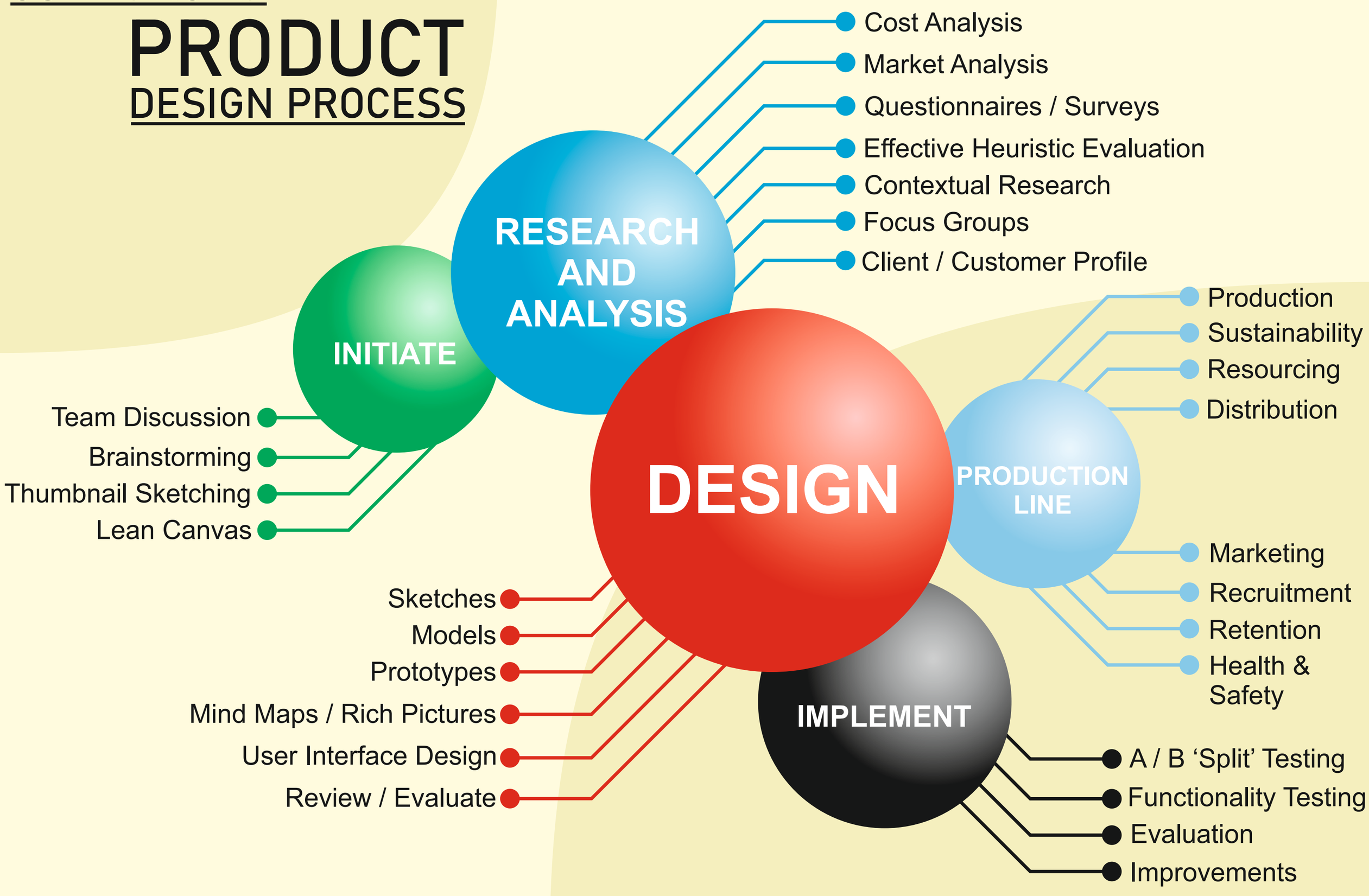COMMERCIAL PRODUCT DESIGN PROCESS