

I HELP 校園勞務平台設計與行銷之研究

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摘 要

現在學生平常除了上下學之外，往往還會參加社團或打工賺錢，造成時間管理不易，尤其是服務業的打工往往必須在 1 個月前排定班表，因此如果臨時有事會難以處理。本研究有鑑於此現象，開發設計了“**I HELP**”校園勞務平台，希望利用 C2C 電子商務模式，以相互提供校園服務的方式解決學生的勞務需求。服務者可以利用自己在平台帳戶中的點數換取自己想要的服務，而提供服務者則可獲得相對的點數。“**I HELP**”則是收取交易間的部份點數做為佣金收入。這樣的創新消費模式可以解決供需雙方的時間分配，平台的勞務分類更可使供需雙方的撮合更有效率。本研究希望能藉由“**I HELP**”平台的設計，讓學生的時間利用更方便也更有效率。

關鍵詞： 時間管理、零工經濟、校園服務、社群網站、C2C 商業模式。

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Research on Design and Marketing of Campus Labor Service Platform

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Abstract

In addition to going to and from school, students often participate in clubs or work to earn money, which makes time management difficult. Especially in the service industry, work must often be scheduled one month ago, so if there is something temporary, it will be difficult to handle. In this study, this phenomenon was identified, and the "I HELP" campus labor service platform was developed and designed, hoping to use the C2C e-commerce model to solve the labor needs of students by providing campus services to each other. It is required that service providers can use their points in the platform account in exchange for the services they want, while service providers can obtain relative points. "I HELP" is to collect some points between transactions as commission income. This innovative consumption model can solve the time distribution between the supply and demand sides, and the service classification of the platform can make the matching between the supply and demand sides more efficient. This research hopes that the design of the "I HELP" platform will make the use of students' time more convenient and efficient.

Keywords: Time Management, Gig Economy, Campus Services, Community Website, Customer to Customer Business Models.

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