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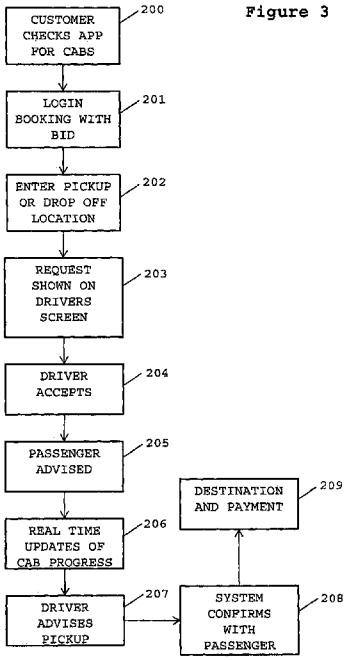
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(54) Title: PUBLIC BOOKING AND PAYMENT SYSTEM

(57) Abstract: This specification discloses a method and a system that facilitates booking and payment for taxi cabs and other forms of transport. The system comprises a locator process arranged to obtain the location of a vehicle for hire and an order process arranged to receive a booking order from a customer device. The order process provides a request for acceptance of the booking to a vehicle device of a located vehicle. The locator process enables payment for a customer trip in the vehicle. Payment is enabled when the customer device and vehicle device are determined by the locator process to be within a predetermined proximity of each other.

Figure 3




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# PUBLIC BOOKING AND PAYMENT SYSTEM

## Field of the Invention

The present invention relates to a method and system for facilitating public transport, and particularly, but not exclusively, to a method and system for facilitating booking and payment for taxi cabs.

## Background of the Invention

Taxi cab booking systems are well known. They are implemented in a number of ways. The majority of known systems take telephone bookings from customers and use radio or other two-way communication systems to obtain booking acceptance from drivers of taxis who wish to take the customer booking. Known systems suffer from a number of problems.

One problem is how to keep the customer updated about progress of their booking. Often, the customer is not updated at all unless they telephone back into the system.

Another problem is, even where a booking has been accepted, the customer has no reliable way of knowing how long it will be before their taxi arrives. They can telephone back into the system and obtain an estimate of time.

Another problem is that a customer may be unable to obtain a taxi, because there are a limited number of taxis in their area.

There are currently a number of ways available that a customer can pay for a taxi. Often, cash or credit card is required to be handed over to the driver. Bespoke cab payment systems are also known, which usually require the

customer to have a card or some form of ticket. Payment by cash has its problems, in particular, drivers don't like to carry large amounts of cash because of the possibility of crime. Credit cards and bespoke cab payment systems also have problems, in that card numbers can be misappropriated for fraudulent use.

## Summary of the Invention

In accordance with a first aspect, the present invention provides a vehicle booking processing system, comprising a locator process arranged to obtain location of a vehicle for hire, and an order process arranged to receive a booking order from a customer device, and provide a request for acceptance of the booking to a vehicle device associated with a located vehicle.

In an embodiment, the order process is arranged to receive bid data from a customer device, the bid data representing an amount of additional credit that a user will pay in addition to a vehicle fare. In an embodiment, the order process is arranged to receive condition data from the customer device. The condition data provides a condition associated with the vehicle trip, the condition being required to be satisfied in order for the additional credit to be paid. Additional credit may comprise positive credit (money to be paid over the fare) or negative credit (money to be paid less than the vehicle fare).

In the embodiment where bid data may be provided from a customer device, the bid data may represent an extra fare that the customer will be willing to pay if the vehicle satisfies a condition such as arriving to pick up the customer within a predetermined time period. If that condition is not satisfied, the additional fare is not paid. This provides an incentive to a driver to accept a

booking and arrive within a predetermined time. In another example, no condition may be provided. The extra fare bid may be provided merely because there are few available cabs, and the customer wishes to provide an incentive to obtain one taxi from the few available ones.

In another example, there may be many taxi cabs available to provide the service. In such circumstances, the bid data may indicate that the customer would be willing to pay less than the usual fare (because there are so many taxis available). A taxi driver may then accept the booking, even though they will obtain less than the usual fare, because it is not a busy period for them.

The customer device may comprise a computing device, such as a PC or laptop, or a mobile computing device or telecommunications device, such as a mobile phone, Smartphone, tablet computer or other mobile device. The vehicle device may similarly comprise a computer which may be installed in the vehicle, or may be an otherwise mobile device such as a Smartphone, mobile phone, tablet computer or other mobile device.

The locator process may comprise any known way of obtaining the location of the customer device, such as GPS, cellular network or any other telecommunications network triangulation, or any other way of obtaining the location.

In an embodiment, location of the vehicle for hire is obtained by obtaining the location of the vehicle device. In an embodiment, the location of the customer device is also obtained.

In an embodiment, the system may be arranged to advise the customer device of the current location of a booked vehicle, as the locator process can track the location of

the booked vehicle. Advantageously, this enables the customer to be kept up to date with the progress of the booked vehicle.

In an embodiment, the order process is arranged to enable the driver and/or passenger to facilitate a penalty fee agreement. A penalty fee may be implemented dependent on a determined penalty fee condition.

In an embodiment, the penalty fee may comprise a driver penalty fee and the condition may be a driver condition, such that if the driver does not provide the required service, the driver penalty fee may be implemented and the penalty fee paid to the passenger. In an embodiment, the condition may be that the driver must collect the passenger. If the driver does not pick the passenger up, they pay the penalty fee. The condition may also be the driver does not cancel. If the driver cancels and/or does not arrive, then the passenger gets the penalty fee.

In an embodiment, the penalty fee may comprise a passenger penalty fee. If a passenger does not provide an appropriate response to a booking, then the driver may receive the penalty fee from the passenger. In an embodiment, if the passenger cancels or is not present at the pick up destination, then the driver may receive the penalty fee.

In an embodiment, the system further comprises a payment process, to enable payment for a customer trip in the vehicle. In an embodiment, payment is enabled when the customer device and the vehicle device are determined by the locator process to be within a predetermined proximity of each other.

In an embodiment, payment is enabled by the payment process providing the customer device or vehicle device

with identity of the respective vehicle device or customer device (or associated vehicle or associated customer), respectively, so that payment can be made via one of the customer device or vehicle device.

In an embodiment, the processing system comprises a database which is arranged to store customer account details enabling the payment process to deal with payment from a customer account. The database may also store taxi company account details, enabling payment from the customer account to the taxi company account (or taxi owner account or like account). Advantageously, the system is able to deal with the payment process when instructed by operation of a customer device and/or vehicle device. In an embodiment, no secure details, such as credit card details, need be exchanged between the customer and the taxi driver. Payment is, instead, carried out via the system, using the details stored in the database.

In an embodiment, the payment process is arranged to determine customer devices and vehicle devices that are in a predetermined area. The identities of the customer or vehicle devices in the area are provided to the respective vehicle device or customer device (whichever one of these is making the payment). The appropriate customer device or vehicle device to make payment to/from can then be selected from those provided by the payment process as being within the predetermined area. This advantageously means that payment is only made between the parties that are likely to be the correct parties, because their respective customer and vehicle device are in the same geographical location.

In the embodiment where the order process is arranged to facilitate a penalty fee agreement, the payment process may be arranged to implement the payment of the penalty

fee. In an embodiment, the payment process may make a determination as to whether the penalty fee is to be implemented based on whether or not the condition has been satisfied. In an embodiment, the locator process is arranged to facilitate a determination of whether or not the condition has been satisfied.

In an embodiment, the customer and driver may operate their respective devices to agree that a penalty fee will be implemented. In another embodiment the system may determine that a penalty fee should be implemented without the customer or driver having to operate their devices to agree to a penalty fee. That is, the system could be set up de facto to implement a penalty fee for customers and drivers that subscribe to the system.

In accordance with a second aspect, the present invention provides a customer processing device arranged for use with a vehicle booking processing system, the customer processing device comprising a booking process arranged to enable provision of a booking order to the processing system.

The customer processing device may comprise a computing device, such as a PC or a laptop, or a Smartphone, tablet computer, mobile phone or any telecommunications device. In an embodiment, an application comprising the booking process may be supported by the customer processing device. For example, the booking process may be provided by a Smartphone application.

In an embodiment, the customer processing device may be arranged to provide bid data to the vehicle booking processing system. In an embodiment, the customer processing device may be arranged to provide condition data to the vehicle booking processing system. In an embodiment, the customer process device may be arranged to

agree a penalty fee should a condition not be satisfied.

In an embodiment, the vehicle booking processing system is the vehicle booking processing system of the first aspect of the invention.

In accordance with a third aspect, the present invention provides a vehicle processing device, arranged for use with a vehicle booking processing system, the vehicle processing device comprising an acceptance process arranged to receive a request for acceptance of a booking of the vehicle associated with the vehicle device, from the vehicle booking processing system.

In an embodiment, the vehicle processing device may comprise a computing device, which may be installed on the vehicle associated with the vehicle processing device, which is a bespoke computing device, a PC, or a laptop, or may comprise an otherwise mobile device, such as a Smartphone, tablet computer, mobile phone or any telecommunications device. In an embodiment, an application comprising the acceptance process may be supported by the vehicle processing device. For example, the acceptance process may be provided by a Smartphone application.

In an embodiment, the vehicle processing device is arranged to receive bid information advising of an amount of bid placed by a customer relating to an amount extra (or less) to be paid for a vehicle trip. In an embodiment, the vehicle processing device is arranged to receive condition data, advising of a condition associated with the vehicle trip.

In an embodiment, the vehicle processing device may be arranged to facilitate agreement of a penalty fee, should a penalty fee condition not be satisfied.

In an embodiment, the vehicle booking processing system is in accordance with the first aspect of the present invention.

In accordance with a fourth aspect, the present invention provides a vehicle booking and payment processing system, comprising a locator process arranged to obtain location of a customer device and location of a vehicle device associated with a vehicle, and to enable payment for a customer trip in the vehicle, payment being enabled when the customer device and vehicle device are determined by the locator process to be within a predetermined proximity of each other.

In an embodiment, payment is enabled by the payment process providing the customer device or vehicle device with the identity of the respective vehicle device or customer device (or associated customer or associated vehicle), so that payment can be made by one of the customer device or vehicle device.

In an embodiment, there may be a plurality of customer devices and vehicle devices within the predetermined proximity. The payment process enables the customer device or vehicle device, whichever is facilitating the payment, to select which customer/vehicle identity the payment transaction is to be between.

In accordance with a fifth aspect, the present invention provides a vehicle booking processing system, comprising an order process arranged to receive a booking order from a customer device, and provide a request for acceptance of the booking to a vehicle device associated with a vehicle, the order process being arranged to receive bid data from the customer device, the bid data representing an amount of additional credit that a user will pay in addition to a

vehicle fare.

In an embodiment, the order process is also arranged to receive condition data from the customer device. The condition data provides the condition associated with the vehicle trip, the condition being required to be satisfied in order for the additional credit to be paid.

In an embodiment, the processing system further comprises a payment process, the payment process being arranged to determine whether the payment of the additional credit is enabled to be made. In the embodiment which comprises the provision of condition data, the payment processor is arranged to determine whether the condition is satisfied, in order to enable the additional credit payment to be made.

The additional credit may be a positive credit (further funds to be paid over the top of the vehicle fare) or a negative credit (less funds to be paid than the amount of the vehicle fare).

In accordance with a sixth aspect, the present invention provides a method of booking a vehicle, comprising the steps of receiving a booking order from a customer, providing a request for acceptance of the booking order to a vehicle, receiving bid data from a customer, the bid data representing an amount of additional credit that a user will pay in addition to a vehicle fare.

In an embodiment, the method comprises the further step of providing the bid data to the vehicle.

In an embodiment, the method comprises the further step of receiving condition data from a customer, the condition data relating to a condition to be satisfied in order for the additional credit to be paid.

In accordance with a seventh aspect, the present invention provides a method of booking and paying for a vehicle trip, comprising the steps of obtaining location of a customer and location of a vehicle, and enabling payment for the customer trip when the customer device and vehicle device are determined to be within a predetermined proximity of each other.

In accordance with an eighth aspect, the present invention provides a vehicle booking processing system, comprising a locator process arranged to obtain location of a passenger within a vehicle for hire, and an information process arranged to provide information on the location of the person to a companions device, whereby the companion can track the location of the person.

In an embodiment, the location of the vehicle is obtained by tracking the location of a device within a vehicle.

In an embodiment, the device may be a customer device of the customer travelling in the vehicle.

In an embodiment, the device may be a device associated with the vehicle.

In accordance with a ninth aspect, the present invention provides a vehicle booking processing system, comprising an order process arranged to receive a booking order from a customer device, and provide a request for acceptance of the booking to a vehicle device associated with a vehicle, the system being arranged to determine whether a penalty fee should be implemented, based on a penalty fee condition to be satisfied by a user.

The user may be a driver of the vehicle or a customer.

