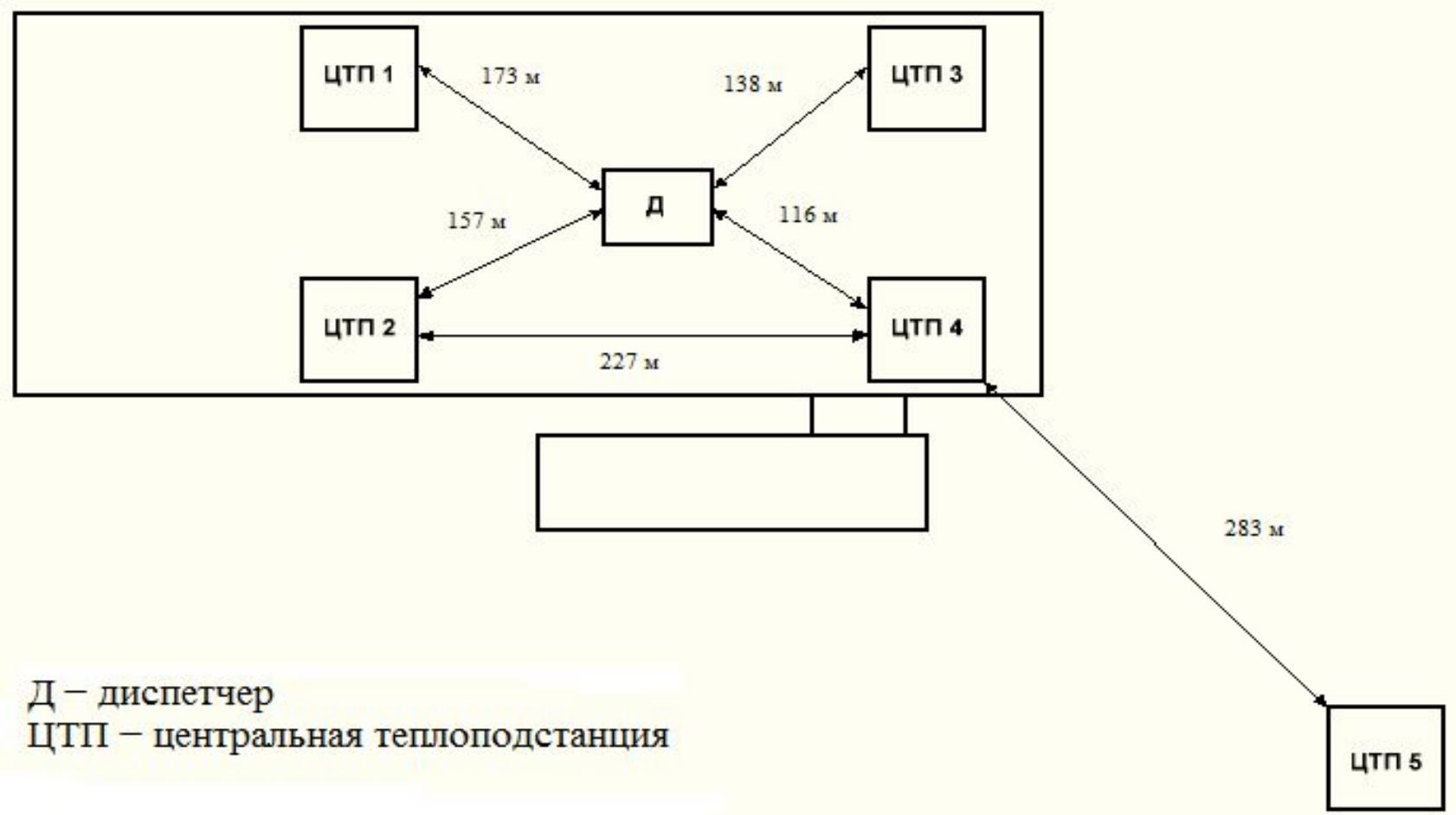Постановка задачи разработки