

清交共乘

IIE Individual Research Project



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問題定義

問題定義 (1/3)

「連假買車票」

- 不提供線上買票
- 買不到車票
- 票價較高
- 前往車站路途遙遠

問題定義 (2/3)

「共乘」 + 「團購」

- 連假時期有大量學生要前往同一地點（回台北、回台中．．．），若能媒和這些學生並湊足人數包車則能使此流程更有效率。

問題定義 (3/3)

優勢：

- 可在線上「團購」包車並隨時確認人數
- 價格較便宜（四、五十人巴士）
- 上車站點設在學校，下車站點可彈性安排

5 W 1 H

WHAT: 提供一線上包車媒和的平台

WHO: 清大、交大學生

WHY: 解決「連假定車票」的問題

WHERE: 任何地點

WHEN: 想買車票時

HOW: 使用網頁服務

DMAIC

DMAIC



- 不提供線上買票
- 連假時買不到車票
- 票價較高
- 前往車站路途遙遠

DMAIC

As-Is Model

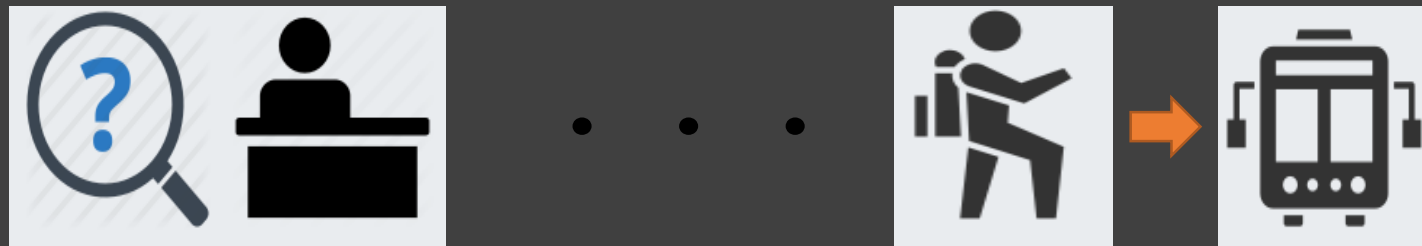


DMAIC

Problem	尖峰時期買不到票	限現場購票	前往車站路途較遠	車票較貴
Reason	人潮過多	某些大眾運輸未開放線上購票	車站位置可能離居住地較遠	大眾運輸公司定價
Improvement	提供一新型交通方式	提供一線上「團購」包車平台	可彈性設置站點	包車平分費用相對較便宜

