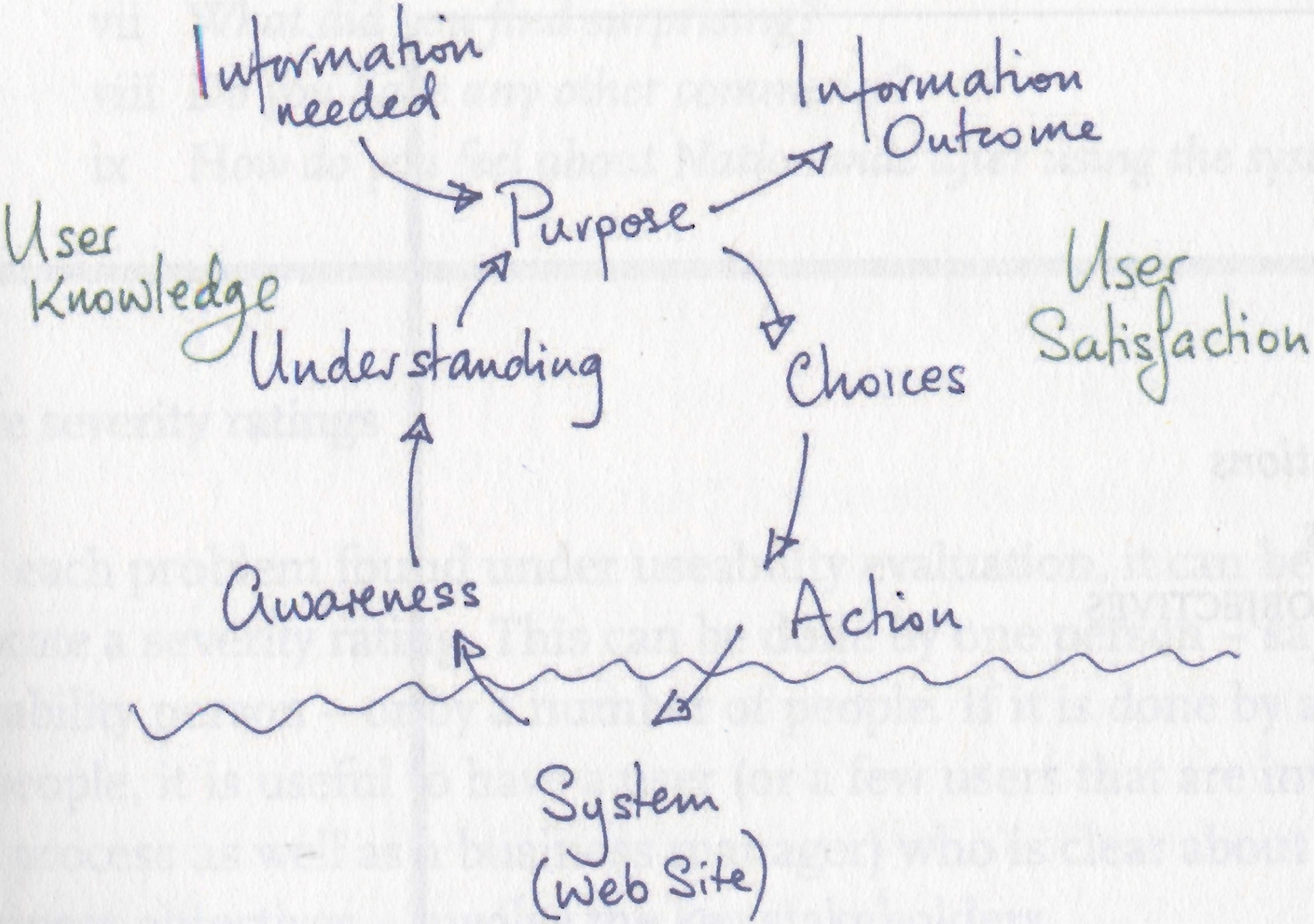
Information needed
Information Outcome
Purpose
User Knowledge
User Satisfaction
Understanding
Choices
Awareness
Action
System (web Site)