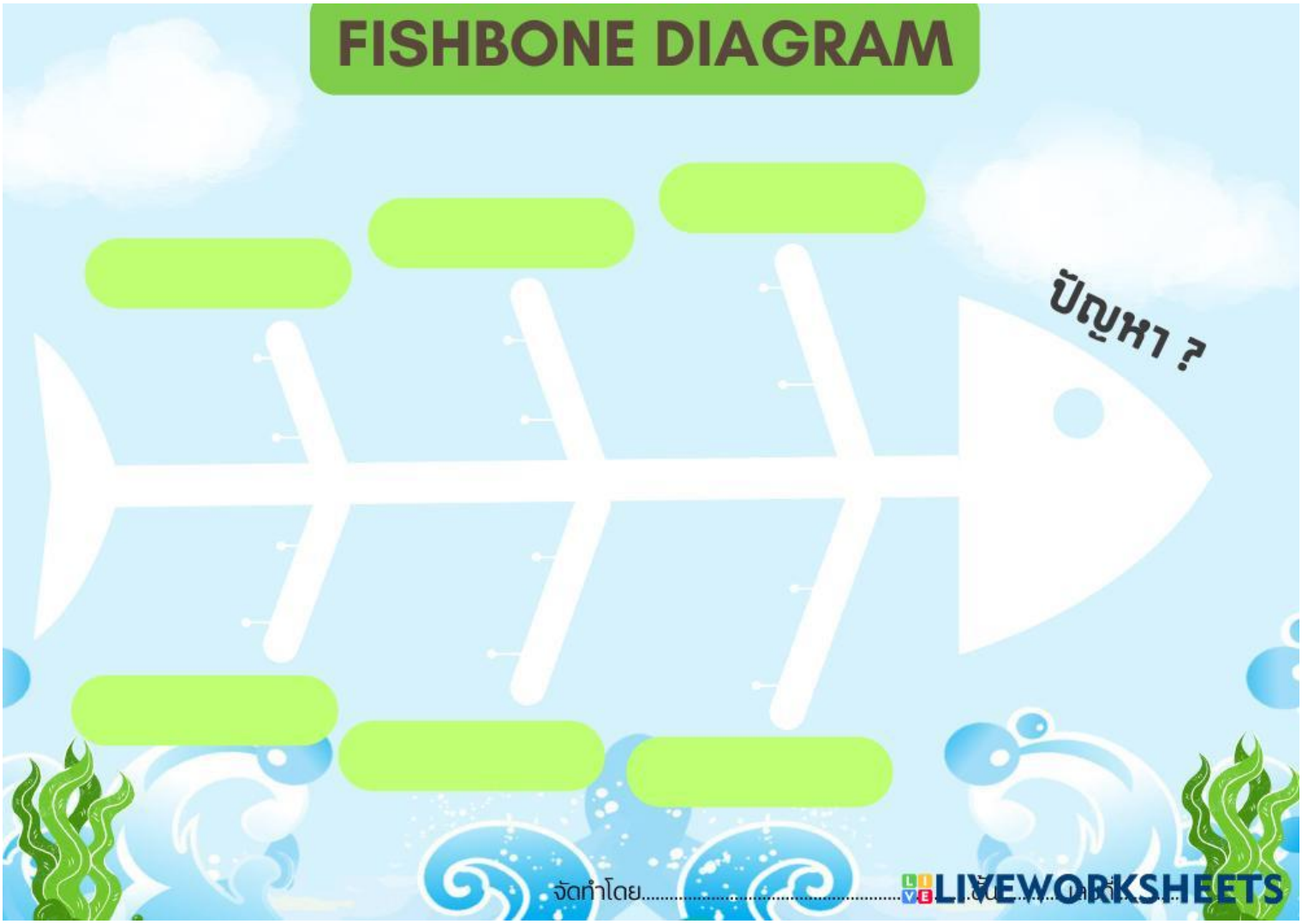FISHBONE DIAGRAM