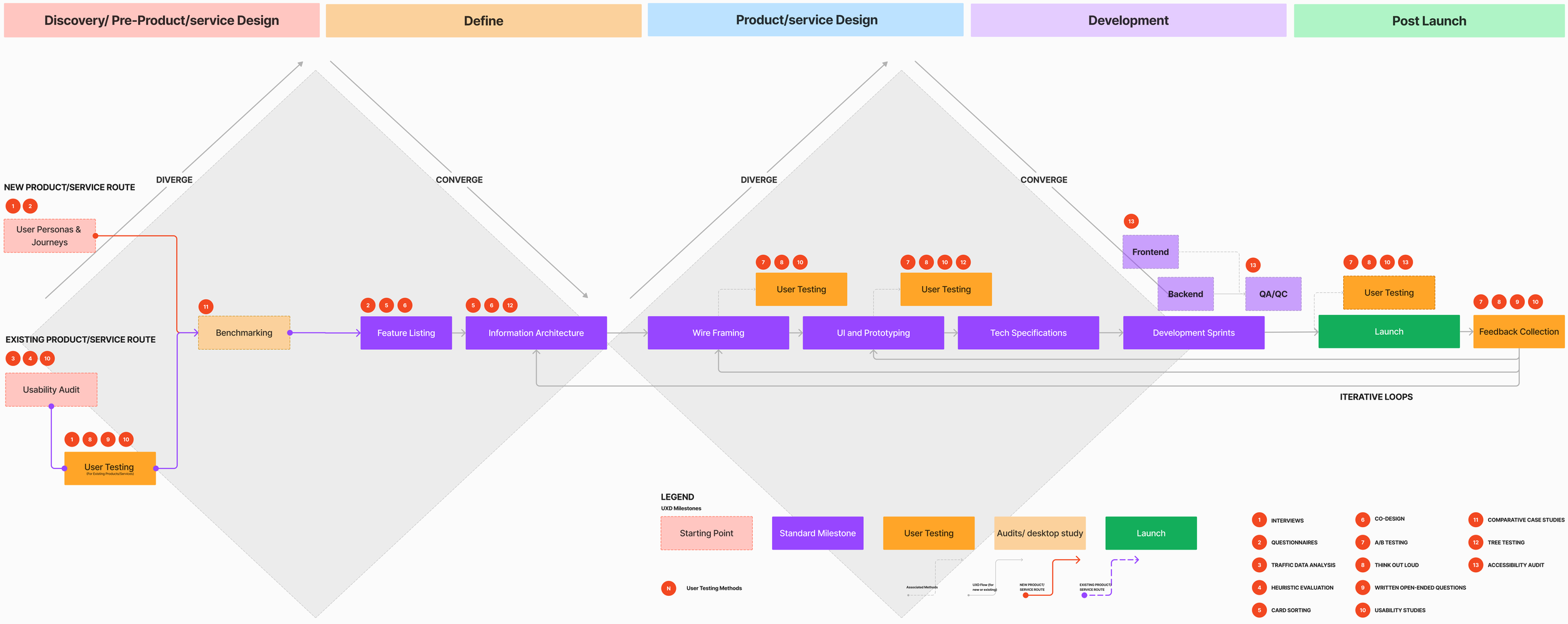UX Iterative Flow (Simplified) Stages and Milestones