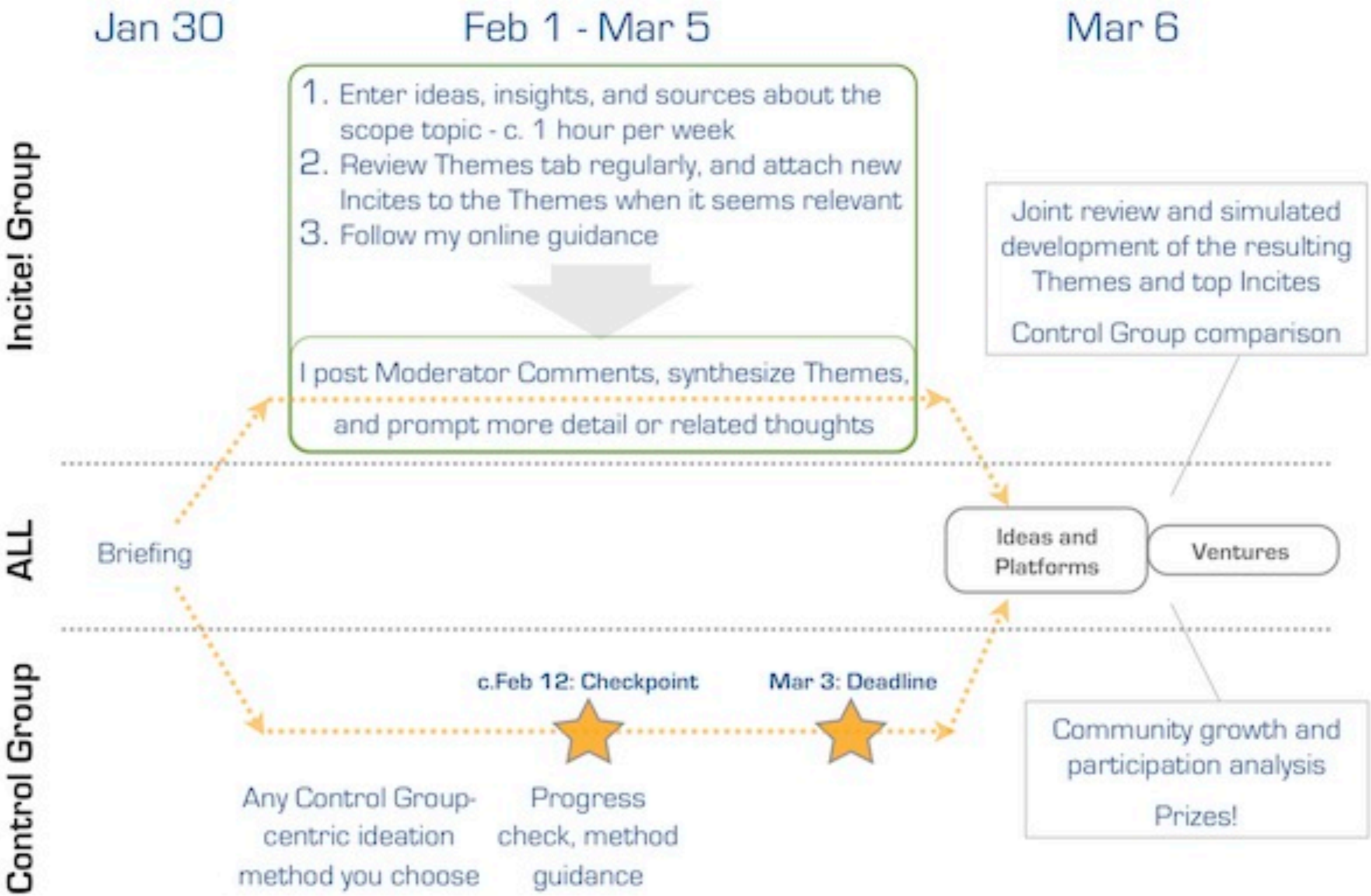Experiment flow