DMAIC

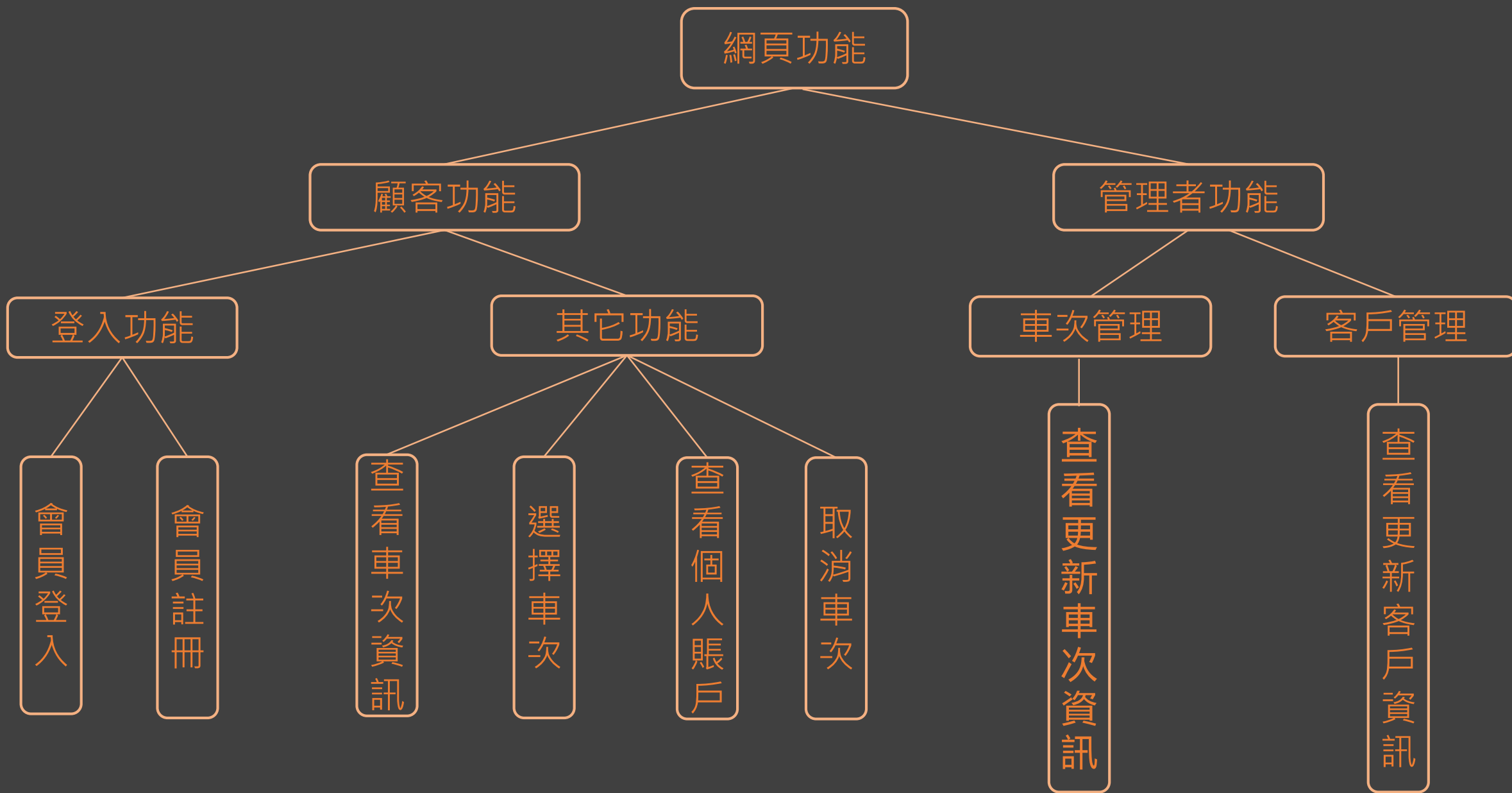
To-Be Model



DMAIC

	AS-IS	TO-BE
線上購票	不一定	有
尖峰時期購票	買不到	買得到
上下車站點	固定	彈性
車票價格	較貴	較便宜
客戶資料管理	較難	較易

網頁介紹



DEMO

貢獻與未來展望

貢獻

- 提供一新型的交通選擇
- 為尖峰時刻大眾運輸舒緩人潮
- 更便利、經濟地出行

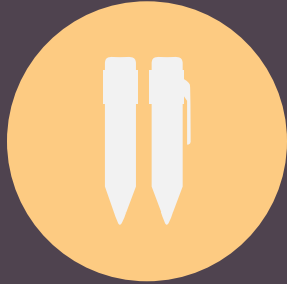
未來展望