In accordance with a tenth aspect, the present invention provides a method of booking a vehicle, comprising steps of receiving a booking order from a customer, providing a request for acceptance of the booking order to a vehicle, and determining whether a penalty is payable, depending upon whether or not a penalty fee condition has been satisfied.

## Brief Description of the Drawings

Features and advantages of the present invention will become apparent from the following description of embodiments thereof, by way of example only, with reference to the accompanying drawings, in which:

Figure 1 is a schematic diagram of a system in accordance with an embodiment of the present invention;

Figure 2 is a schematic diagram of a computer implementation of the system of Figure 1;

Figure 3 is a flow diagram showing an overall vehicle booking and payment process in accordance with embodiments of the present invention;

Figures 4-8 are illustrations of the pages which may appear on computer device interfaces associated with a system in accordance with an embodiment of the present invention;

Figure 9 is a schematic flowchart illustrating operation of a system in accordance with an embodiment of the present invention;

Figure 10 is a further schematic flowchart illustrating operation of an embodiment of the present invention;

Figure 11 is an illustration of a screen which may appear on a customer device in an embodiment of the present invention where the penalty fee may be imposed should a condition not be satisfied by a user; and

Figure 12 is a view of a screen which may appear on a

vehicle device in an embodiment where a penalty fee may be imposed if a condition is not satisfied.

**Detailed Description of Embodiments**

Referring to Figure 1, a vehicle booking processing system 100 is illustrated. In this example embodiment, the vehicle booking processing system 100 comprises a computing device in the form of a server computer 100, with appropriate software and appropriate hardware. The processing system 100 includes at least a location process (in the form of a combination of software and hardware for implementation of a location procedure) 101 which is arranged to obtain location of a vehicle for hire.

In this example, vehicles for hire are illustrated in Figure 1 and designated by reference numeral 102. In this embodiment, the vehicles are taxi cabs. The invention is not limited to taxis, however, but may be applied to any public transport vehicle to be hired by a customer.

The processes 101 implemented on the processing system 100 also include an order process which is arranged to receive a booking order from a customer device. The booking order includes a request for booking of a vehicle 102. The customer devices, indicated by reference numeral 103, include an interface for operation by a customer to provide booking order instructions for the order process. In this embodiment, the customer devices 103 are mobile computing devices, such as Smartphones or tablet computers. The invention is not limited to this, however, and customer devices may be any computing device with a processing and telecommunications function, including a PC, laptop, or any mobile computing device.

The order process 101 is arranged to provide a request for acceptance of the booking to a vehicle device 104

associated with a vehicle 102. The vehicle device 104 can accept the booking and then the vehicle 102 can pick the customer up, convey them to a destination and drop them off. In this embodiment, the system 100 is also arranged to implement a payment transaction from a customer to a taxi company (or other taxi owner). Processes 101 also comprise a payment process for dealing with the payment transaction.

The vehicle devices 104 may be any computer device with a processing and telecommunications capability. They may be bespoke computing devices installed in the taxis 102, or generic computing devices, such as Smartphones or tablet computers.

The order process 101 is arranged to receive bid data from a customer device 103. The bid data represents an amount of additional credit that a user will pay in addition to a vehicle fare. This bid data is provided to the vehicle device 104, in order to provide an incentive for the vehicle 102 driver to take the booking.

The locator process 101 is arranged to determine the location of vehicle 104 and the customer 103, in this embodiment, using GPS, cellular triangulation, or any other method of obtaining location of the devices 103, 104. The payment process is arranged to enable payment for a customer trip in the vehicle, the payment being enabled when the customer device 103 and the vehicle device 102 are determined by the locator process to be within a predetermined proximity of each other.

In more detail, the processing system 100 may be implemented by any convenient computing architecture. In this example, the processing system 100 is implemented as a server computer, arranged to be connected to a network(s) 110, which may be any telecommunications

network(s).

Figure 2 is a schematic block diagram of an example computing system 100 architecture which may be utilised for implementation of the processing system 100.

The illustrated processing system 100 comprises a server 100 which includes a processor 2 and memory 3. The processor 2 is arranged to process programme instructions and data in a known manner. Memory 3 is arranged to store programme instructions and data also in a known manner. Processor 2 may constitute one or more processing means, such as integrated circuit processes. The memory 3 may comprise any known memory architecture and may include hard disk, IC memory (ROM, PROM, RAM, etc), floppy disks and other types of additional memory such as CD ROM, and any other type of memory.

A BUS 4 is provided for communication between the processor 2 and memory 3 and also communication with external components. In this case the external components include a user interface 5. The user interface 5 includes a visual display unit 6 for displaying information to a user, such as an administrator of the system 100. The VDU 6 may display information in graphical format or any other format depending upon the programme instructions being processed by processor 2.

The user interface 5 also includes user input means 7 which in this example include a keyboard 8 (which in this example may be a standard QWERTY keyboard) and a mouse 9. The mouse 9 may be used to manipulate a graphical user interface (GUI) if a GUI is provided by software running

on the computer. A network connection 10 is also provided for connecting to a network 110 which may include a communication network and other computers/computing systems, or any telecommunications network.

Any other computing architecture may be used to implement the processing system 100.

The processes 101 in this embodiment are implemented by appropriate computer software running on the hardware architecture. However, the processes 101 may be implemented by any combination of hardware and software, and may be implemented using programmable hardware devices such as electrically programmable read-only memories, or programmable gate arrays (PGAs), or any other suitable implementation. The processes 101 are arranged to implement the functionality described in this description.

The system 100 may be implemented on a computing system which is remotely administered. For example, the system 100 may be implemented via "cloud" computing systems.

The customer devices 103 in this embodiment are implemented on Smartphones or tablet computers, and the functionality is implemented by way of software running on the Smartphone or tablet computers 103. In this embodiment, a customer application, in the form of software, referenced by numeral 111, is provided by the system 100 to the user's Smartphone 103. Any other user device and computer software combination may be used to implement the customer device 103, including programmable hardware, such as PGAs and FPGAs.

In Figure 1, three customer devices 103 are shown. This is for illustration only. It will be appreciated that there may be many more customer devices than this.

The vehicle device 104 in this embodiment is implemented by a Smartphone, provided with a taxi driver application 112. The taxi driver application 112 may be provided by the system 100. It may comprise appropriate software running on the Smartphone hardware. It will be appreciated that the application may be implemented in other ways, including in hardware devices such as PGAs, or any other implementation.

An advantageous aspect of this embodiment of the invention is that, in a booking process, a customer is able to provide bid data from customer device 103, the bid data representing an amount of additional credit that a user will pay in addition to the usual vehicle fare. Figure 4 shows representations of screens which may appear on the customer device 103 during the process of booking. Screen 4A shows the customer logged into the system 100 to make a booking. A field is provided at 150 for the customer to enter a plus or minus bid. This is then provided as bid data to the system 100 and it appears on a driver application screen as shown in Figure 5A. Figure 5A shows fields 151, 152 and 153 showing three different jobs that the driver may select from, having three different bids. Note that 153 is a negative bid. That is, the customer is bidding less than the normal fare. It may be the case that in this particular area, there are more cabs available than jobs, so the customer believes that they can still obtain a vehicle even though they are not willing to pay the full fare.

Referring back to Figure 4A, the customer application also provides a field at 155 for the customer to enter a condition. This is provided as condition data to the system 100. The condition in this embodiment is the time of arrival of the taxi at the pickup point. If the taxi arrives within 15 minutes (in this illustration) of

booking, then the bid will be paid. The customer therefore may only pay the extra credit over the fare, if the taxi driver satisfies the condition that they arrive to pick the customer up within 15 minutes of the booking.

Any other condition may be implemented.

The normal taxi fare is typically calculated by the taxi meter or some other calculation system. Many different response time conditions may be implemented. Examples include a bid of $10 over the meter if the taxi arrives within 30 minutes, a bid $10 under the meter to go city to Palm Beach in the next two hours, or a bid $20 over the meter if the taxi arrives at a particular time.

Other conditions alternatively or as well as response time may be implemented.

The system knows the location of the driver and the driver can view on their driver application screens all bids within a certain radius of their location and can accept bids based on conditions.

Note that bids don't have to have any particular conditions attached to them. A bid on its own may provide an incentive to a driver.

The bid process is not just limited to taxis (as discussed above) but can apply to any form of passenger transport where a passenger is collected.

When a customer logs into the system via their device 103 and customer application 111, because the system 100 knows the location of vehicles, the present embodiment can provide details of the vehicles that are within the vicinity (a predetermined proximity) of the customer. Referring to Figure 6a(6) shows a screen which might

appear on the customer application, illustrating a number of cabs, shown by vehicle icons, in the vicinity of the customer. The customer can click one of the cabs to indicate that they wish to book them (via the system). This also provides information to the customer about how many cabs are in their vicinity, which may assist with the bidding process. If there are a lot of vacant cabs, for example, the customer may feel that they can provide a bid under the cost of the normal taxi fare. Otherwise, if there are only a limited number of cabs, they may wish to provide an incentive, such as a bid of credit over the standard taxi fare.

In this embodiment, because the system 100 includes a locator process 101 which is able to track the location of the vehicle devices 104 and customer devices 103, a payment process 101 is arranged to determine whether a condition entered by customer 103 and accepted by a vehicle device 104 is satisfied. The payment process is arranged to track location of customer 103 and customer 104 and if the locations converge within a time set by the condition (if the condition is a time period by which the customer must be picked up, for example), then the payment process 101 may decide that the particular condition has been satisfied. The payment process will then set the additional credit to be paid automatically. The system 100 therefore acts as a "referee" in this embodiment. Whether the bid amount is to be paid will be calculated automatically and determined based on the locator process and payment process. See screen B in Figure 4 at 160 which shows fields indicating that the booking fee and bid amount are calculated automatically.

If the system 100 determines that the condition has not been satisfied, the bid amount may not be paid and may therefore not automatically be added to the payment.

As discussed above, the system 100 comprises a payment process 101. The payment process facilitates dealing with payment from the customer to the taxi owner (which may be a taxi company, taxi driver, or any other taxi owner). The payment process also implements a payment security measure, in this embodiment. The locator process is arranged to track the location of the customer device 103 and the vehicle device 104. The payment process enables payment when the customer device 103 and the vehicle device 104 are within a predetermined proximity to each other. This provides an extra element of convenience, as during the payment process, whoever is paying (and payment can take place via the vehicle device 104 or customer device 103 in this embodiment) is provided with a selection of only those customers/vehicles that are in proximity of each other. Whoever is dealing with the payment, the customer or the vehicle driver, is only presented with the customer/vehicle owner details of those that are in proximity. They can select from these to implement the payment transaction. It provides security because the location tracking ensures that only payment will therefore occur between customers/drivers who are in proximity to each other (or at least their devices are in proximity to each other) which provides more assurance that they are who they say they are.

In one example, the driver may deal with the payment via the vehicle device 104. Figure 5B, C and D show vehicle device application screens which facilitate a payment process dealt with by the driver. Because of the locator process, the taxi driver application is able to display all passengers within the same geographical location, and also display on the application all available payment profiles which the transaction may be charged to. See screen B. The driver selects the correct payment profile, enters the payment amount and then hands the device to the passenger for the passenger to enter their PIN or password

(see screen C). Once the transaction is approved, both the driver and passenger receive confirmation (see screen D and also see screen C of Figure 4).

At the end of a successful payment, the driver can enter a passenger's mobile number or email account into the vehicle device 104 so that a receipt may be sent electronically to the passenger. The vehicle device 104 may also facilitate generation of a conventional paper receipt.

If the passenger is to deal with the payment, on the customer application, they are able to see profiles of all drivers within the same geographical location as them (see Figure 4B). The passenger selects the appropriate driver via the customer application, enters the trip payment amount and the system may optionally confirm the amount on the driver's application. As discussed above, a booking fee and bid amount may automatically be calculated by the system. The passenger enters a payment PIN or password to authorise the transaction. Both receive a payment confirmation (Figure 4C and Figure 5C).

As discussed above, there is no need for secure payment details to be passed between a driver and a customer. In this embodiment, the system 100 includes a database 120, which includes payment and account details for all customers. For example, it may include details of customer credit card accounts. Optionally, it may also include customer home address details so that these could be provided automatically to the driver.

The database 120 also may include details of taxi owner accounts.

Ideally, the system generates a unique code that enables a passenger to retrieve payment details from an associated website. The code may be documented on passenger receipts

(either electronic or paper), sent to the passenger's email account or mobile phone, or otherwise distributed to the passenger.

The unique code is ideally linked with a passenger's credit card number within a central database, so that the system can compile a usage history for the credit card. For instance, the system ideally adds new records to a passenger's payment history every time the passenger reuses the same credit card to make a payment.

The payment history database may be linked to a website that enables the passenger to retrieve their receipt history. Ideally, passenger's can access their payment history and retrieve records of past payments by entering a code from any of their receipts. The website may also enable a passenger to produce tax invoices and audit their records in a single dedicated interface.

Ideally, the website also allows a passenger to enter an email address so that new receipts and tax invoices for a particular credit card are automatically distributed to the user when they use that credit card to make a payment.

