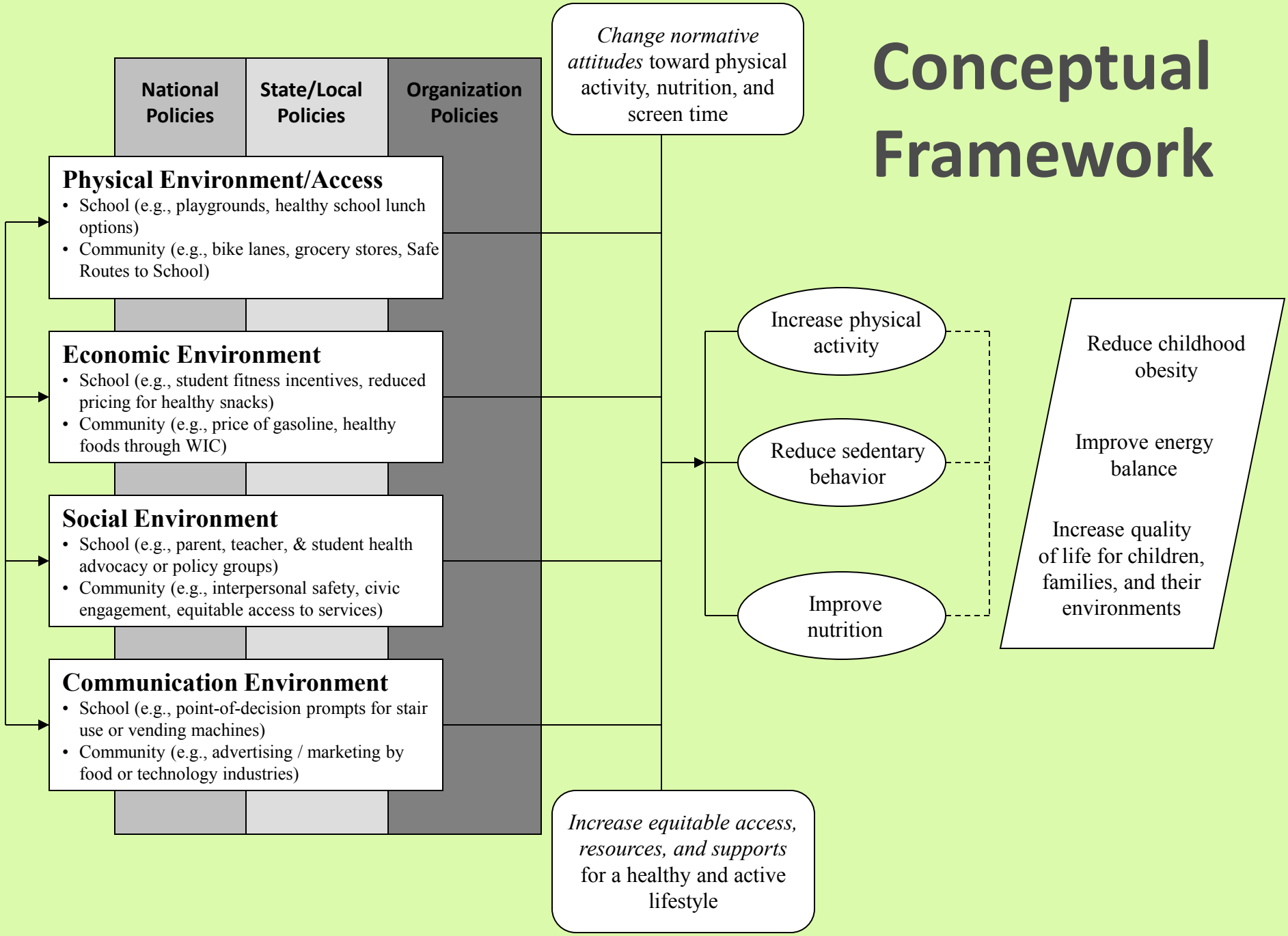Conceptual Framework