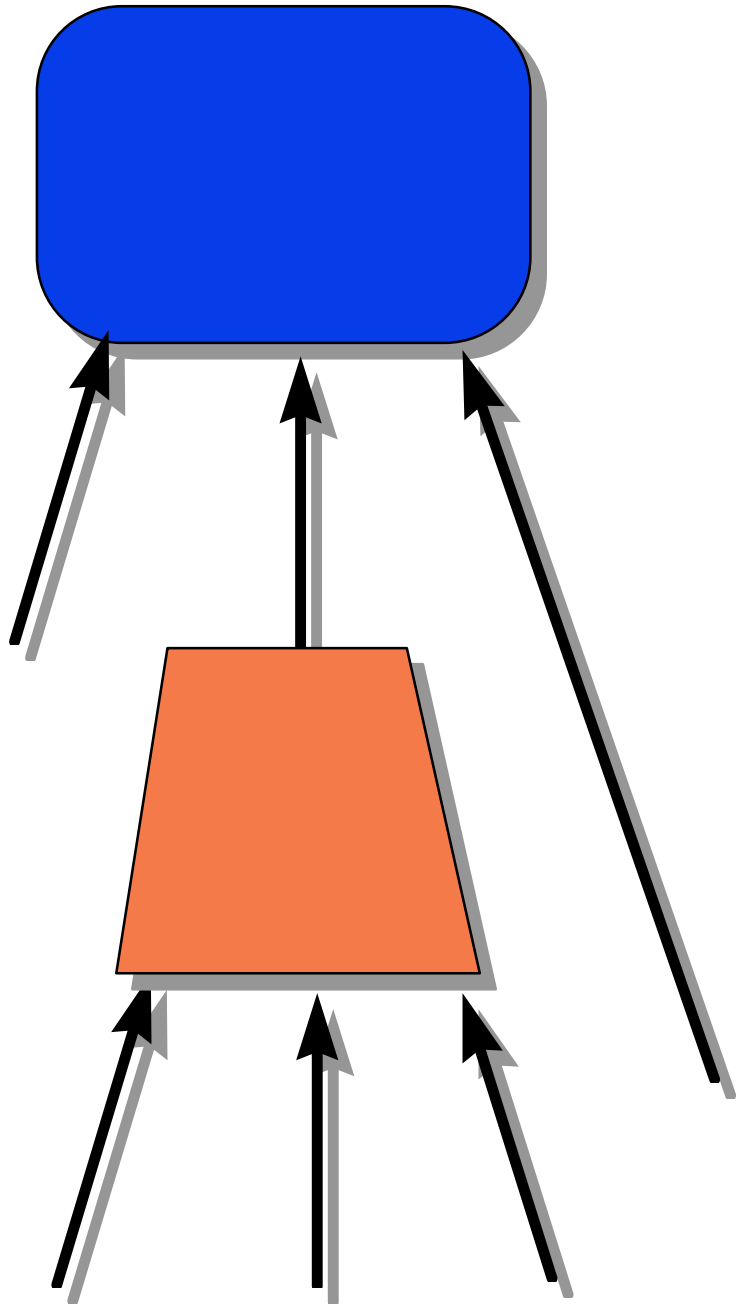
Application

- **Informal, pragmatic**
- **User-control**

Mediation

- **Formal service**
- **Domain-Expert control**