A question of privilege

Whilst all plans must adapt, that doesn't mean we can't scenario plan and prepare for possible outcomes. Let us take another example, in this case the self-driving car. In figure 241, I've described the automotive industry in mapping form. We start with the basic user need of getting from A to B. We then extend into route management (i.e. doing so quickly), comfort and affordability. We also include status — a car isn't just about moving from A to B, it's also about looking good whilst doing so. From this we extend into a pipeline of cars with some more commodity like, especially in terms of features. I call out a couple of discrete parts from entertainment to infotainment systems and we continue down the value chain itself. You might disagree with the components and their position but that's the purpose of a map, to allow this form of challenge.