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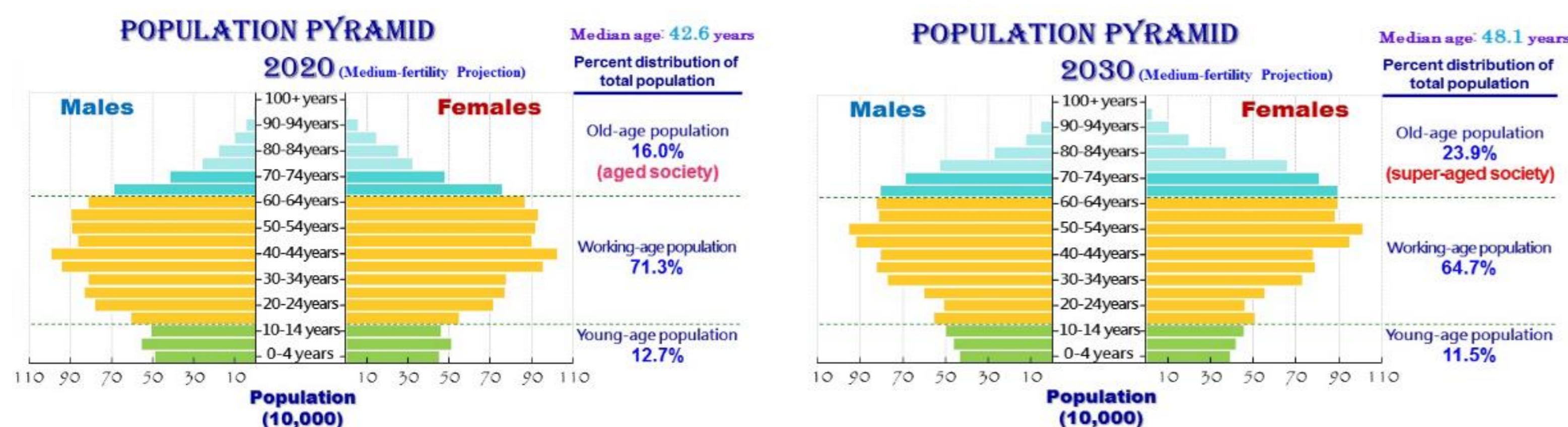# 工 業 工 程 專 題
銀髮族專車接送旅遊服務
Door to door travel service design for Elderly in Taiwan

❖ Purpose

Taiwan's National Development Council has collected data since 1950 in order to make population prediction projections. They anticipate that by 2020, Taiwan will enter the category of "Aged Society" with 16.1% of the population over 65 years old; and by 2030 with a substantial nonstop increase on that percentage, Taiwan will be considered a "Super-Aged Society".

There currently aren't enough private companies that design their business (service or product) to meet the recreational needs of the elder population in Taiwan. From the population predictions we observe that a few years from now the workforce will be limited and with the life expectancy at a high of 80 years old, this age range of the population will comprise a big portion of the market.
Our service design aims to improve the quality of life of elderly and to adjust the market to fit this currently ignored segment.

❖ Research Methods and Results

For our service design to fit the internal tourism market we needed to study the lifestyle of Taiwanese elders, including their travel habits and their willingness to take this service.

For the research, surveys were distributed in different areas of northern Taiwan (Taipei City, New Taipei City and Hsinchu City). The suggested retirement age in Taiwan is around 55-65 years old; the aim of this process was to collect data from citizens 45 years and older, in order to give the research a 10-20 year range before our target customers reach the retired stage.

