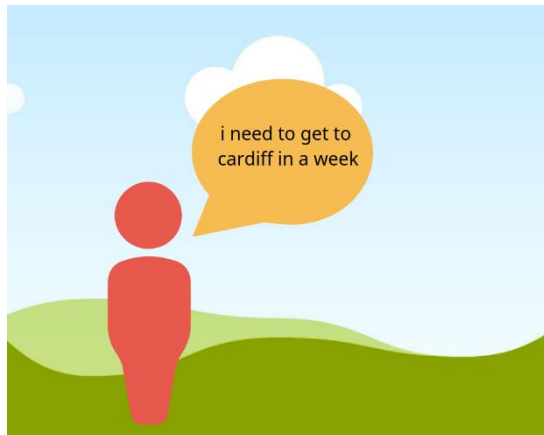


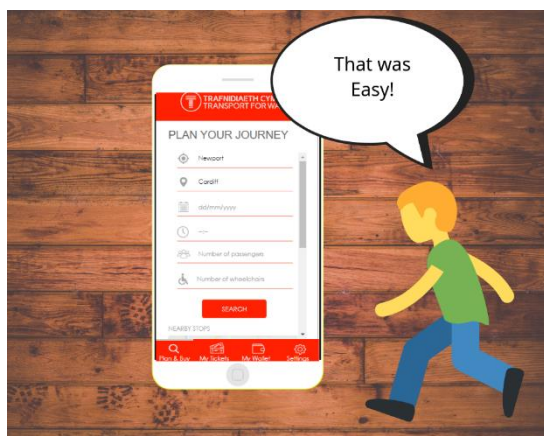
Jim Needs to travel to Cardiff



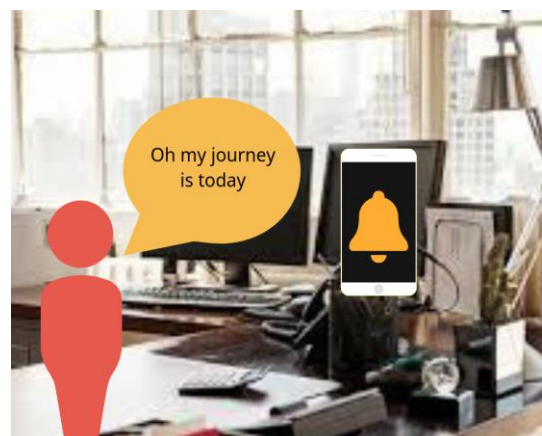
Jim whips out his phone and opens the Bus App.



Jim books a ticket use the app



Jim gets notified about his journey



Jim enters the bus with his online ticket.



Jim gets notified when he reaches Cardiff

