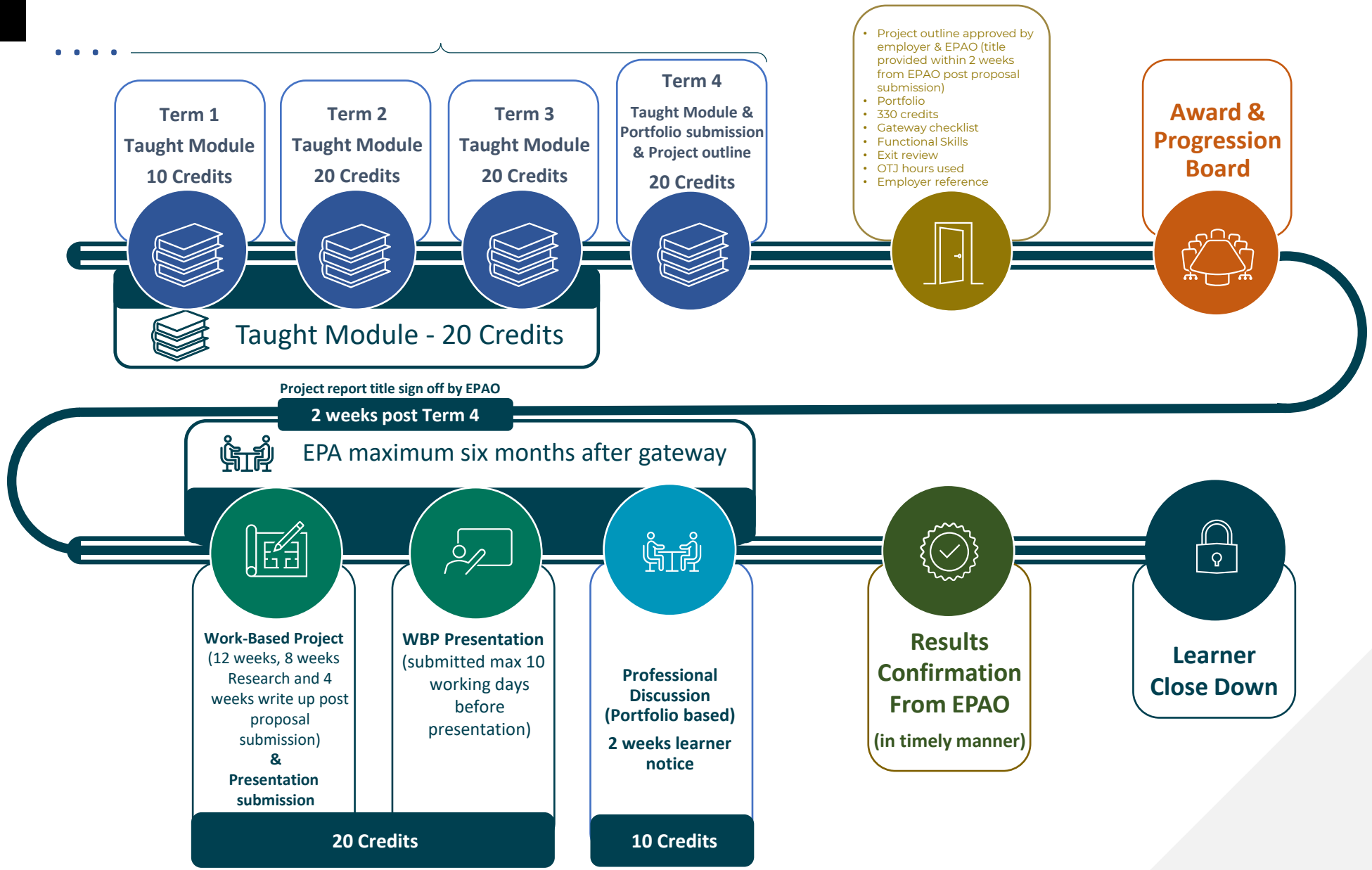Digital User Experience EPA Process