- 依據歷史資料提醒使用者加選車班
- 開放使用者提出欲前往的地點以及時間
- 開放使用者提出現有車次的修改

THANK YOU



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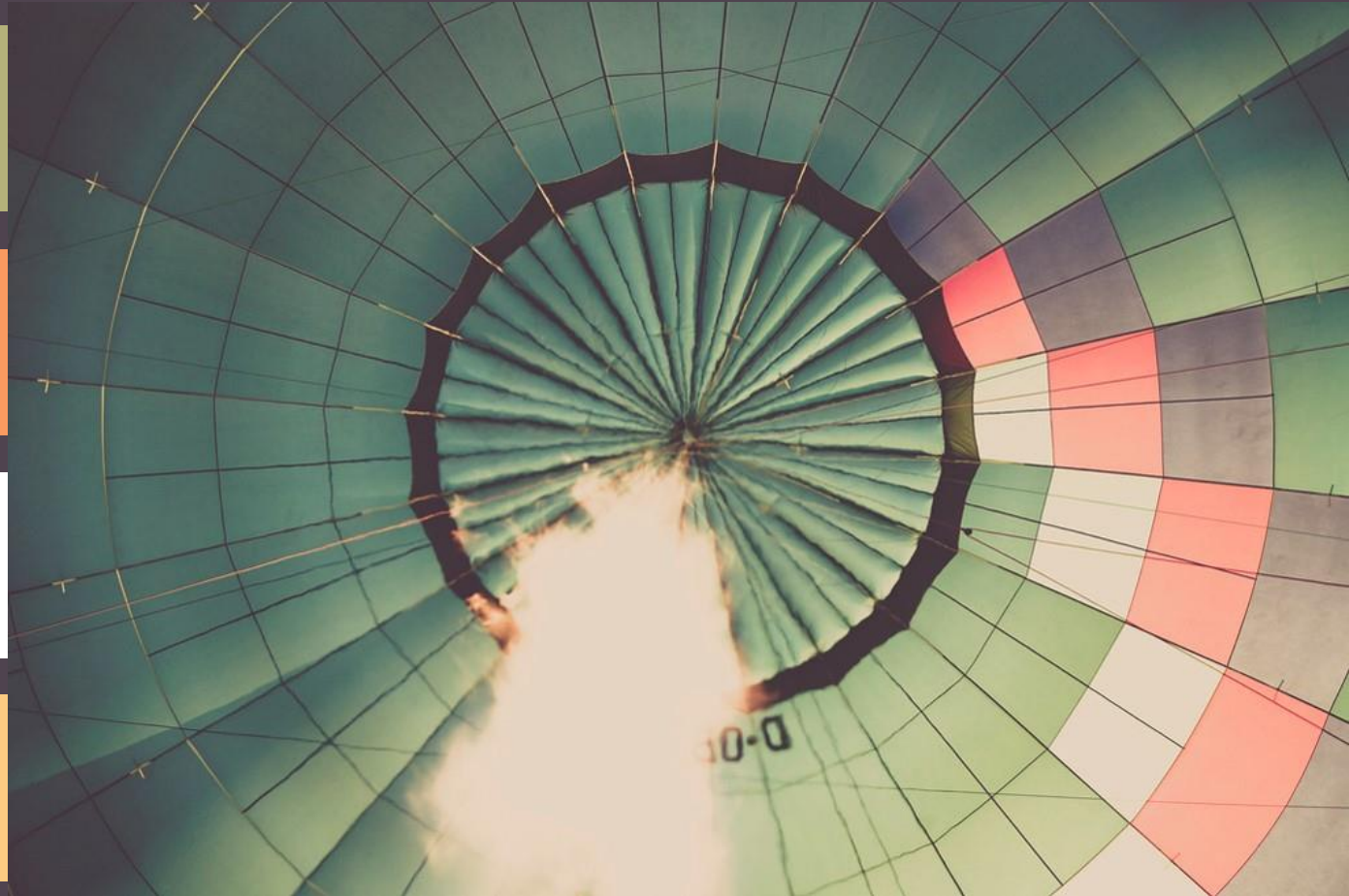
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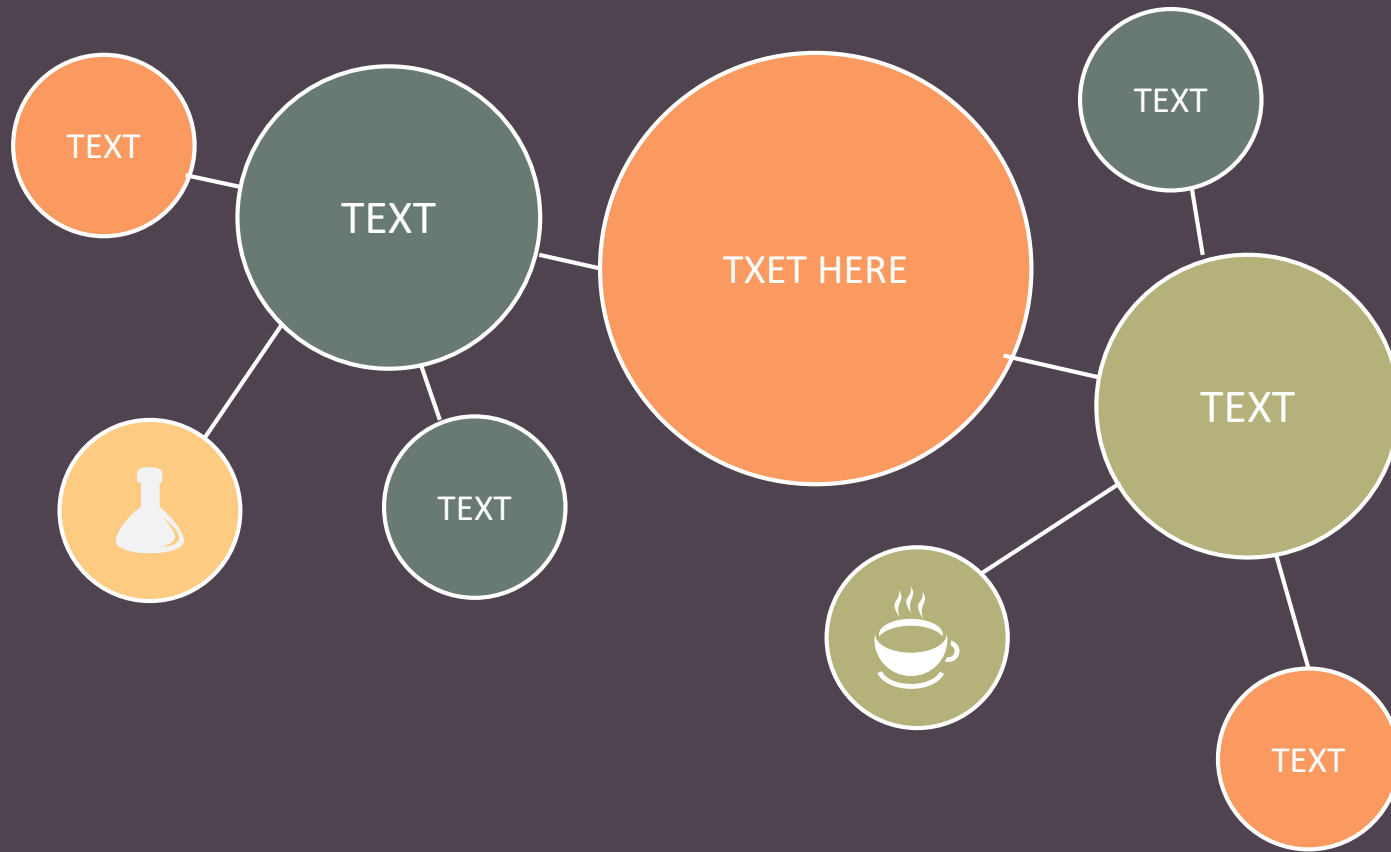
