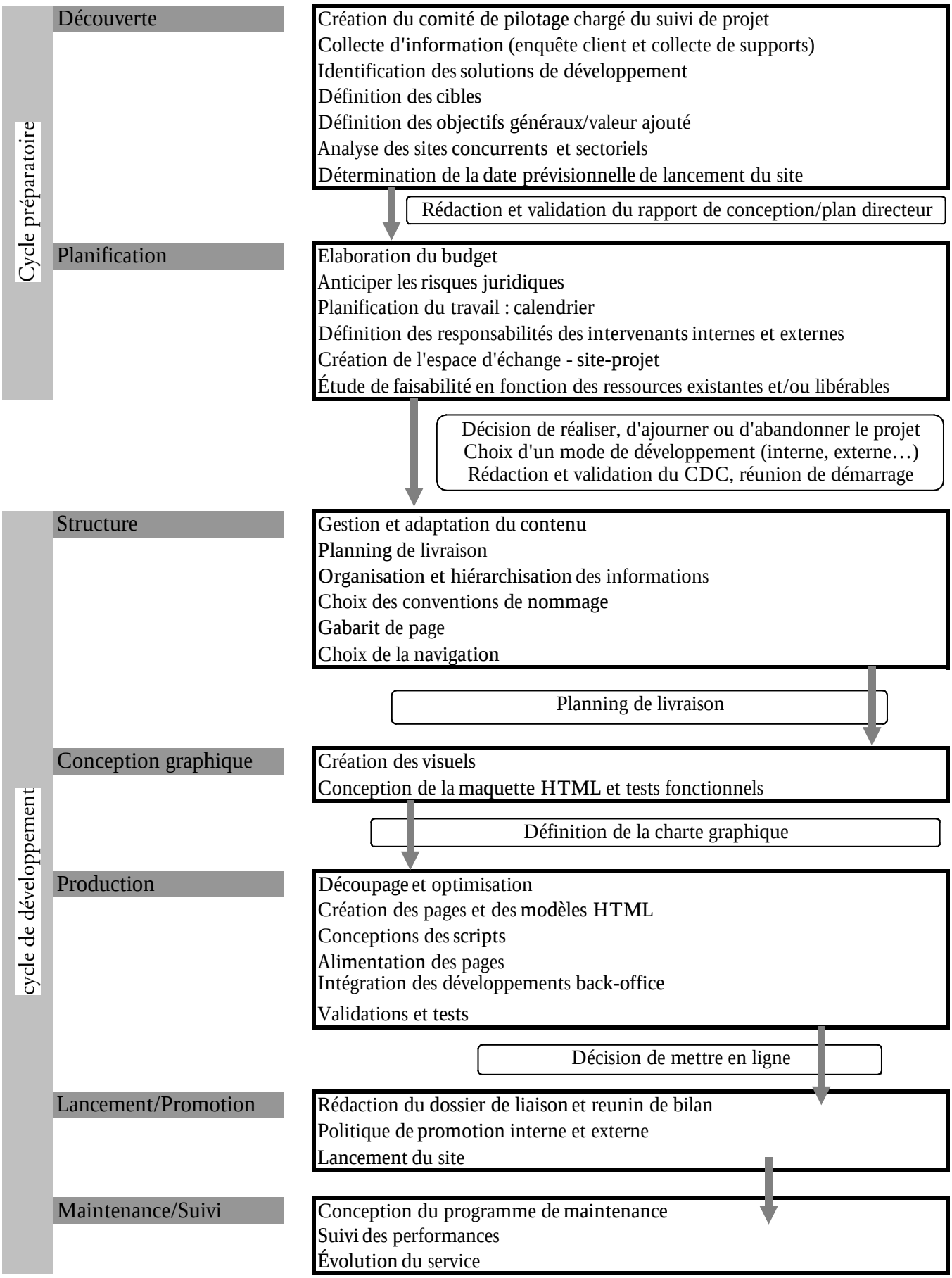Le cycle de vie d'un projet web