When payment is processed, the payment process deals with a payment gateway 130, which may deal with the banking systems to process the payment. All that the customer requires is a secure PIN, password or any other token, such as a biometric, to authorise the payment. They do not need to provide secure account details to the driver, such as credit card details.

Note that the payment process may be dealt with by transaction acquirers in the usual way, including banks, credit card companies, etc. In an alternative embodiment, payment may be held by an account associated with the system 100, in escrow, for on-payment to the taxi owner.

In an embodiment, the system may administer a taxi account, with customer credit available in the taxi account for later payment to taxi owners when the customer undertakes trips.

In one embodiment, as discussed above, the bid amount may be paid directly to the taxi owner or taxi driver or cab company.

In another embodiment, the bid amount may be paid to the vehicle booking processing system or the owner entity of the vehicle booking processing system.

In an embodiment, the vehicle booking processing system includes a conversion process which is arranged to convert the dollar bids by passengers into "reward points" for drivers. The reward points can be converted later on into money or other goods/services for the driver or taxi company.

In an embodiment, the conversion process is arranged to apply a weighting to the conversion depending upon a service rating calculating for the driver. For example, the service rating may be based on response times to jobs, number of cancelled jobs and passenger feedback, to arrive at an overall "service rating" for the driver for that period. For example, the driver may earn a 90 percent service rating for the month. This could be applied as a weighting to convert the points into cash at a rate of 90 percent of the points, for example (or any other weighting). A driver may not earn conversion of any points if a minimum service level (e.g. 50%) is not reached. Customer bids may be provided for other services, associated with driver pickup.

Passengers can therefore offer the vehicle booking processing system a bid/request for services to be

performed. For example:
- I'll pay $5.00 service fee to the system IF the system finds a driver who arrives within 30 minutes
- I'll pay $20 extra to the system to collect X goods from a person & location
- I'll pay $15 extra to the system to find:
(i) a taxi with 2 baby seats
(ii) a driver that speaks X language
(iii) has wheelchair access
(iv) station wagon with large boot space
(v) can bring a can of fuel or jumper leads or any other special service request a passenger may request of a driver.

A general process for a trip transaction in accordance with an embodiment of the invention will now be described in relation to Figure 3, and Figures 4 through 10.

At step 200, the customer checks the customer application for taxis in their vicinity. See screen Figure 6a(6). At step 201, they log into the system and they select a cab and enter a booking with or without a bid. At step 202, they enter their pickup and drop off locations.

The request for booking is shown on the driver's screen via the taxi driver application (step 203), Figure 7(a)(3). At step 204, the driver accepts the job. See Figure 7(a)(4).

At step 205, the passenger is advised that the booking has been accepted. See Figure 6(b)(10). Note that the system also provides a feature allowing direct messaging between a driver and a passenger, or messaging via the system between the driver and the passenger. See Field 300 on Figure 6(b) showing a message from the driver. The passenger may also message the driver. See Figure 7(a)(4).

The system is able to provide real time updates of the taxi progress, step 206. It does this because of the locator process which enables it to track location of the vehicle. See "estimated arrival" time field 301 in Figure 6(b)(10). This estimated arrival time may be constantly updated. In an embodiment, the passenger may access a screen similar to screen Figure 6(a)(6) but showing the icon representing the vehicle and its current geolocation.

At step 207, the driver advises the system 100 that the passenger has been picked up. See the "collected" button in Figure 7(a)(4). The system 100 may then check with the passenger that they have actually been picked up, so that the pickup can be confirmed. See Figure 6(b)(11), the "YES" and "NO" buttons relating to "you have been collected". This is step 208. At step 209, the passenger arrives at their destination and deals with payment (either dealt with by the driver or passenger as discussed above).

Other features which are illustrated in the passenger, driver, and administrator's screens associated with the system, include the following:

1. The passenger can book a later pickup date. Figure 6(a)(5).

2. A passenger can cancel a cab. Figure 6(b)(10).

3. A registration process is enabled via the customer and taxi driver applications. Figure 6(c) and Figure 7(a) and 7(b).

Other features are clear from the Figures 6 through 10.

The passenger and driver can provide ratings for each other that may be posted on the system for viewing by the

system administrator, or even potentially viewing by passengers/drivers involved in a booking process.

In an embodiment, the vehicle booking processing system implements a tracking system which enables other persons to track somebody that is in a taxi (or other vehicle). This could be used to ensure that the person being tracked can get safely to a destination.

For example:

1. the passenger's Smartphone application sends the companions (the person being tracked in the cab may be a friend of the person(s) wishing to track) details (e.g. mobile phone number) to the vehicle booking processing system.

2. a check is made to ensure that all persons are registered with the system and if so, will allow the companions to see the passenger trip with their application. This ensures only validated and logged in application users can use their friends trip progress.

3. if anyone is not registered we can use the SMS function or another function to send an application to invite the companion to join.

4. in this embodiment passengers are capped at having "20 friends" that can track them. Though it may be any other number.

Because the system has a tracking process, it is easy to provide results of that tracking process to companions who wish to monitor the progress of a friend's trip.

In an embodiment, the system may be arranged to implement a penalty fee where a penalty fee condition is not

satisfied. The penalty fee may relate to a condition to be satisfied by the driver and/or a condition to be satisfied by the customer.

The penalty fee may require the passenger to agree, for example, to pay a fine if they cancel the taxi request or are not at the collection point after the job has been accepted by the driver and he is progressing to collect them.

The jobs are indicated as "insured" to drivers as carrying a "passenger guarantee" on the job screen. The driver by accepting the job also agrees to collect the passenger and pay a reciprocal fine if they do not collect the passenger, so that the passenger gets an amount of collection insurance.

The system facilitates payment of the penalty fee. In one embodiment, the location process determines whether customer and driver have actually been in the same location. If not, it may determine that the pickup has not been made and that one of the customer or driver did arrive at the collection point, therefore the other of the customer or driver that did not arrive at the collection point must pay the penalty fee.

Penalty fees could be implemented for other conditions.

Figure 11 illustrates an example screen on a customer device, advising the customer that a penalty fee is payable and asking for the customer's agreement. However in other embodiments, a penalty fee may be implemented without asking for customer or driver agreement.

Figure 12 illustrates a driver device, with the screen indicating to the driver that a penalty fee of $5.00 ("$5.00 insured") is payable either by the customer (if a

customer is not at the collection point, for example) or by the driver if they don't satisfy a predetermined condition (such as arriving at the pickup point within a predetermined time).

A penalty fee may be set for any condition to be satisfied by the passenger and/or driver. Examples of conditions include the following:

- Is the driver at the pickup location as calculated by reaching a radius of 500m (or any other predetermined radius) of the passenger pickup location?
- Is the passenger phone still polling GPS location at the pickup address when the driver presses the "no show" button to indicate the passenger isn't there.
- Has the driver attempted to message the passenger and wait sufficient time for a reply before pressing the "no show" button, or
- Did the passenger press the cancel button.
- If these conditions are met, then charge the passengers credit card on file the penalty.
- If the driver doesn't reach the collection point in a reasonable time (to be defined, for example, 10 minutes past the agreed collection window), or
- presses cancel on the passenger, then
- charge the drivers ingogo account and deduct from any fares owed the penalty.
- If the passenger cancels within 1 minute of driver accepting, then do nothing, no penalty charged.

Where elements of the embodiment of the invention are implemented by computer software, the computer software may be provided or stored on any computer-readable media, may be transported over any telecommunications system or provided as a data signal, or in any other known manner.

In the claims which follow and in the preceding

description of the invention, except where the context requires otherwise due to express language or necessary implication, the word "comprise" or variations such as "comprises" or "comprising" is used in an inclusive sense, i.e. to specify the presence of the stated features but not to preclude the presence or addition of further features in various embodiments of the invention.

It will be appreciated by a person skilled in the art that numerous variations and/or modifications may be made to the present invention as shown in the specific embodiment without departing from the spirit or scope of the invention as broadly described. The present embodiment is, therefore, to be considered in all respects to be illustrative and not restrictive.

**CLAIMS**

1. A vehicle booking processing system, comprising a locator process arranged to obtain location of a vehicle for hire, and an order process arranged to receive a booking order from a customer device, and provide a request for acceptance of the booking to a vehicle device of a located vehicle.

2. A system in accordance with claim 1, wherein the order process is arranged to receive bid data from the customer device, the bid data representing an amount of additional credit that a user will pay in addition to a vehicle fare.

3. A system in accordance with claim 2, wherein the order process is arranged to receive condition data, the condition data providing a condition associated with the vehicle trip, the condition being required to be satisfied in order for the additional credit to be paid.

4. A system in accordance with any one of the preceding claims, the locator process further being arranged to obtain location of the customer device.

5. A system in accordance with claim 4, further comprising a payment process, the payment process being arranged to provide a customer device with the identity of a vehicle associated with a located vehicle device within a predetermined proximity of the customer device, and to enable payment via the customer device for a trip in the vehicle.

6. A system in accordance with claim 4, further comprising a payment process, the payment process being arranged to provide a vehicle device with the identity of a customer associated with a located

customer device within a predetermined proximity of the vehicle device, and to enable payment via the vehicle device for a trip in the vehicle associated with the vehicle device.

7. A vehicle booking and payment processing system, comprising a locator process arranged to obtain location of a customer device and location of a vehicle device associated with a vehicle, and to enable payment for a customer trip in the vehicle, payment being enabled when the customer device and vehicle device are determined by the locator process to be within a predetermined proximity of each other.

8. A system in accordance with claim 7, where the payment is enabled by the payment process providing the customer device or vehicle device with identity of the respective vehicle device or customer device, respectively, so that payment can be made by one of the customer device or vehicle device.

9. A method of booking a vehicle, comprising the steps of receiving a booking order from a customer, providing a request for acceptance of the booking order to a vehicle, receiving bid data from a customer, the bid data representing an amount of additional credit that a user will pay in addition to a vehicle fare.

10. A method of booking and paying for a vehicle trip, comprising the steps of obtaining location of a customer and location of a vehicle, and enabling payment for the customer trip when the customer device and vehicle device are determined to be within a predetermined proximity of each other.

11. A vehicle booking processing system, comprising a locator process arranged to obtain location of a passenger within a vehicle for hire, and an

information process arranged to provide information on the location of the person to a companions device, whereby the companion can track the location of the person.

12. A vehicle booking processing system, comprising instructions for controlling a computer to implement a vehicle booking processing system in accordance with any one of claims 1 to 6.

13. A computer readable medium, providing a computer programme in accordance with claim 11.

14. A data signal, comprising a computer programme in accordance with claim 11.

15. A computer programme, comprising instructions for controlling a computer to implement a vehicle booking and payment processing system in accordance with claim 7 or 8.

16. A computer readable medium, providing a computer programme in accordance with claim 14.

17. A data signal, comprising a computer programme in accordance with claim 14.

18. A computer programme, comprising instructions for controlling a computer to implement a system in accordance with claim 11.

19. A computer readable medium, providing a computer programme in accordance with claim 17.

20. A data signal, comprising a computer programme in accordance with claim 17.

21. A vehicle booking processing system, comprising an order process arranged to receive a booking order from a customer device, and provide a request for acceptance of the booking to a vehicle device associated with a vehicle, the system being arranged to determine whether a penalty fee should be implemented, based on a penalty fee condition to be satisfied by a user.

22. A method of booking a vehicle, comprising steps of receiving a booking order from a customer, providing a request for acceptance of the booking order to a vehicle, and determining whether a penalty is payable, depending upon whether or not a penalty fee condition has been satisfied.

23. A computer program, comprising instructions for controlling a computer to implement a method in accordance with claim 22.

