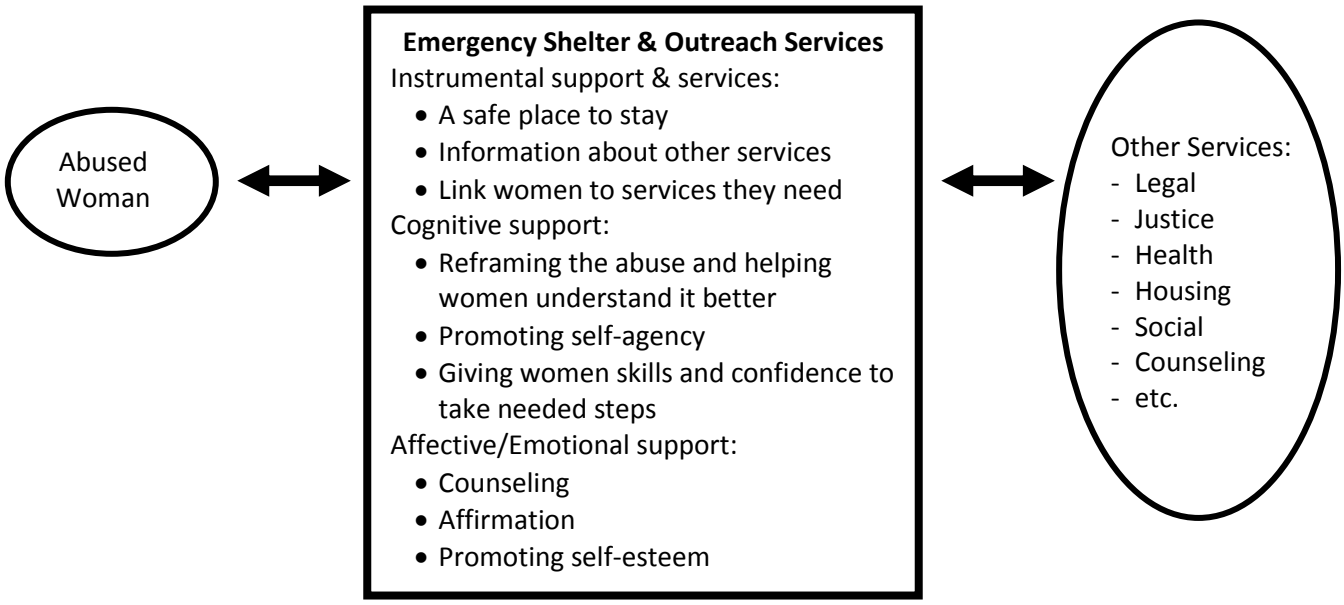Figure 2: Conceptual Model for Phase 2