

## 汽車共乘平台設計與行銷企劃之研究

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### 摘 要

因為都市的房價越來越高，許多人居住在都市周邊。許多居民多是利用自有交通工具通勤，因此許多上班族成為了通勤族。住在市郊的上班族即使是使用大眾交通工具，他們由住家至大眾運輸站之間也必須以自有交通工具代步。這種現象不但造成能源浪費，更形成交通壅塞的問題。本研究發現了這現象，設計了一個汽車共乘平台，希望能幫助找到與通勤族有相同路線需求的通勤者，以共乘的方式減少道路交通的問題。本平台之費用分攤系統與乘客互評機制可以讓通勤族在找到自己的通勤伙伴後，透過線上支付分攤交通費用，GPS定位系統更可以透過共乘車輛的位置追蹤保障乘客的安全。本平台希望透過共享經濟的形成，不但能達到節能減碳的目的，更能讓共乘者透過通勤做交流。

**關鍵字：**通勤需求、都市發展、共享經濟、共乘、綠色交通與消費

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# **Research on Design and Marketing of Ride-Sharing Service Platform**

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## **Abstract**

As housing prices in cities get higher and higher, many people start to move to the outskirts of the city. However, because of the inconvenient transportation in the surrounding areas of the city, many residents use their own means of transportation to commute; therefore, many office workers have become commuters. According to the research, most office workers living in suburbs or surrounding cities use their own transportation to commute. Even if they use public transportation to commute, they must use their own transportation to travel from home to the public transportation station. The problem arising from this phenomenon is that the low occupancy rate of self-owned vehicles not only wastes energy and produces air pollution, but also causes traffic congestion. This research has discovered this phenomenon and designed a ride-sharing platform using the evaluation research method, hoping to help commuters find other commuters who have the same route as themselves. This helps save resources, energy, and reduces carbon emissions. In addition, the cost sharing system and passenger mutual evaluation mechanism of this platform can also allow commuters to share transportation costs through online payment tools in addition to finding their own

commuting partners. The GPS positioning system of this platform can also track the location of shared vehicles to ensure the safety of passengers. This platform hopes that through the formation of ride-sharing activities, it will not only save energy and reduce road traffic problems, but also allow ride-sharing passengers to promote the harmonious coexistence of local residents through communication during commuting.

**Key words: need of commuters, cities development, sharing economy, ride-sharing, green transportation and consumption**

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