24. A computer readable medium, providing a computer program in accordance with claim 23.

25. A data signal, comprising a computer program in accordance with claim 23.

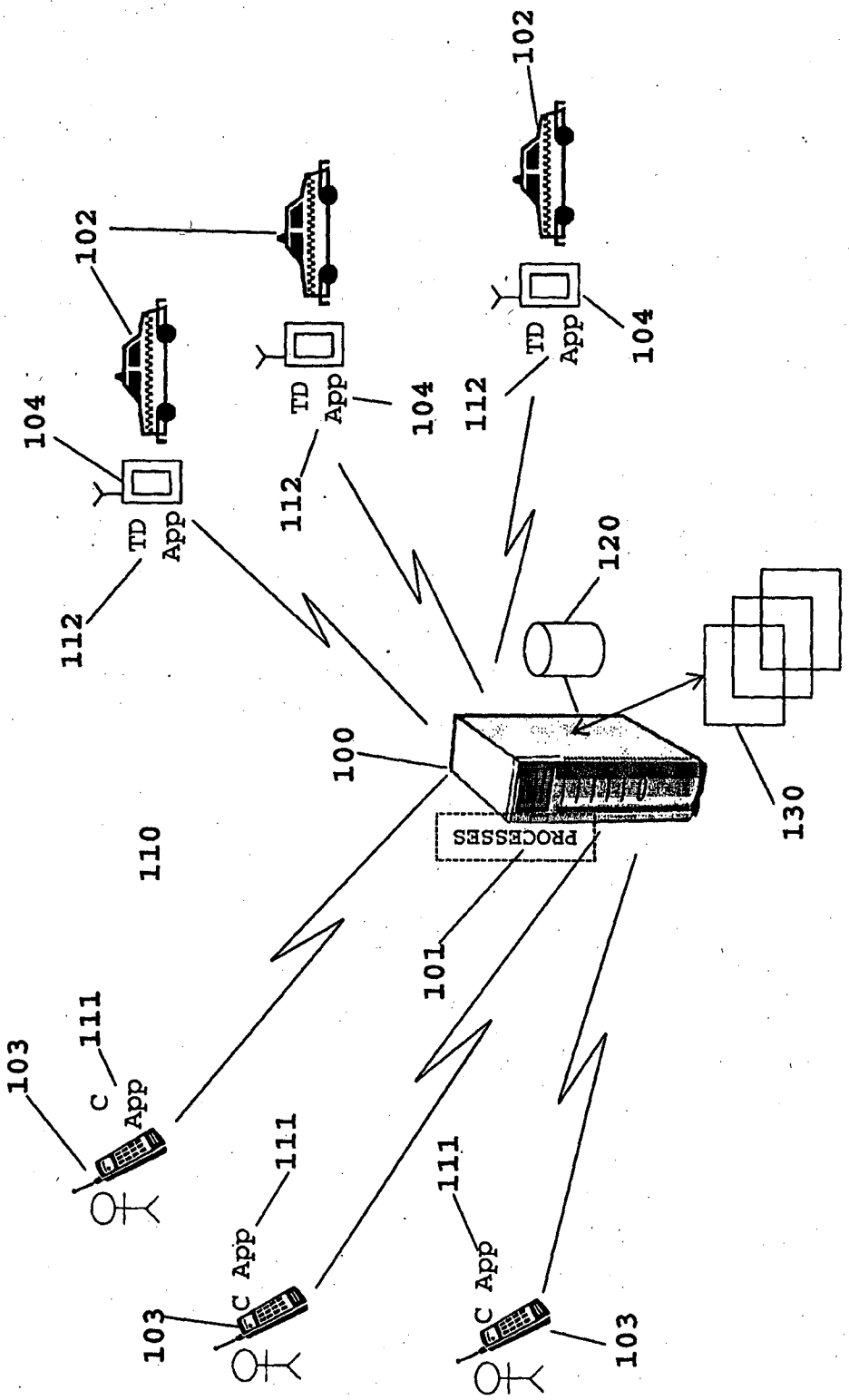

102
102
104
TD App
104
112
112
104
TD App
TD App
112
120
100
PROCESSES
110
130
101
103
C App
111
103
C App
111
103
C App
111

Figure 1

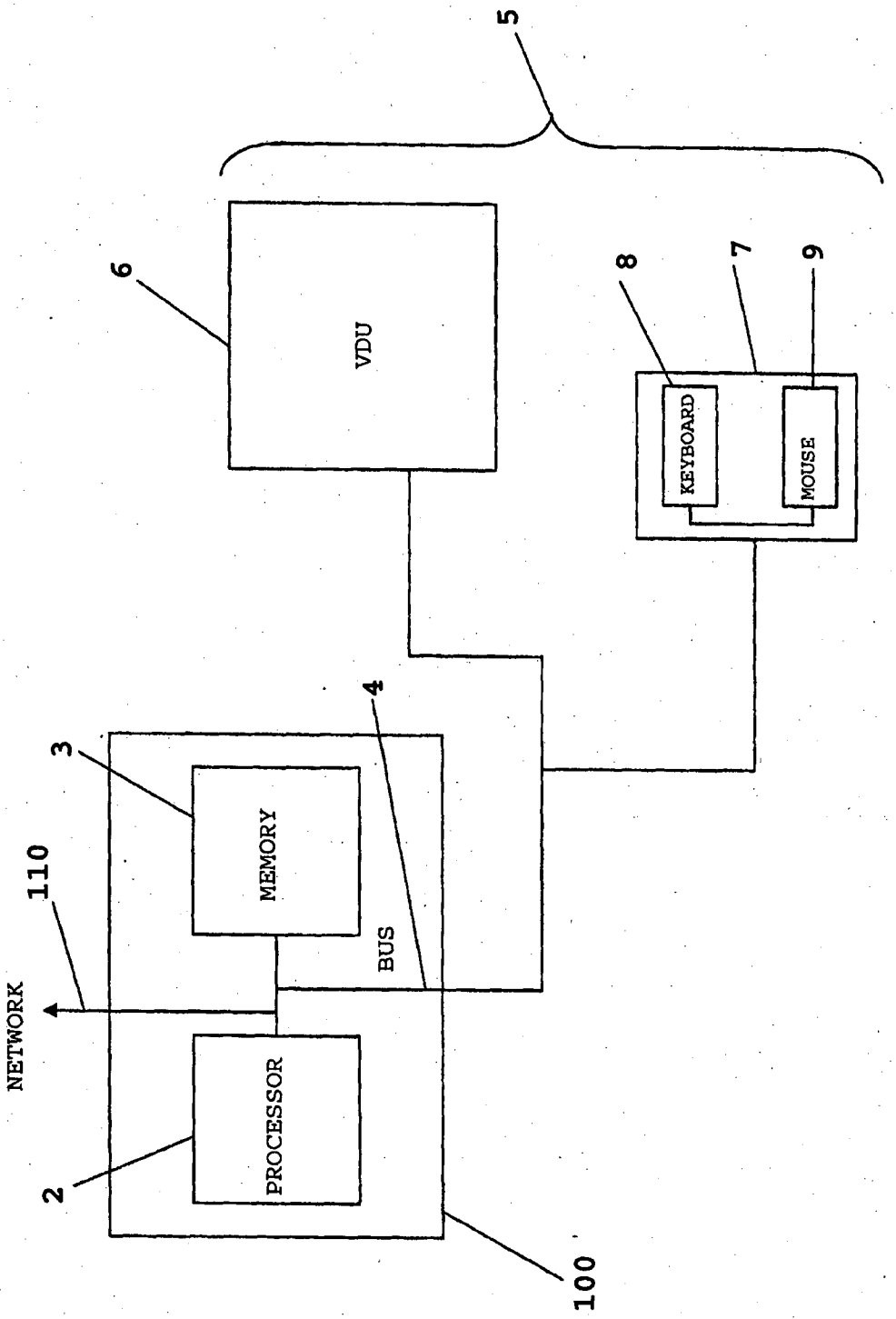

5
6
VDU
8
7
9
KEYBOARD
MOUSE
4
3
MEMORY
110
BUS
NETWORK
PROCESSOR
2
100

Figure 2

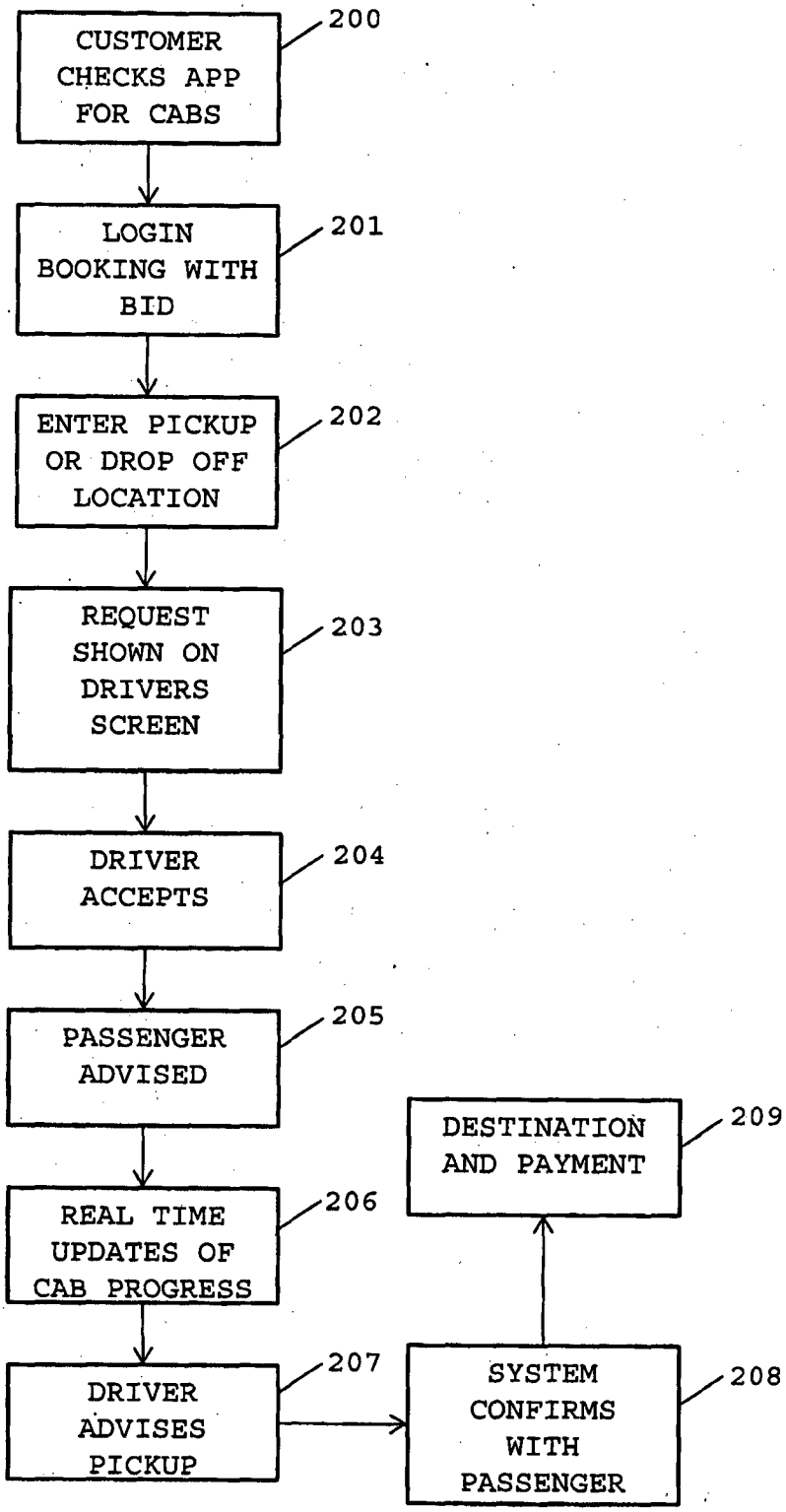
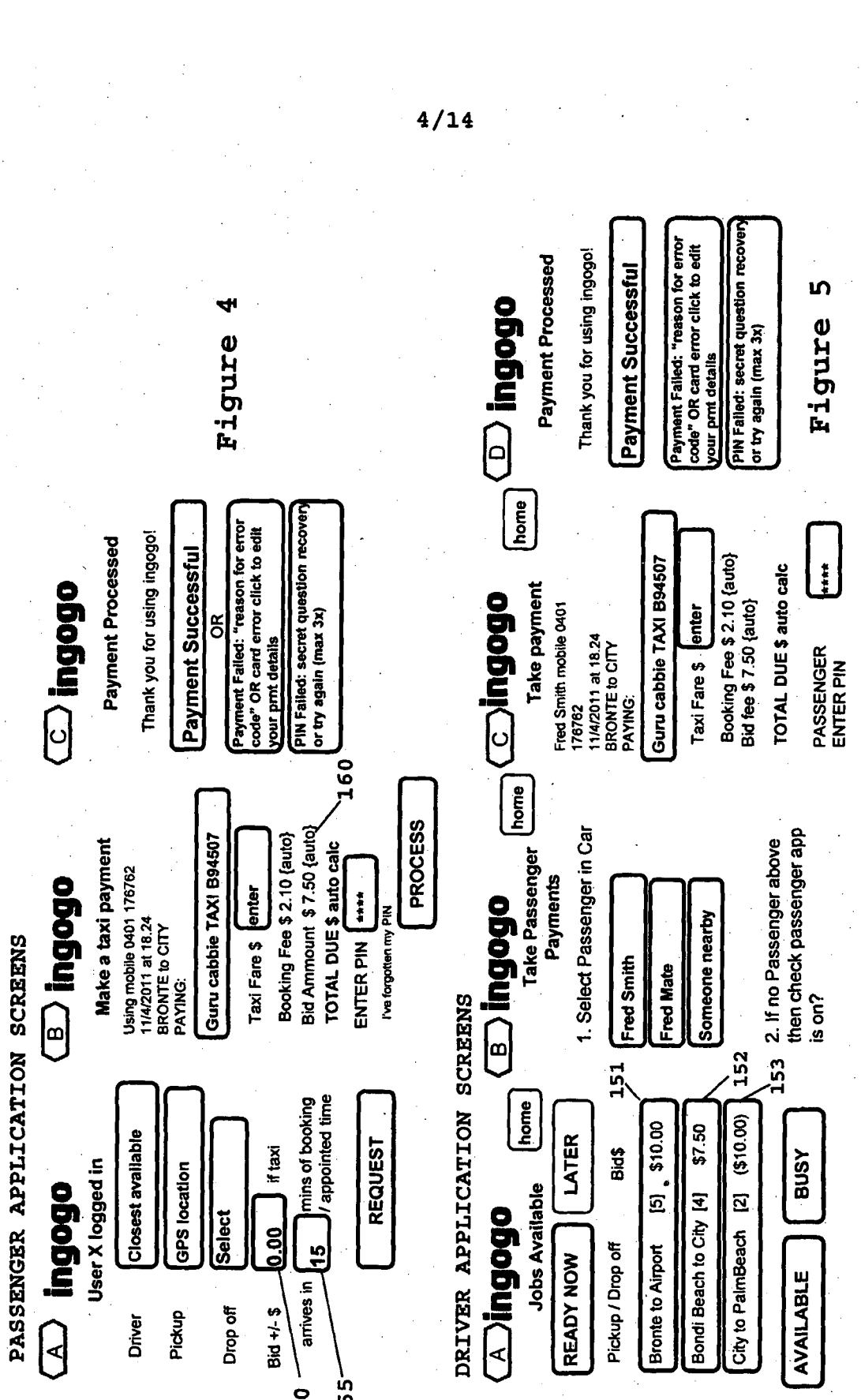

