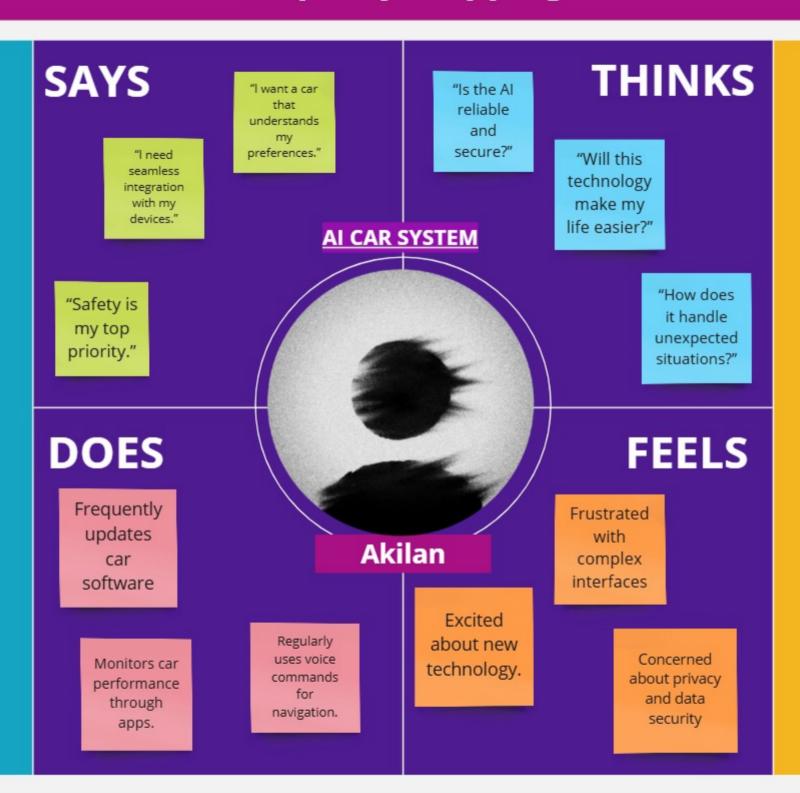
## **Empathy Mapping**

## **Gains**

Advance driver assisant system

Enhanced safety

Personalized customer experiance



## **Pains**

High development cost

Technical challenges

Public support