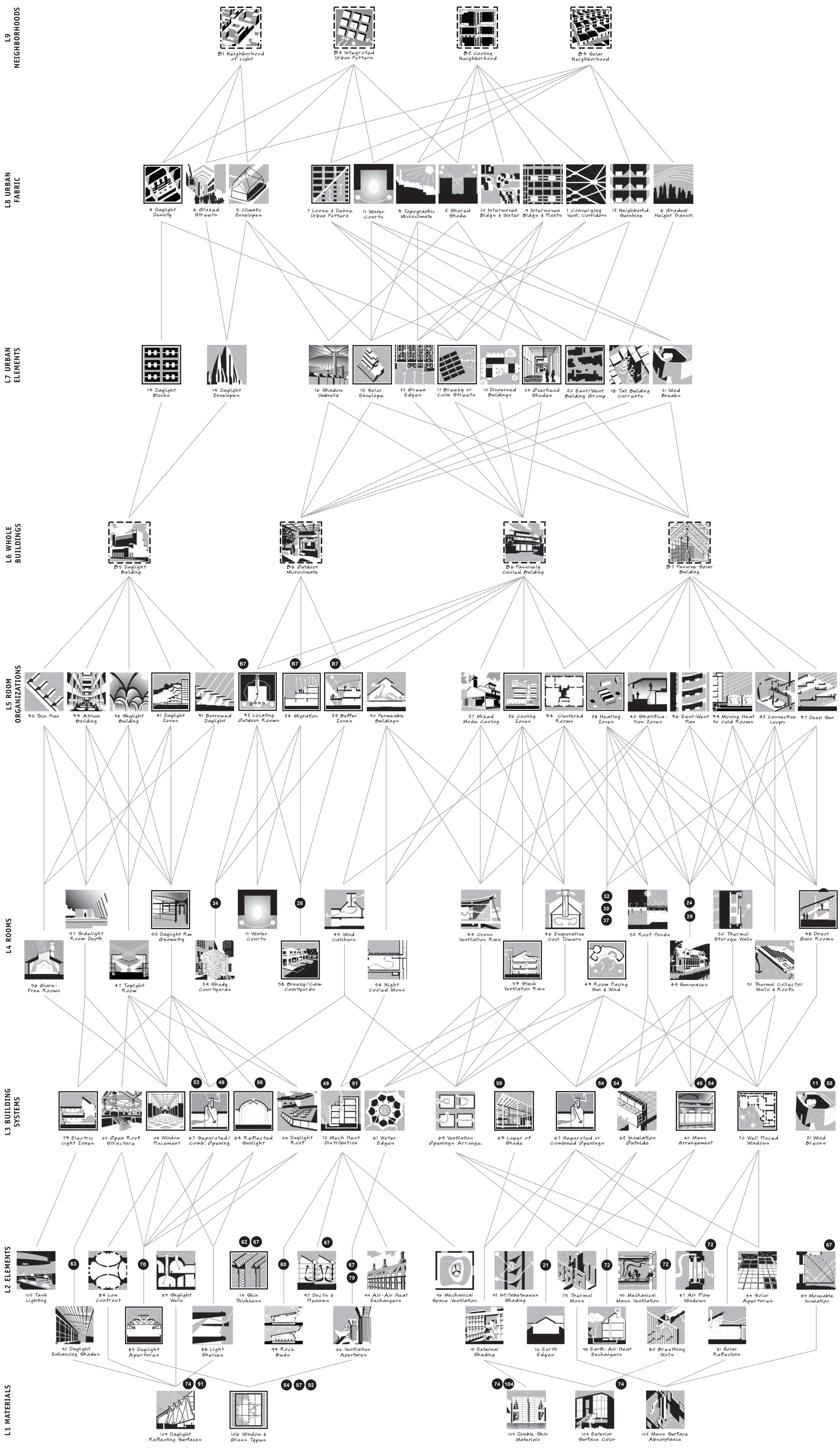Design Strategy Maps