A client wants to get some physical therapy sessions. To do this, he goes to the website of St. Matthew's Clinic and he finds the homepage containing a menu. He selects the section of Doctors and once in it, he selects the section of Doctors by area. A list of doctors by area appears and he goes to the list of doctors of physiotherapy. In this list appears a famous doctor with great reputation and then he decides to enter in his profile. He sees that he works in the kinesiotherapy service. The client is interested in the service and he reads a Little about the kinesiotherapy. The customer is decided to hire it, and he goes to the list of clinics where this service is available. Three clinics appear and he choose Milan-San Siro clinic that is the one closest to his home.