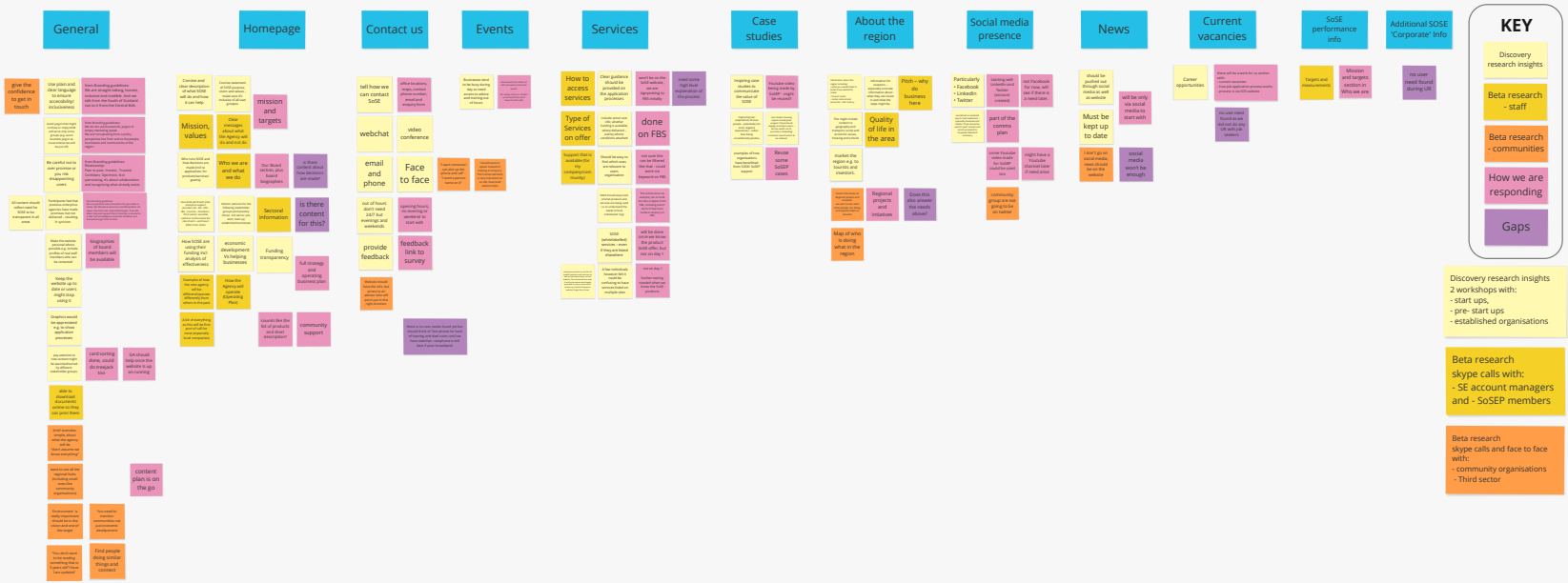User needs for the website