$$
\begin{array}{ccc}
 & A =\!\!= A & \\
 & \Big\downarrow{\scriptstyle i} \quad \Big\downarrow{\scriptstyle a} & \\
X \xrightarrow{\ p\ } E \longrightarrow B & \\
\Big\| \qquad \Big\downarrow{\scriptstyle q} \qquad \Big\downarrow{\scriptstyle b} & \\
X \xrightarrow{\ q\circ p\ } Y \xrightarrow{\ \pi\ } Z \xrightarrow{\ \delta\ } \\
\quad\ \Big\downarrow{\scriptstyle \eta} \qquad \Big\downarrow{\scriptstyle \eta'} & \\
\end{array}
$$