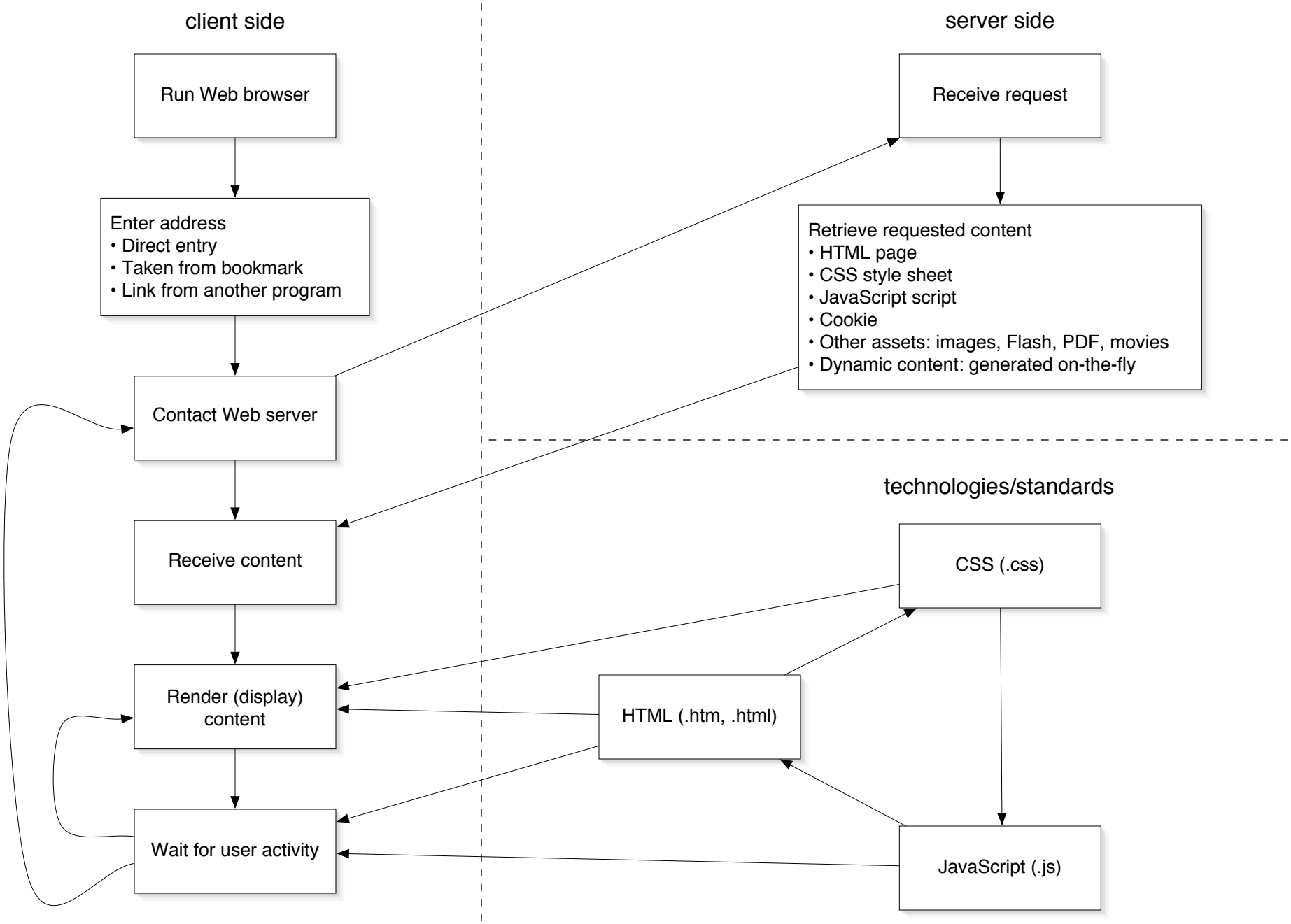Web Work Flow: User/Audience