CUSTOMER CHECKS APP FOR CABS
200
LOGIN BOOKING WITH BID
201
ENTER PICKUP OR DROP OFF LOCATION
202
REQUEST SHOWN ON DRIVERS SCREEN
203
DRIVER ACCEPTS
204
PASSENGER ADVISED
205
REAL TIME UPDATES OF CAB PROGRESS
206
DRIVER ADVISES PICKUP
207
SYSTEM CONFIRMS WITH PASSENGER
208
DESTINATION AND PAYMENT
209

**Figure 3**


PASSENGER APPLICATION SCREENS
A ingogo
User X logged in
Driver
Closest available
Pickup
GPS location
Drop off
Select
Bid +/- $
0.00
if taxi
arrives in
15
mins of booking / appointed time
REQUEST
B ingogo
Make a taxi payment
Using mobile 0401 176762
11/4/2011 at 18.24
BRONTE to CITY
PAYING:
Guru cabbie TAXI B94507
Taxi Fare $
enter
Booking Fee $ 2.10 {auto}
Bid Ammount $ 7.50 {auto}
TOTAL DUE $ auto calc
ENTER PIN
****
I've forgotten my PIN
PROCESS
C ingogo
Payment Processed
Thank you for using ingogo!
Payment Successful
OR
Payment Failed: "reason for error code" OR card error click to edit your pmt details
PIN Failed: secret question recovery or try again (max 3x)
150
155
160
Figure 4
DRIVER APPLICATION SCREENS
A ingogo
Jobs Available
home
READY NOW
LATER
Pickup / Drop off
Bid$
Bronte to Airport [5] $10.00
Bondi Beach to City [4] $7.50
City to PalmBeach [2] ($10.00)
AVAILABLE
BUSY
151
152
153
B ingogo
Take Passenger Payments
home
1. Select Passenger in Car
Fred Smith
Fred Mate
Someone nearby
2. If no Passenger above then check passenger app is on?
C ingogo
Take payment
home
Fred Smith mobile 0401 176762
11/4/2011 at 18.24
BRONTE to CITY
PAYING:
Guru cabbie TAXI B94507
Taxi Fare $
enter
Booking Fee $ 2.10 {auto}
Bid fee $ 7.50 {auto}
TOTAL DUE $ auto calc
PASSENGER ENTER PIN
****
D ingogo
Payment Processed
Thank you for using ingogo!
Payment Successful
Payment Failed: "reason for error code" OR card error click to edit your pmt details
PIN Failed: secret question recovery or try again (max 3x)
Figure 5

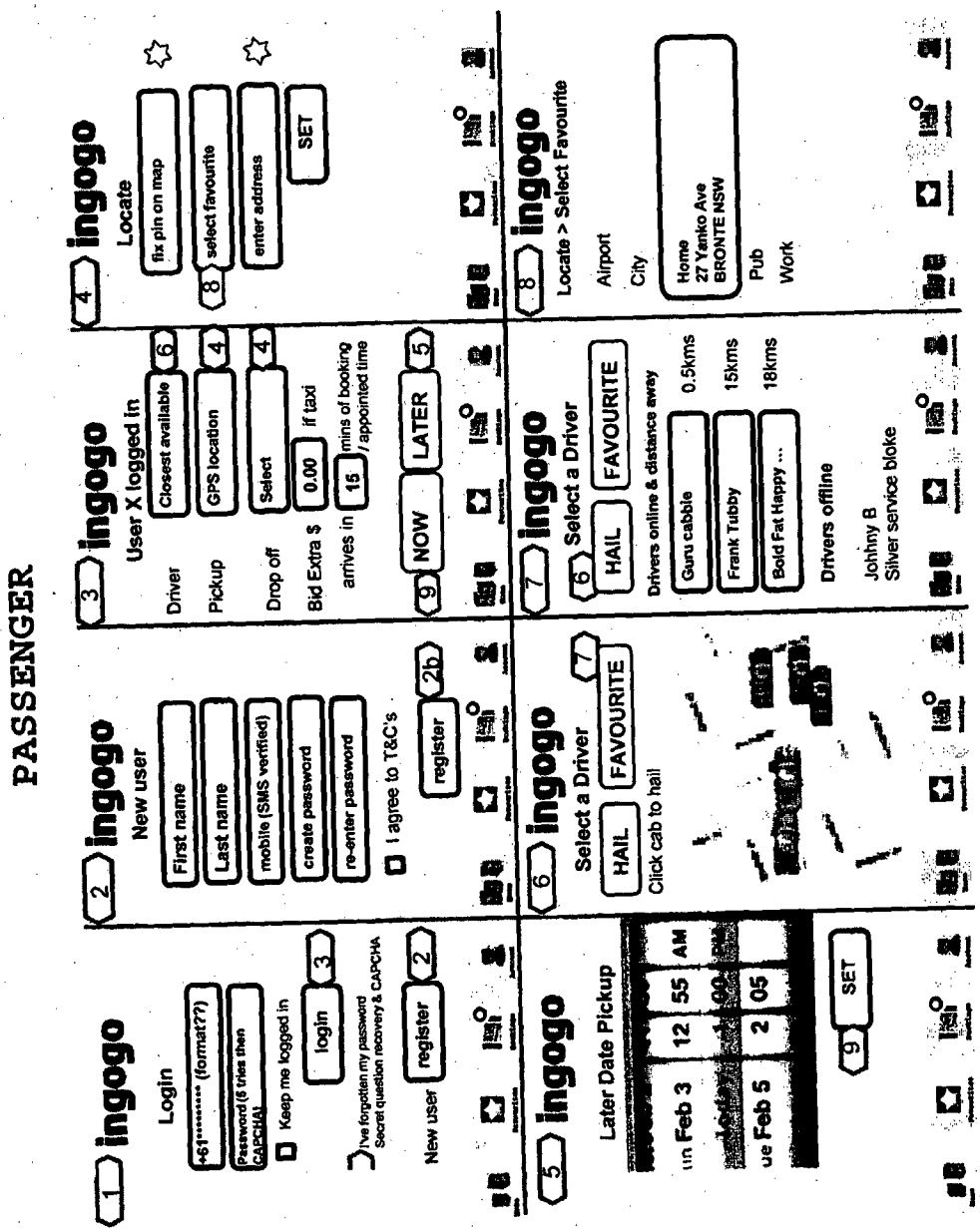

PASSENGER
1 ingogo
Login
+61******** (format??)
Password (5 tries then CAPCHA)
Keep me logged in
login 3
I've forgotten my password
Secret question recovery & CAPCHA
New user register 2
2 ingogo
New user
First name
Last name
mobile (SMS verified)
create password
re-enter password
I agree to T&C's
register 2b
3 ingogo
User X logged in
Driver Closest available 6
Pickup GPS location 4
Drop off Select 4
Bid Extra $ 0.00 if taxi
arrives in 15 mins of booking / appointed time
9 NOW LATER 5
4 ingogo
Locate
fix pin on map
8 select favourite
enter address
SET
5 ingogo
Later Date Pickup
Mon Feb 3 12 55 AM
Tue Feb 5 2 05
9 SET
6 ingogo
Select a Driver 7
HAIL FAVOURITE
Click cab to hail
7 ingogo
6 Select a Driver
HAIL FAVOURITE
Drivers online & distance away
Guru cabbie 0.5kms
Frank Tubby 15kms
Bold Fat Happy ... 18kms
Drivers offline
Johhny B
Silver service bloke
8 ingogo
Locate > Select Favourite
Airport
City
Home
27 Yanko Ave
BRONTE NSW
Pub
Work

Figure 6a

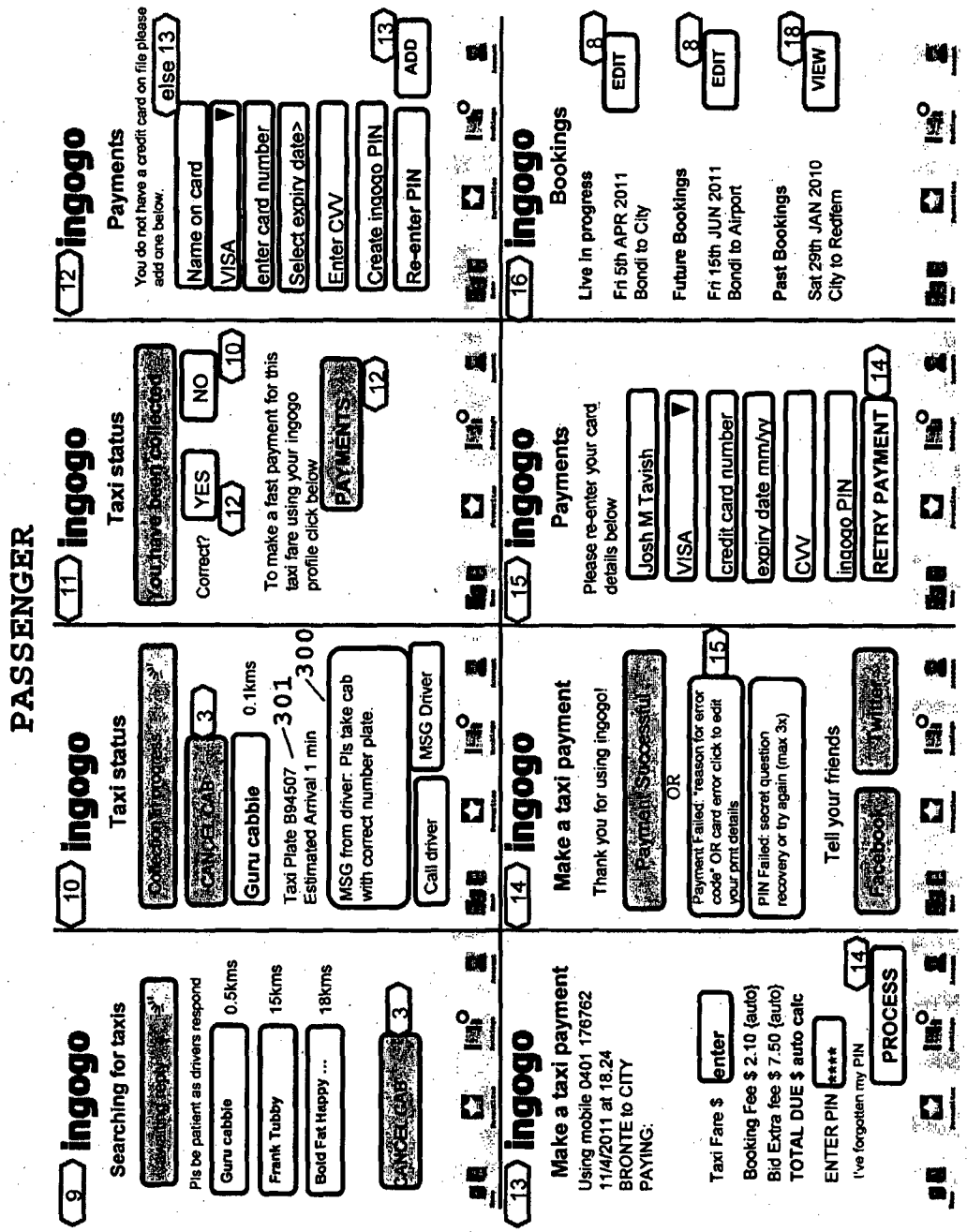

PASSENGER
9 ingogo
Searching for taxis
Pls be patient as drivers respond
Guru cabbie 0.5kms
Frank Tubby 15kms
Bold Fat Happy ... 18kms
CANCEL TAXI 3
10 ingogo
Taxi status
Collection in progress
CANCEL TAXI 3
Guru cabbie 0.1kms
Taxi Plate B94507 301
Estimated Arrival 1 min 300
MSG from driver: Pls take cab with correct number plate.
Call driver
MSG Driver
11 ingogo
Taxi status
You have been collected
Correct? YES 12 NO 10
To make a fast payment for this taxi fare using your ingogo profile click below
PAYMENTS 12
12 ingogo
Payments
You do not have a credit card on file please add one below.
else 13
Name on card
VISA
enter card number
Select expiry date>
Enter CVV
Create ingogo PIN 13
Re-enter PIN ADD
13 ingogo
Make a taxi payment
Using mobile 0401 176762
11/4/2011 at 18.24
BRONTE to CITY
PAYING:
Taxi Fare $ enter
Booking Fee $ 2.10 (auto)
Bid Extra fee $ 7.50 (auto)
TOTAL DUE $ auto calc
ENTER PIN **** 14
I've forgotten my PIN
PROCESS
14 ingogo
Make a taxi payment
Thank you for using ingogo!
Payment Successful
OR
Payment Failed: *reason for error code* OR card error click to edit your pmt details 15
PIN Failed: secret question recovery or try again (max 3x)
Tell your friends
Facebook
Twitter
15 ingogo
Payments
Please re-enter your card details below
Josh M Tavish
VISA
credit card number
expiry date mm/yy
CVV
ingogo PIN
RETRY PAYMENT 14
16 ingogo
Bookings
Live in progress
Fri 5th APR 2011
Bondi to City
EDIT 8
Future Bookings
Fri 15th JUN 2011
Bondi to Airport
EDIT 8
Past Bookings
Sat 29th JAN 2010
City to Redfern
VIEW 18

