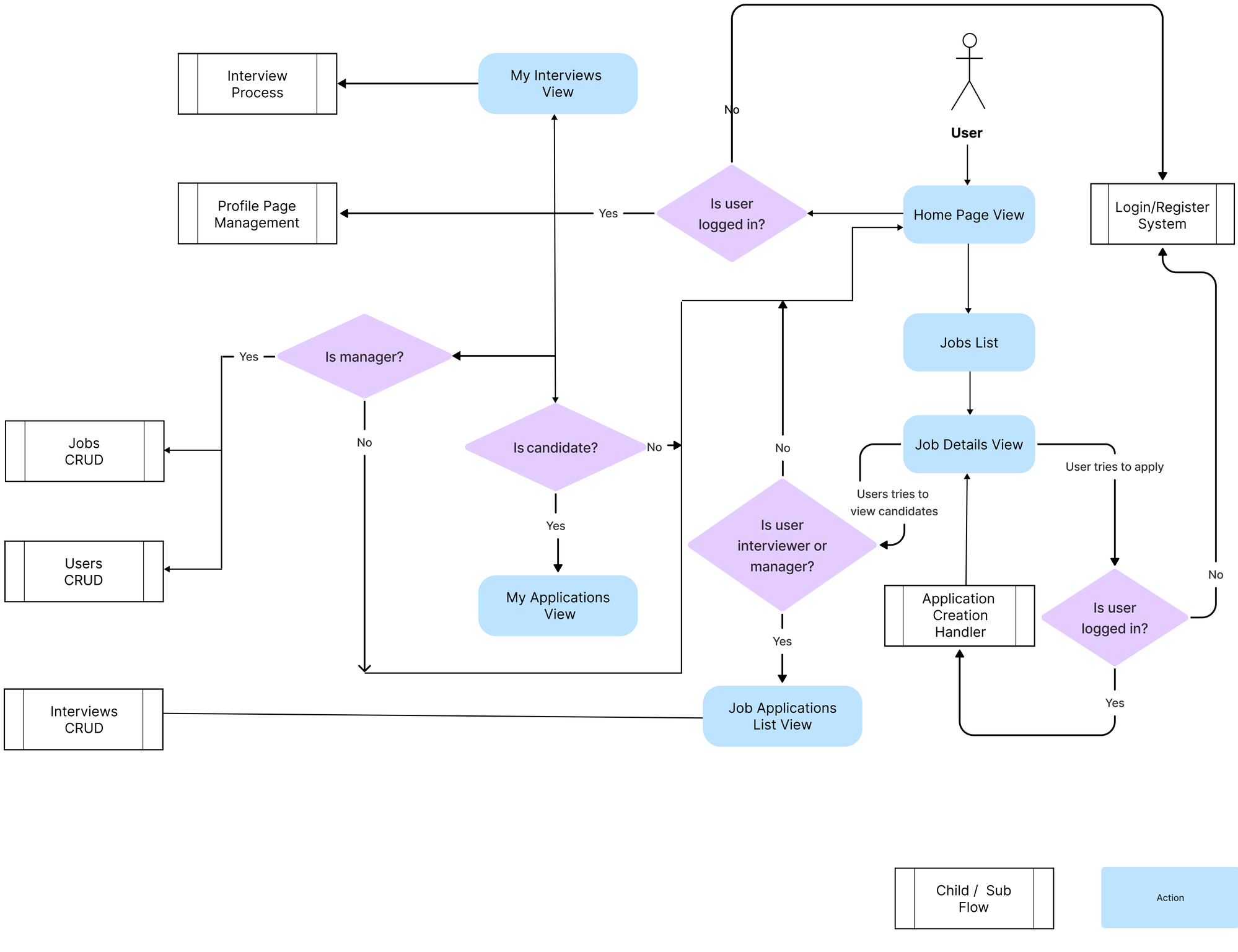User Flow Diagram