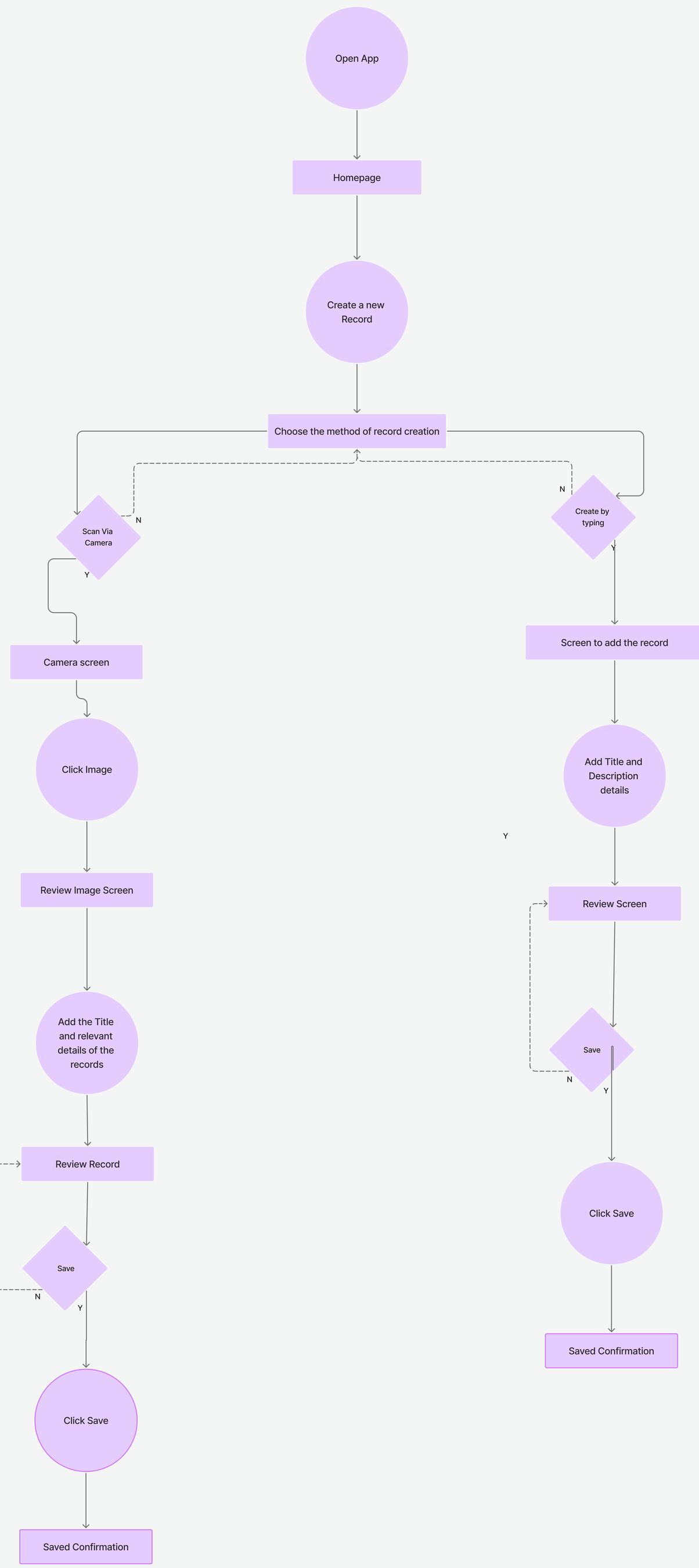User flow Record creation and organization