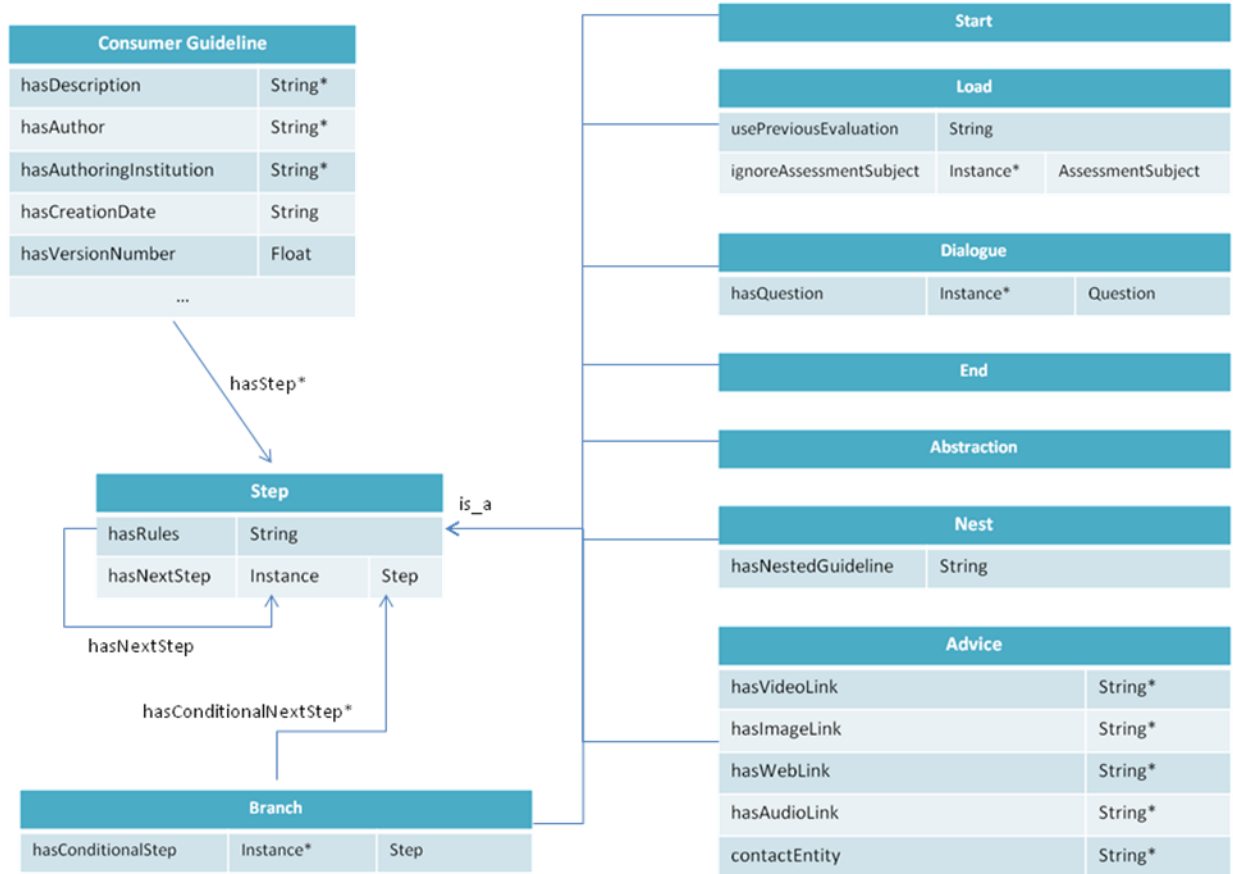


Figure 4

Consumer Guideline Ontology



Note: Guidelines are organized as a sequence of steps. Each step (with exception of *End*) uses a *hasNextStep* property to indicate the next step to be executed. Branches indicate multiple steps using the *hasConditionalNextStep* property. Declarative rules are embedded through the *hasRules* property.