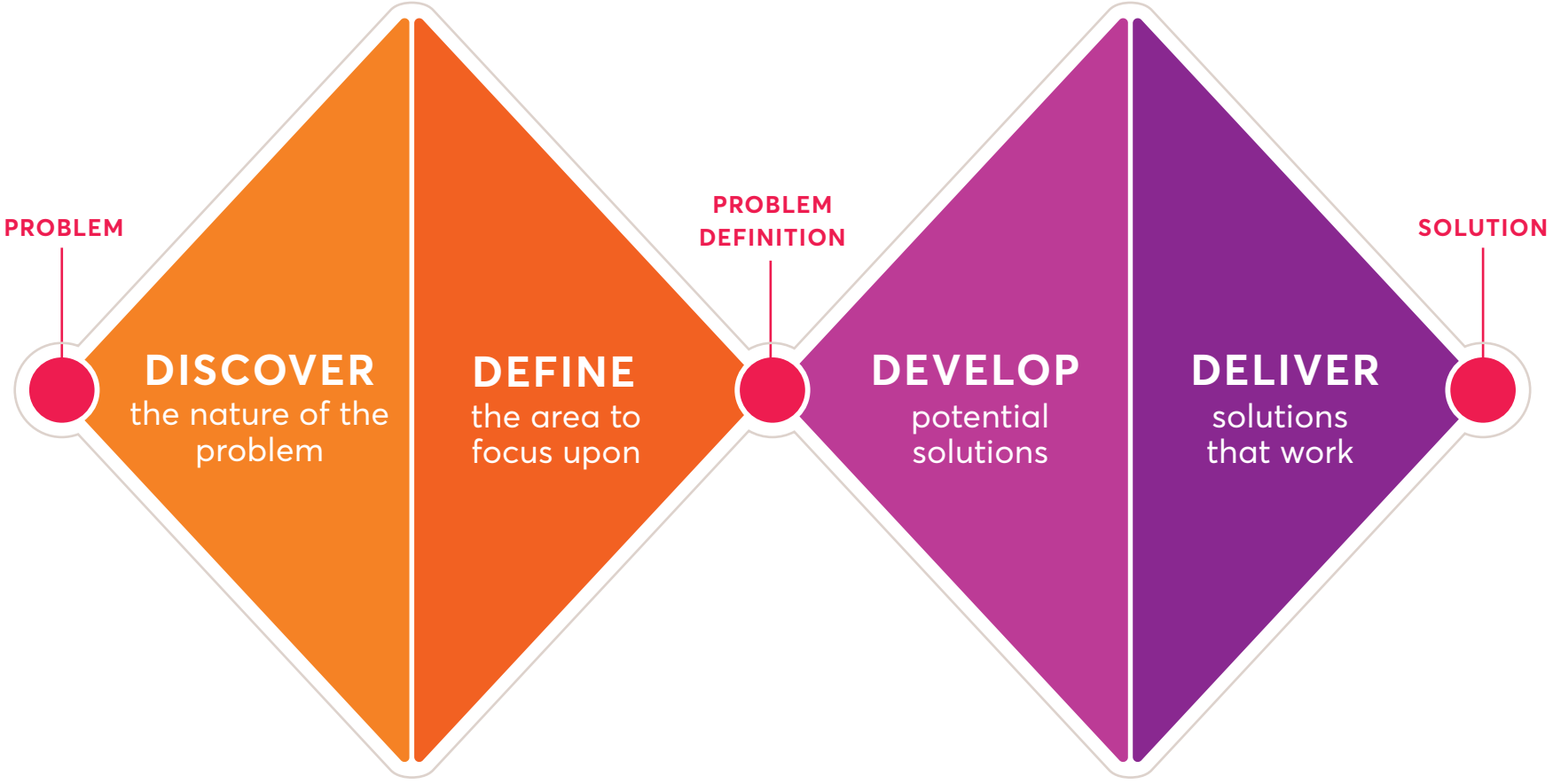
PROBLEM
DISCOVER
the nature of the problem
DEFINE
the area to focus upon
PROBLEM DEFINITION
DEVELOP
potential solutions
DELIVER
solutions that work
SOLUTION