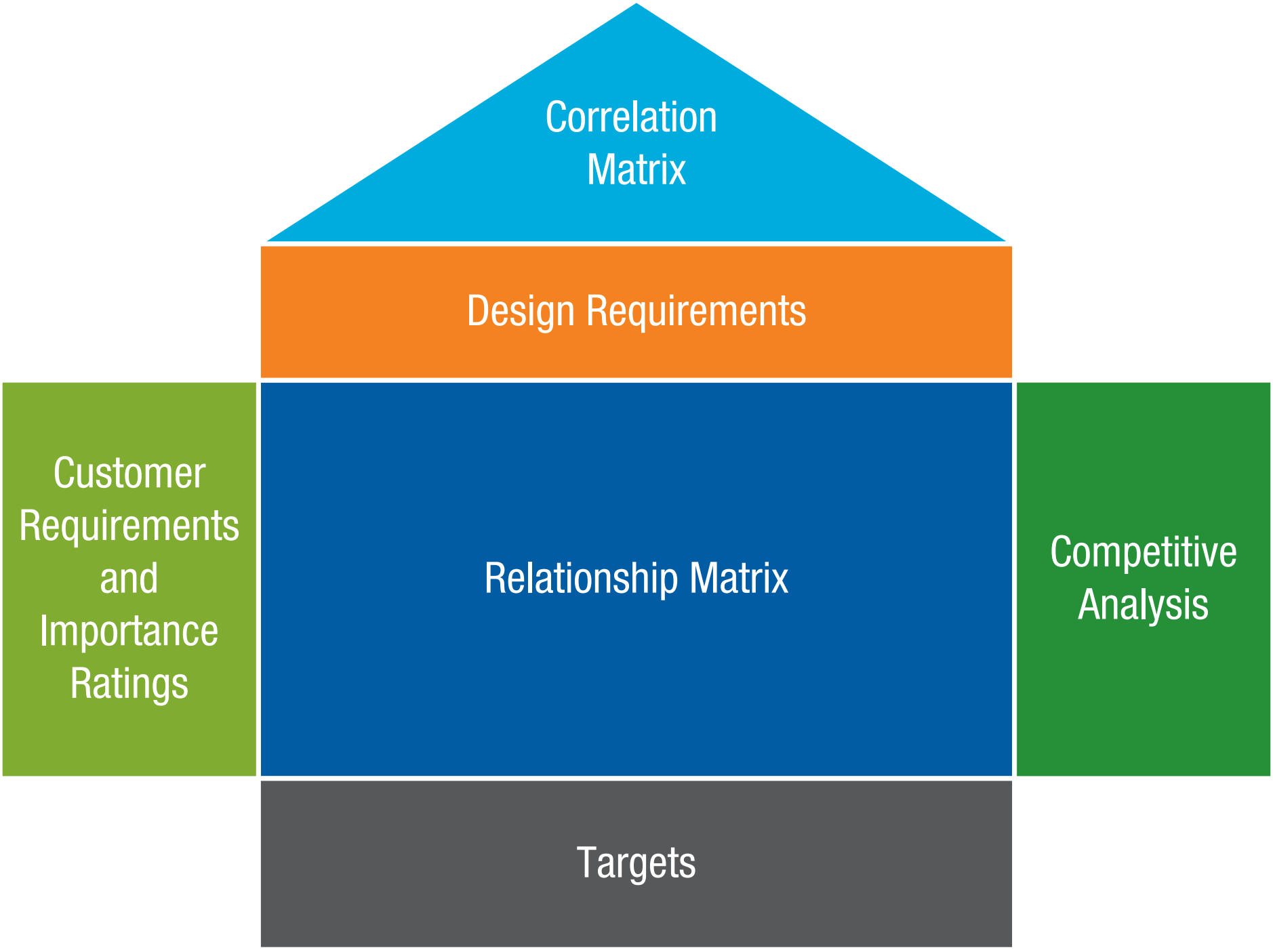FIGURE 4.5: House of Quality