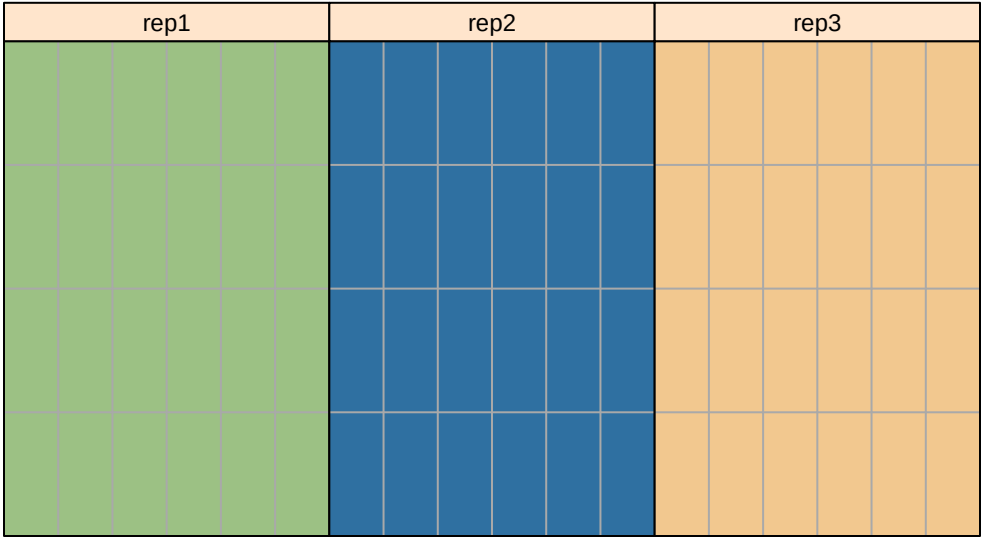Experimental design focus