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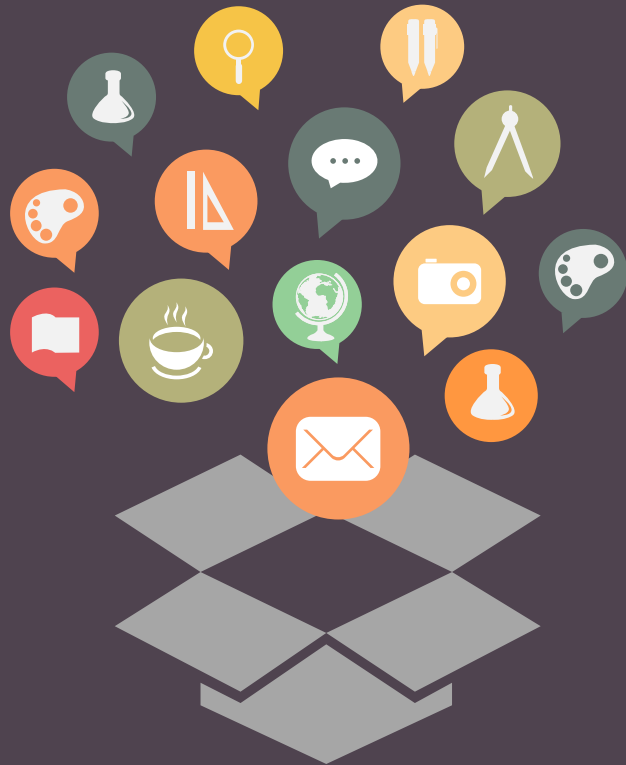
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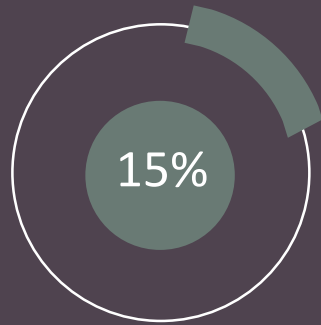
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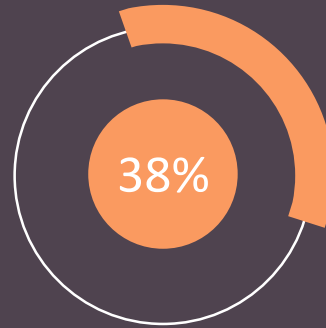
