Scenario 1

It's about midnight and Cinderella has to come back home after the party organized by Christopher, but she notices that her sisters already took her car, and she can't reach the house on foot. With relief she remembers of an advertising seen the day before, so she picks out her phone, and opens MyTaxi, an app for the improved taxi service of the city.

She has to hurry, but she is not worried: she just needs to insert the number of passengers, and in a few minutes she receives a message with her taxi code and the estimated waiting time. Thanks to the new service, she could come back home.

Scenario 2

Mr. White is working in his office, but he is anxious about an important meeting with Alice in the afternoon. How can he be sure not to be late? He then turns on the computer, and in the news he read about the improve in the taxi service, so he looks for MyTaxi website, he sign up, and he will be able to book a taxi just providing starting and arriving addresses, and for what time to book. The system saves his request, and at the indicated time a taxi will wait for him on time.

Scenario 3