Figure 6b

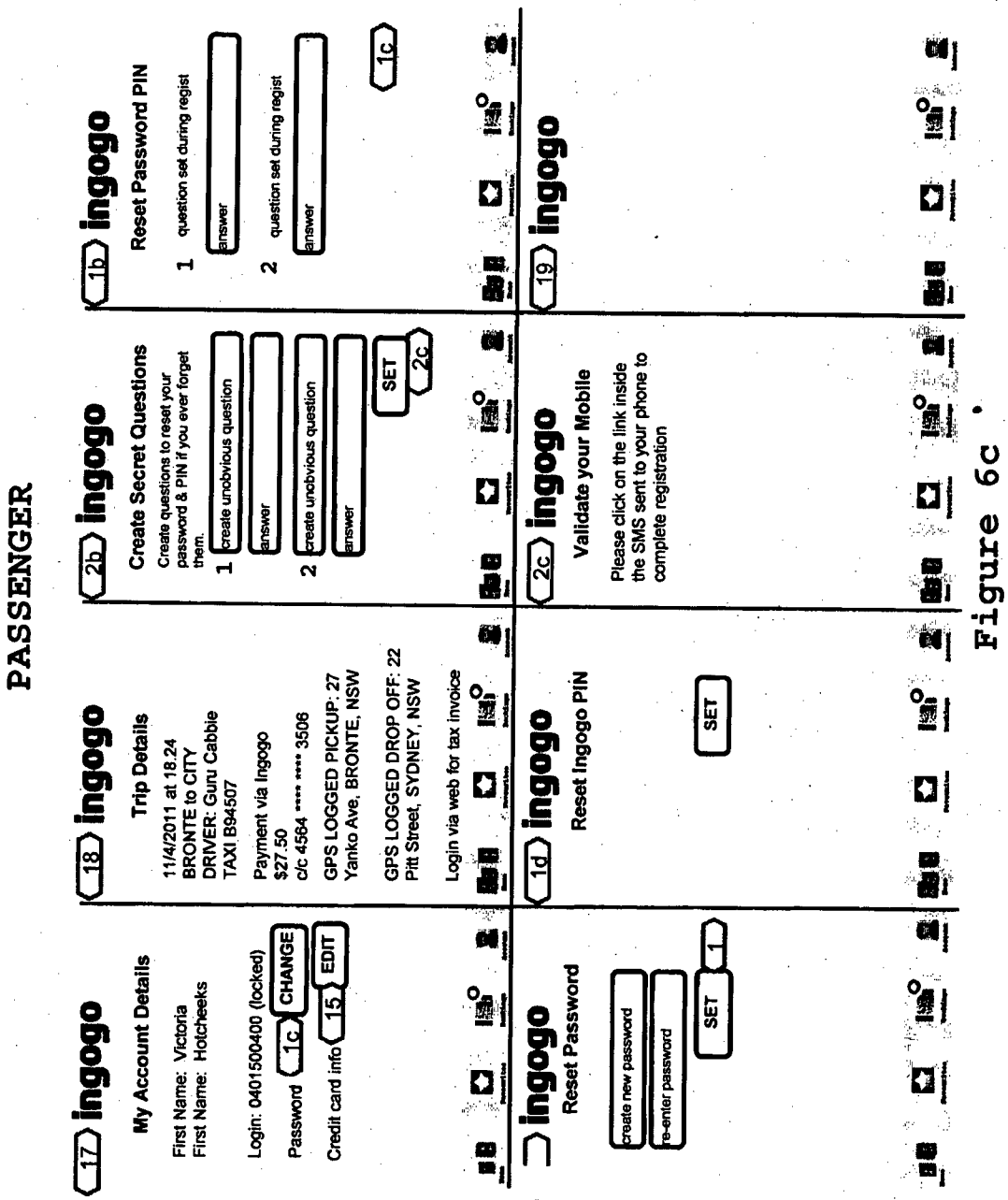

PASSENGER
17 ingogo
My Account Details
First Name: Victoria
First Name: Hotcheeks
Login: 0401500400 (locked)
Password 1c CHANGE
Credit card info 15 EDIT
18 ingogo
Trip Details
11/4/2011 at 18.24
BRONTE to CITY
DRIVER: Guru Cabbie
TAXI B94507
Payment via Ingogo
$27.50
c/c 4564 **** **** 3506
GPS LOGGED PICKUP: 27
Yanko Ave, BRONTE, NSW
GPS LOGGED DROP OFF: 22
Pitt Street, SYDNEY, NSW
Login via web for tax invoice
2b ingogo
Create Secret Questions
Create questions to reset your password & PIN if you ever forget them.
1 create unobvious question
answer
2 create unobvious question
answer
SET 2c
1b ingogo
Reset Password PIN
1 question set during regist
answer
2 question set during regist
answer
1c
19 ingogo
2c ingogo
Validate your Mobile
Please click on the link inside the SMS sent to your phone to complete registration
1d ingogo
Reset Ingogo PIN
SET
ingogo
Reset Password
create new password
re-enter password
SET 1

Figure 6c

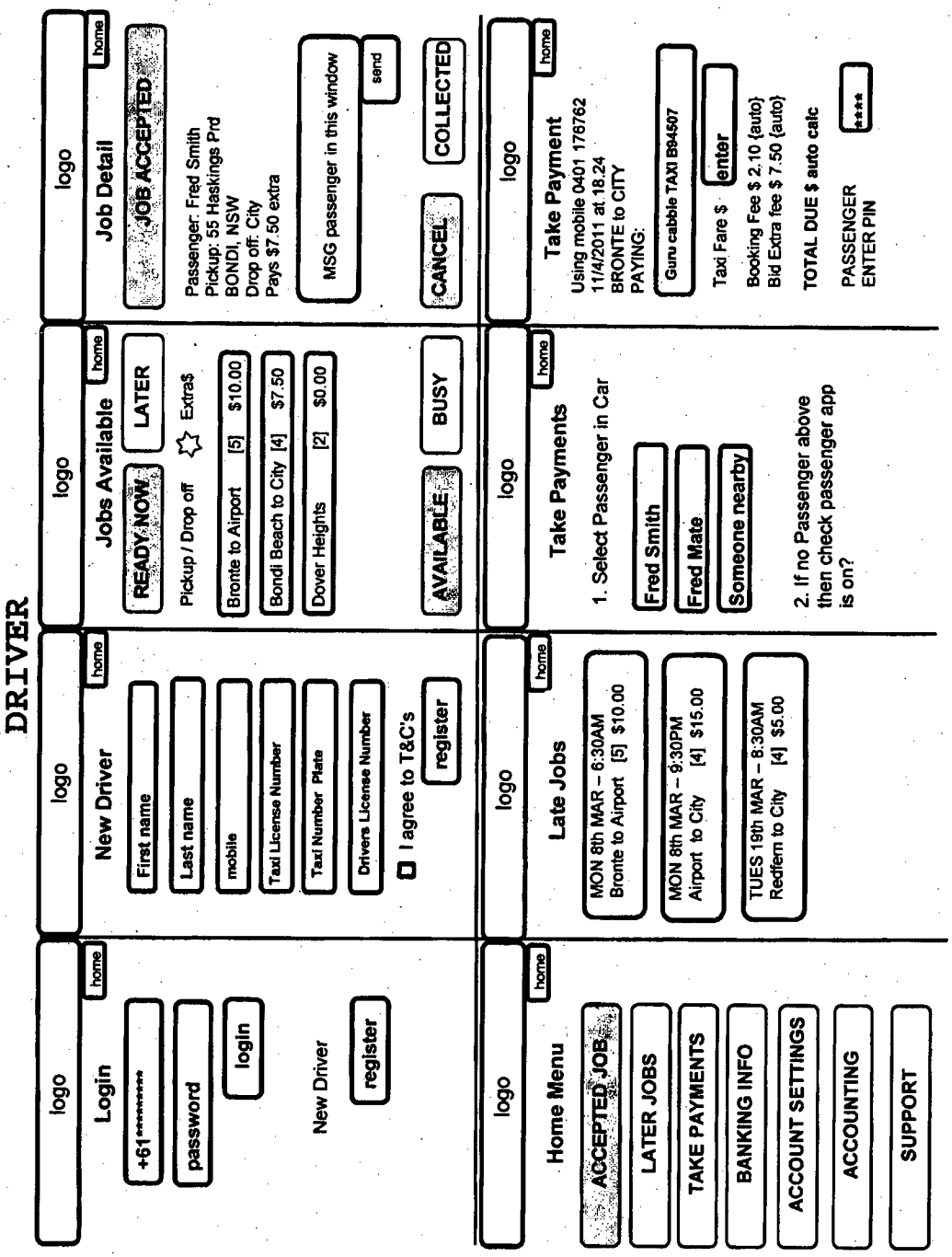

DRIVER
logo
Login
home
+61********
password
login
New Driver
register
logo
New Driver
home
First name
Last name
mobile
Taxi License Number
Taxi Number Plate
Drivers License Number
I agree to T&C's
register
logo
Jobs Available
home
READY NOW
LATER
Pickup / Drop off
Extra$
Bronte to Airport [5] $10.00
Bondi Beach to City [4] $7.50
Dover Heights [2] $0.00
AVAILABLE
BUSY
logo
Job Detail
home
JOB ACCEPTED
Passenger: Fred Smith
Pickup: 55 Haskings Prd
BONDI, NSW
Drop off: City
Pays $7.50 extra
MSG passenger in this window
send
CANCEL
COLLECTED
logo
Home Menu
home
ACCEPTED JOB
LATER JOBS
TAKE PAYMENTS
BANKING INFO
ACCOUNT SETTINGS
ACCOUNTING
SUPPORT
logo
Late Jobs
home
MON 8th MAR – 6:30AM
Bronte to Airport [5] $10.00
MON 8th MAR – 9:30PM
Airport to City [4] $15.00
TUES 19th MAR – 8:30AM
Redfern to City [4] $5.00
logo
Take Payments
home
1. Select Passenger in Car
Fred Smith
Fred Mate
Someone nearby
2. If no Passenger above
then check passenger app
is on?
logo
Take Payment
home
Using mobile 0401 176762
11/4/2011 at 18.24
BRONTE to CITY
PAYING:
Guru cabbie TAXI B84507
Taxi Fare $
enter
Booking Fee $ 2.10 (auto)
Bid Extra fee $ 7.50 (auto)
TOTAL DUE $ auto calc
PASSENGER
ENTER PIN
****