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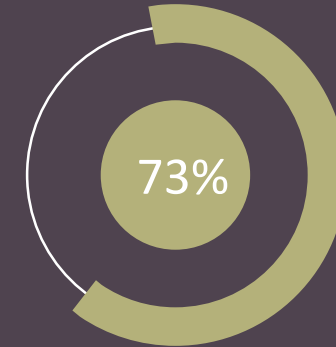
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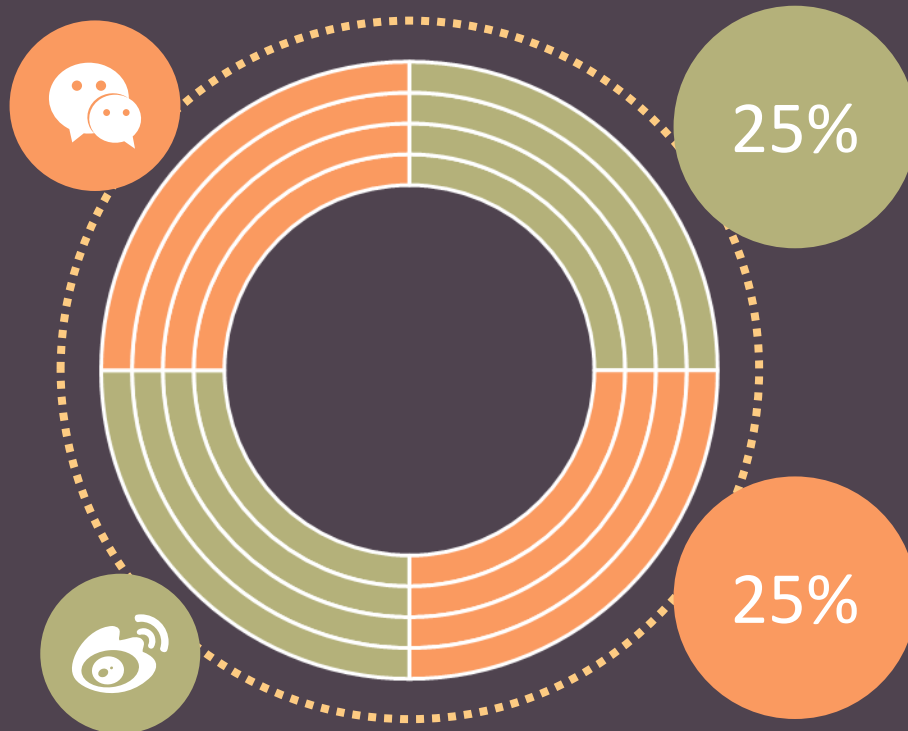
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