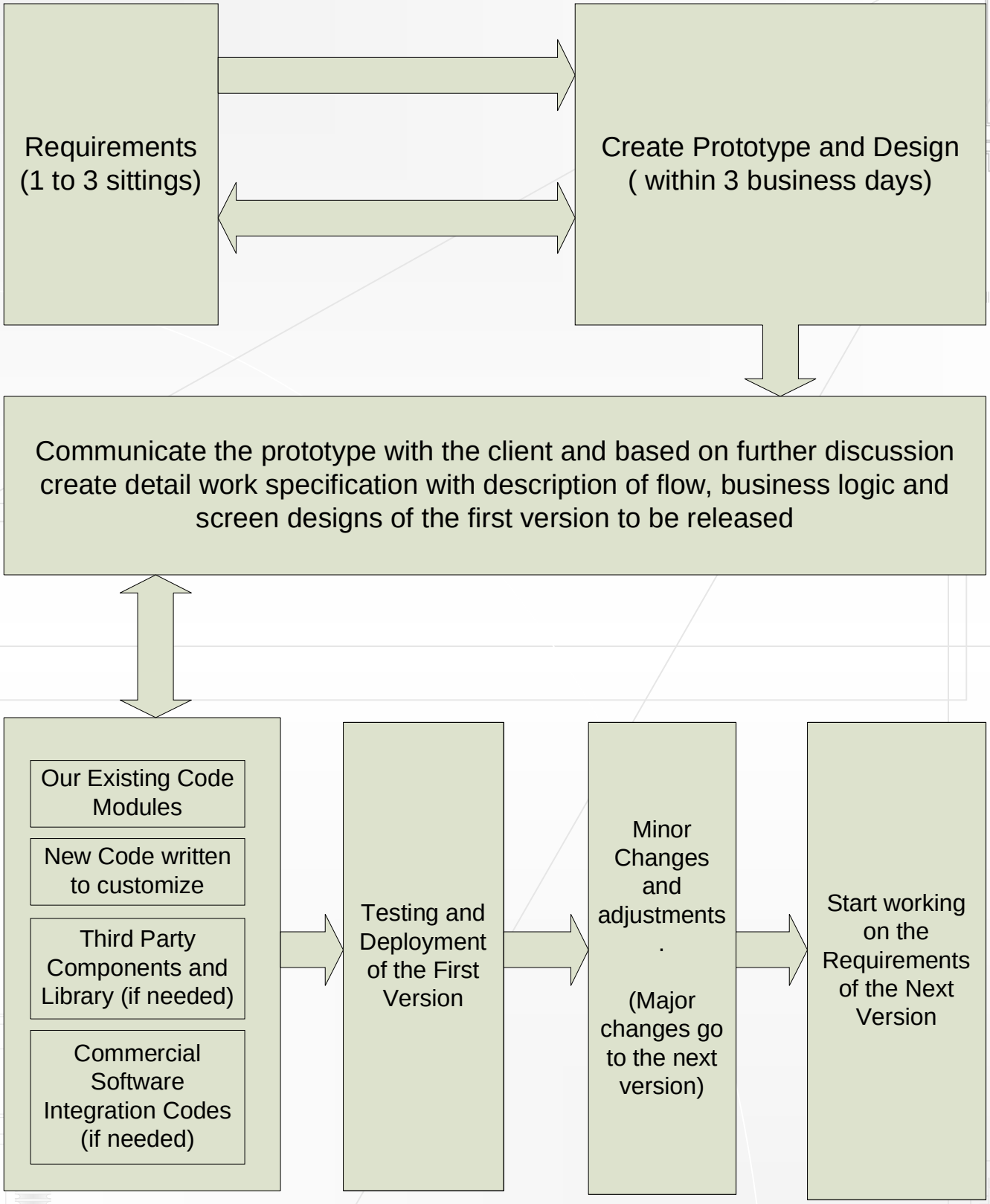Software Development Methodology