Figure 7a

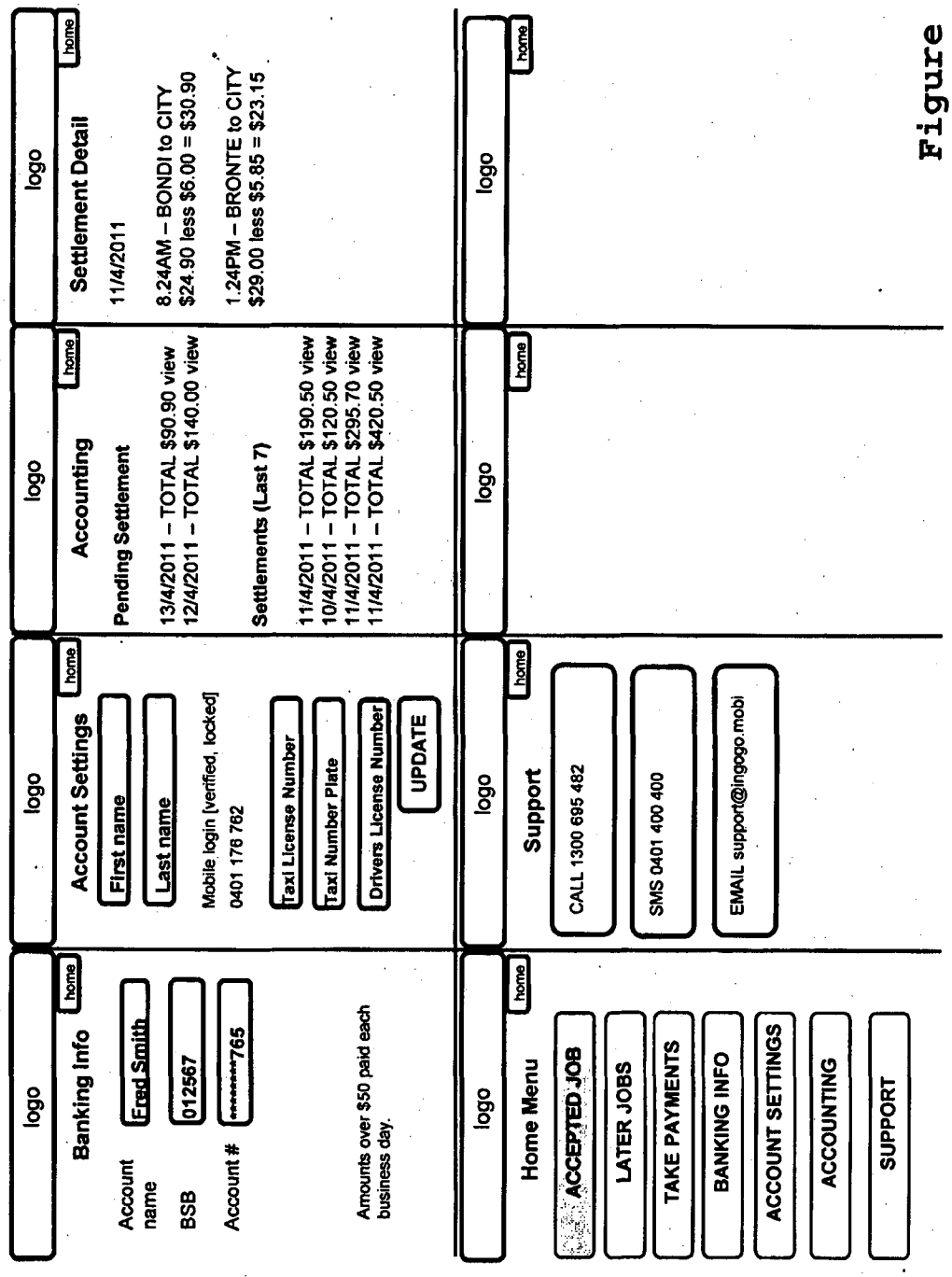

DRIVER
logo
Banking info
home
Account name
Fred Smith
BSB
012567
Account #
*******765
Amounts over $50 paid each business day.
logo
Account Settings
home
First name
Last name
Mobile login [verified, locked]
0401 176 762
Taxi License Number
Taxi Number Plate
Drivers License Number
UPDATE
logo
Accounting
home
Pending Settlement
13/4/2011 – TOTAL $90.90 view
12/4/2011 – TOTAL $140.00 view
Settlements (Last 7)
11/4/2011 – TOTAL $190.50 view
10/4/2011 – TOTAL $120.50 view
11/4/2011 – TOTAL $295.70 view
11/4/2011 – TOTAL $420.50 view
logo
Settlement Detail
home
11/4/2011
8.24AM – BONDI to CITY
$24.90 less $6.00 = $30.90
1.24PM – BRONTE to CITY
$29.00 less $5.85 = $23.15
logo
Home Menu
home
ACCEPTED JOB
LATER JOBS
TAKE PAYMENTS
BANKING INFO
ACCOUNT SETTINGS
ACCOUNTING
SUPPORT
logo
Support
home
CALL 1300 695 482
SMS 0401 400 400
EMAIL support@ingogo.mobi
logo
home

Figure 7b

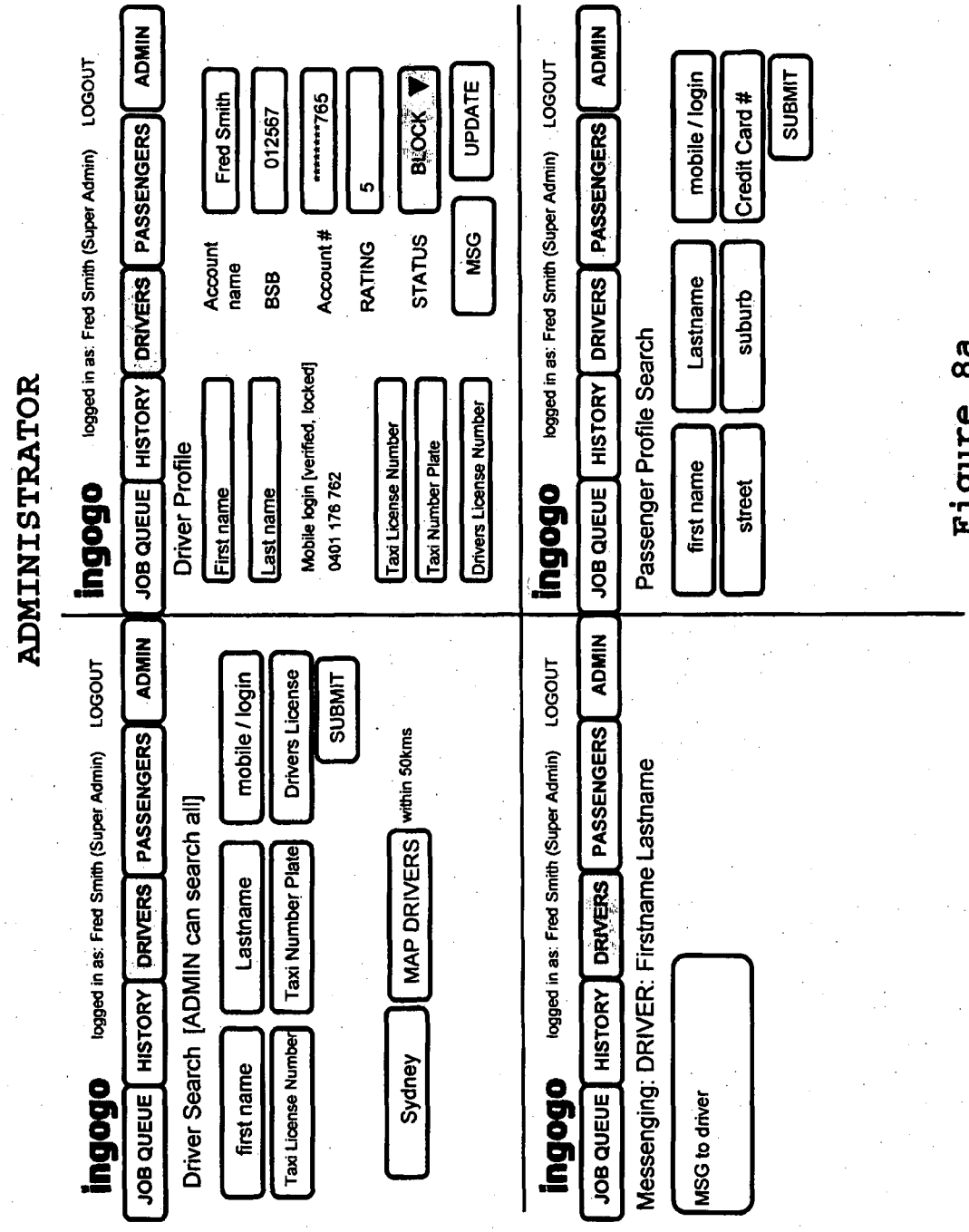

ADMINISTRATOR
ingogo
logged in as: Fred Smith (Super Admin)
LOGOUT
JOB QUEUE
HISTORY
DRIVERS
PASSENGERS
ADMIN
Driver Search [ADMIN can search all]
first name
Lastname
mobile / login
Taxi License Number
Taxi Number Plate
Drivers License
SUBMIT
Sydney
MAP DRIVERS
within 50kms
Driver Profile
First name
Last name
Mobile login [verified, locked]
0401 176 762
Taxi License Number
Taxi Number Plate
Drivers License Number
Account name
Fred Smith
BSB
012567
Account #
********765
RATING
5
STATUS
BLOCK
MSG
UPDATE
Messenging: DRIVER: Firstname Lastname
MSG to driver
Passenger Profile Search
first name
Lastname
mobile / login
street
suburb
Credit Card #
SUBMIT

Figure 8a

ADMINISTRATOR
ingogo
Admin login
password
LOGIN
ingogo
logged in as: Fred Smith (Super Admin) LOGOUT
JOB QUEUE
HISTORY
DRIVERS
PASSENGERS
ADMIN
Pending
Closed
All
Quick Search [ADMIN VIEW ONLY]
LAST HOUR
TODAY
THIS WEEK
THIS MONTH
Support Staff Detailed Search
first name
Lastname
mobile / login
street
suburb
Credit Card #
Date
time range
SUBMIT
ingogo
logged in as: Fred Smith (Super Admin) LOGOUT
JOB QUEUE
HISTORY
DRIVERS
PASSENGERS
ADMIN
Results
Book Time / Expected Pickup / Diff / Firstname / Lastname / Pickup / Dropoff / $Payment
17/May/2011 08:19AM / 17/MAY/2011 08:30AM / 0:05 / Fred / Smith / Bondi / Airport / Spending
17/May/2011 08:05AM / 17/MAY/2011 08:10AM / collected / John / Bloggs / Redfern / Airport / $28.00
17/May/2011 07:20AM / 17/MAY/2011 07:25AM / collected / Mary / Bridge / Manly / City / none
ingogo
logged in as: Fred Smith (Super Admin) LOGOUT
JOB QUEUE
HISTORY
DRIVERS
PASSENGERS
ADMIN
Results > Individual Booking Details
Book Time / Expected Pickup / Diff / Firstname / Lastname / Pickup / Dropoff / $Payment
17/May/2011 08:05AM / 17/MAY/2011 08:10AM / collected / John / Bloggs / Redfern / Airport / $28.00
Payment Detail
Cab base fare $19.26
Bookings fee $ 2.10
Bid fee $ 5.00
Credit card fee $ 2.64
TOTAL $28.00
Pickup / Drop off details
Pickup Address Detail:
60 Marine Drive, BRONTE, NSW, 2026
Drop off Address Detail:
Approx: 21 Pitt st, Sydney, NSW (from GPS)
Messenging History for trip
17/May/2011 08:11AM PASSENGER: Hi – just finishing breakfast out in 1 minute sorry
17/May/2011 08:10AM DRIVER: Hi John – I'm waiting out the front for you
17/May/2011 08:05AM DRIVER: Hi John – I'm on my way and will be there in 5 minutes

Figure 8b

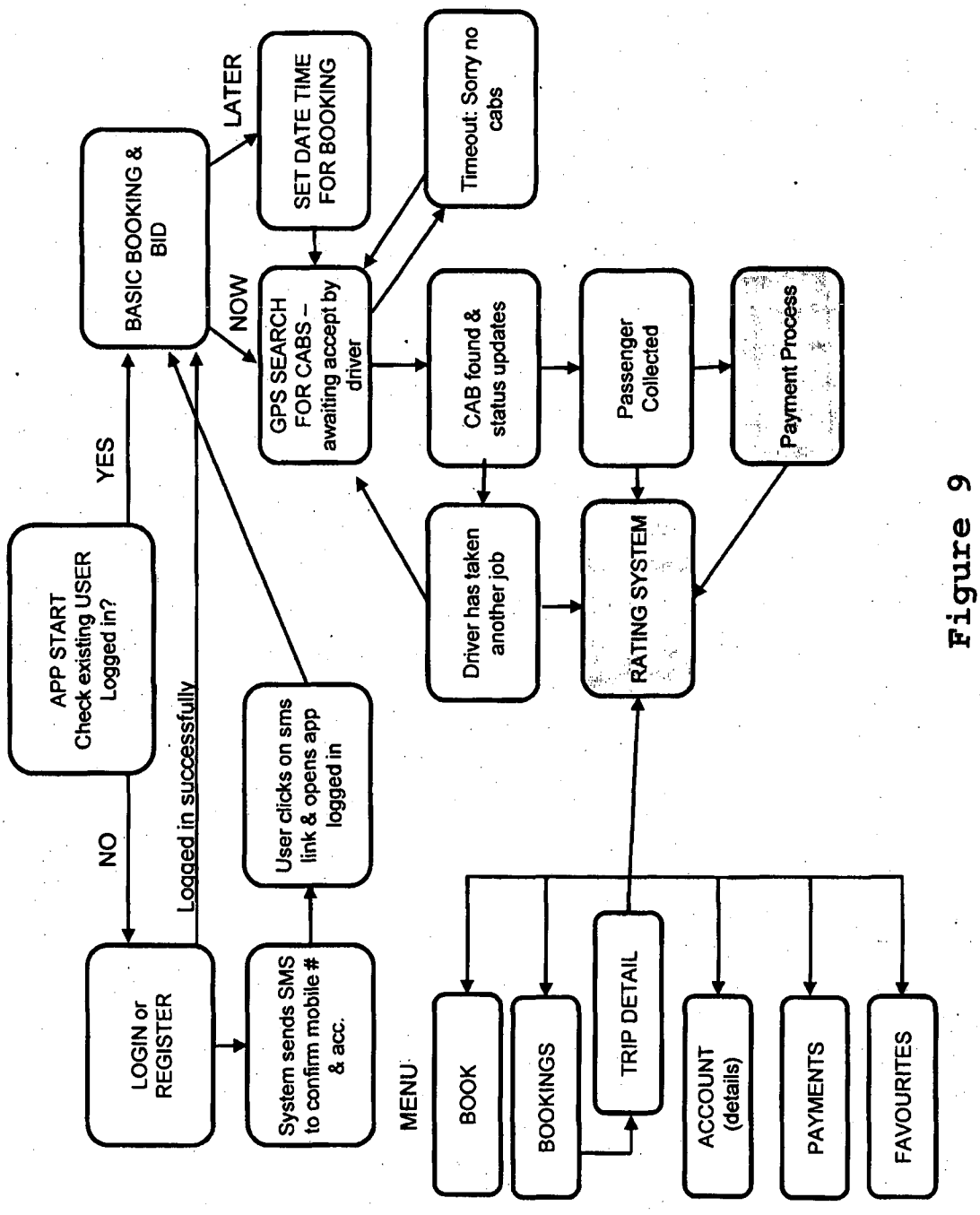

APP START
Check existing USER Logged in?
YES
NO
BASIC BOOKING & BID
LATER
NOW
SET DATE TIME FOR BOOKING
GPS SEARCH FOR CABS – awaiting accept by driver
Timeout: Sorry no cabs
CAB found & status updates
Passenger Collected
Payment Process
Driver has taken another job
RATING SYSTEM
LOGIN or REGISTER
System sends SMS to confirm mobile # & acc.
User clicks on sms link & opens app logged in
Logged in successfully
MENU
BOOK
BOOKINGS
TRIP DETAIL
ACCOUNT (details)
PAYMENTS
FAVOURITES

Figure 9

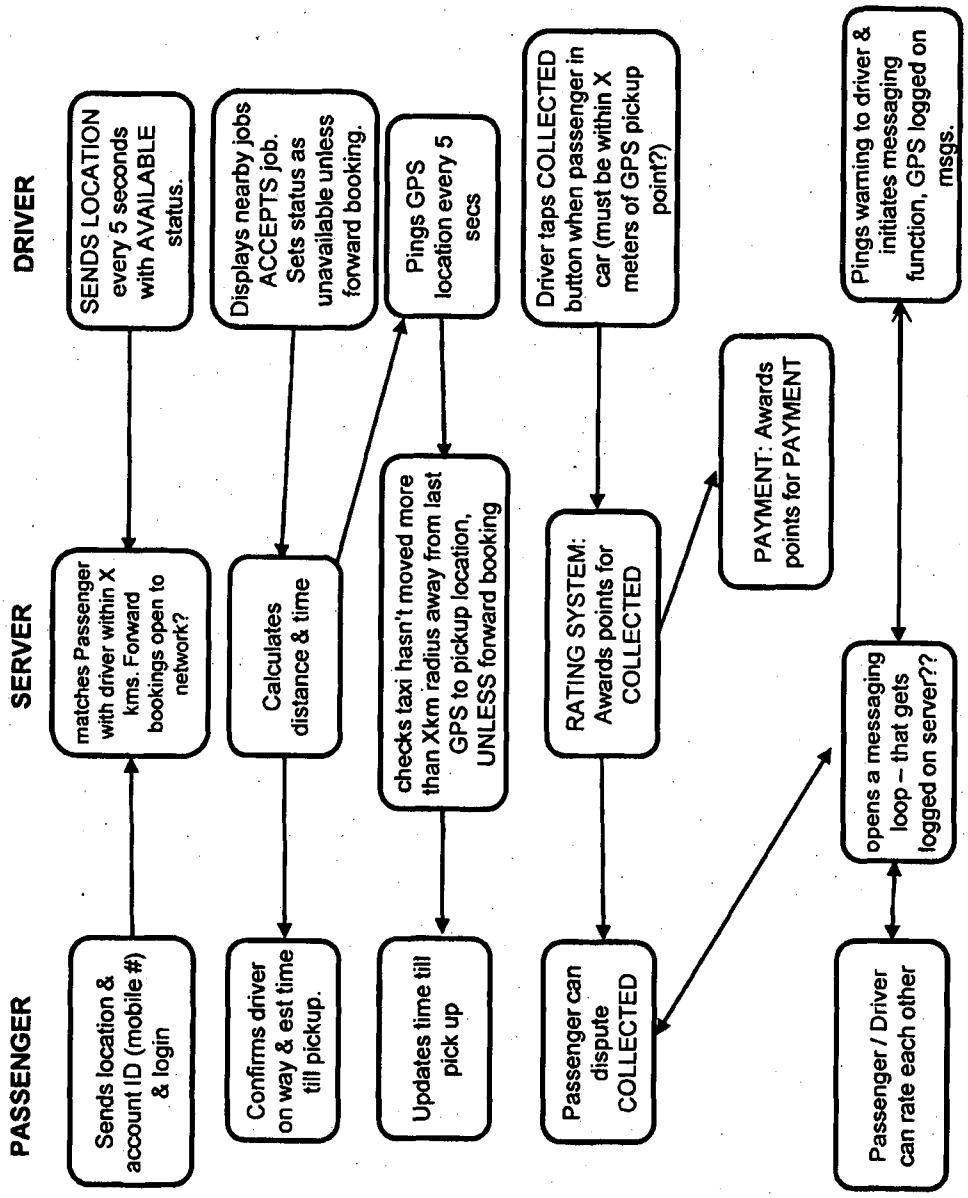

PASSENGER
SERVER
DRIVER
Sends location & account ID (mobile #) & login
matches Passenger with driver within X kms. Forward bookings open to network?
SENDS LOCATION every 5 seconds with AVAILABLE status.
Confirms driver on way & est time till pickup.
Calculates distance & time
Displays nearby jobs ACCEPTS job. Sets status as unavailable unless forward booking.
Updates time till pick up
checks taxi hasn't moved more than Xkm radius away from last GPS to pickup location, UNLESS forward booking
Pings GPS location every 5 secs
Passenger can dispute COLLECTED
RATING SYSTEM: Awards points for COLLECTED
Driver taps COLLECTED button when passenger in car (must be within X meters of GPS pickup point?)
PAYMENT: Awards points for PAYMENT
Passenger / Driver can rate each other
opens a messaging loop – that gets logged on server??
Pings warning to driver & initiates messaging function, GPS logged on msgs.

Figure 10

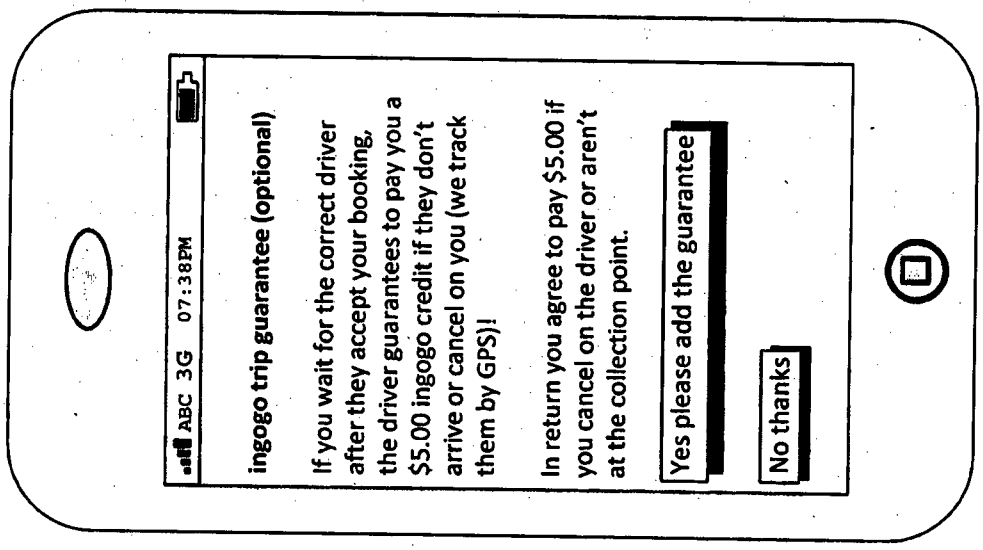



Figure 11

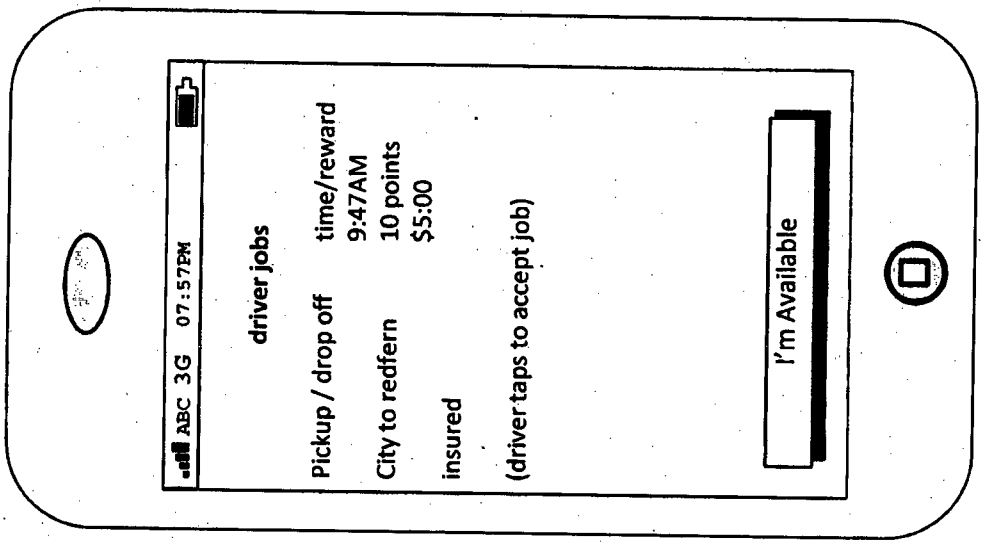



Figure 12

**INTERNATIONAL SEARCH REPORT**

International application No.
**PCT/AU2012/000658**

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 50/00 (JAN 2012)

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPODOC, WPI, Google Patent, Google, E-Sp@ce & Keywords (Taxi, location, hire) & similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|---|---|---|
| | Documents are listed in the continuation of Box C | |

[X] Further documents are listed in the continuation of Box C [X] See patent family annex

* Special categories of cited documents:

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"E" earlier application or patent but published on or after the international filing date

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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

| Date of the actual completion of the international search | Date of mailing of the international search report |
|---|---|
| 13 July 2012 | 19 July 2012 |

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| INTERNATIONAL SEARCH REPORT<br>C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT | | International application No.<br>**PCT/AU2012/000658** |
|---|---|---|
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| | WO 2011/014076 A1 (PAULSEN ) 03 February 2011 | |
| X | Abstract, Figs 4-19, Pg 6, Pg 12 | 1, 4-8, 10-20 |
| Y | Abstract, Pg 6, Pg 12 | 21-25 |
| | US 6756913 B1 (AYED) 29 June 2004 | |
| X | Abstract, Fig 5 | 1, 4, 11-14, 16-20 |
| Y | Abstract Fig 5 | 21-25 |
| | US 2006/0059023 A1 (MASHINSKY) 16 March 2006 | |
| X | Abstract, Fig 3, Para 0034 | 1-4, 9, 11-14, 16-20 |
| Y | Abstract, Fig 3, Para 0034 | 21-25 |
| | US 2004/0219933 A1 (FAITH) 04 November 2004 | |
| Y | Abstract, Para 0069 | 21-25 |

| INTERNATIONAL SEARCH REPORT<br>Information on patent family members | International application No.<br>**PCT/AU2012/000658** |
|---|---|

This Annex lists known patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

| **Patent Document/s Cited in Search Report** | | **Patent Family Member/s** | |
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| **Publication Number** | **Publication Date** | **Publication Number** | **Publication Date** |
| WO 2011/014076 A1 | 03 Feb 2011 | NO 20092789 A | 01 Feb 2011 |
| | | NO 331246 B1 | 07 Nov 2011 |
| | | WO 2011014076 A1 | 03 Feb 2011 |
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| | | US 2004219933 A1 | 04 Nov 2004 |

**End of Annex**

Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.