Setting the population at 7 million, the confidence level at 95% and the confidence interval at ±7.7, we set the sample size at 164.
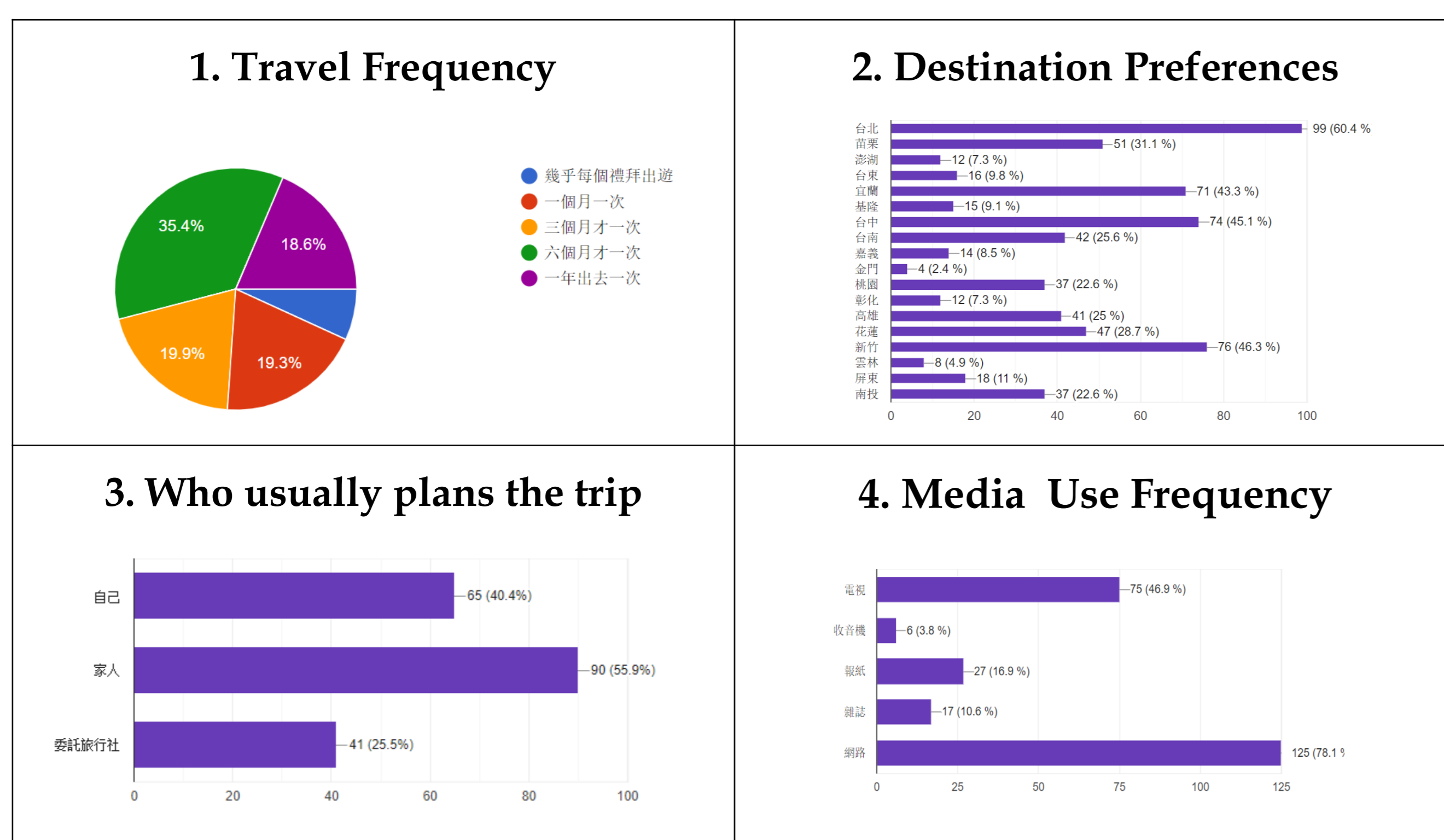
1. 35.4% of the subjects considered in the survey plan to travel once every 6 months, followed by 19.9% traveling every 3 months.
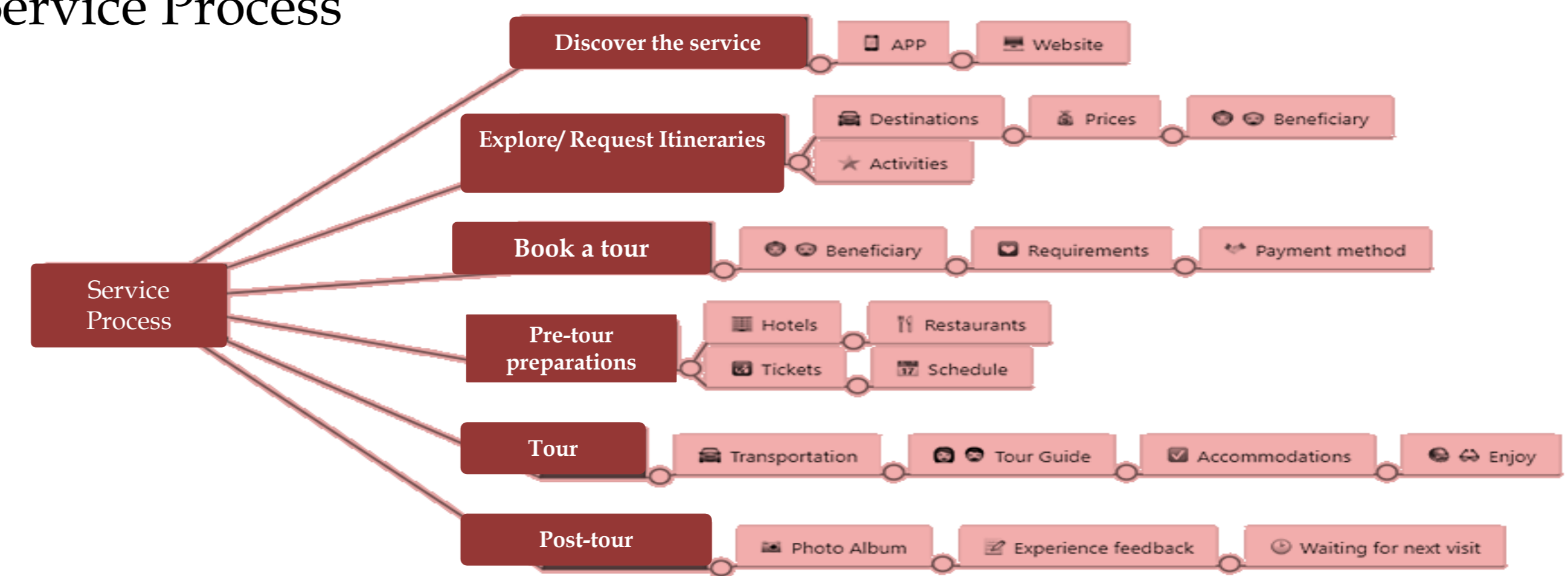
2. The top 5 destinations chosen were: Taipei, Hsinchu, Taichung, Yilan and Miaoli.

3. 55.9% said other family members usually plan the trips with this insight we decided to promote the service as a gift for elder members of the family as our first marketing strategy, and directly to them as a secondary strategy.

4. 125 subjects from 164 select the internet as the media they use more often during the day, and this will be the channel that will be used for marketing.
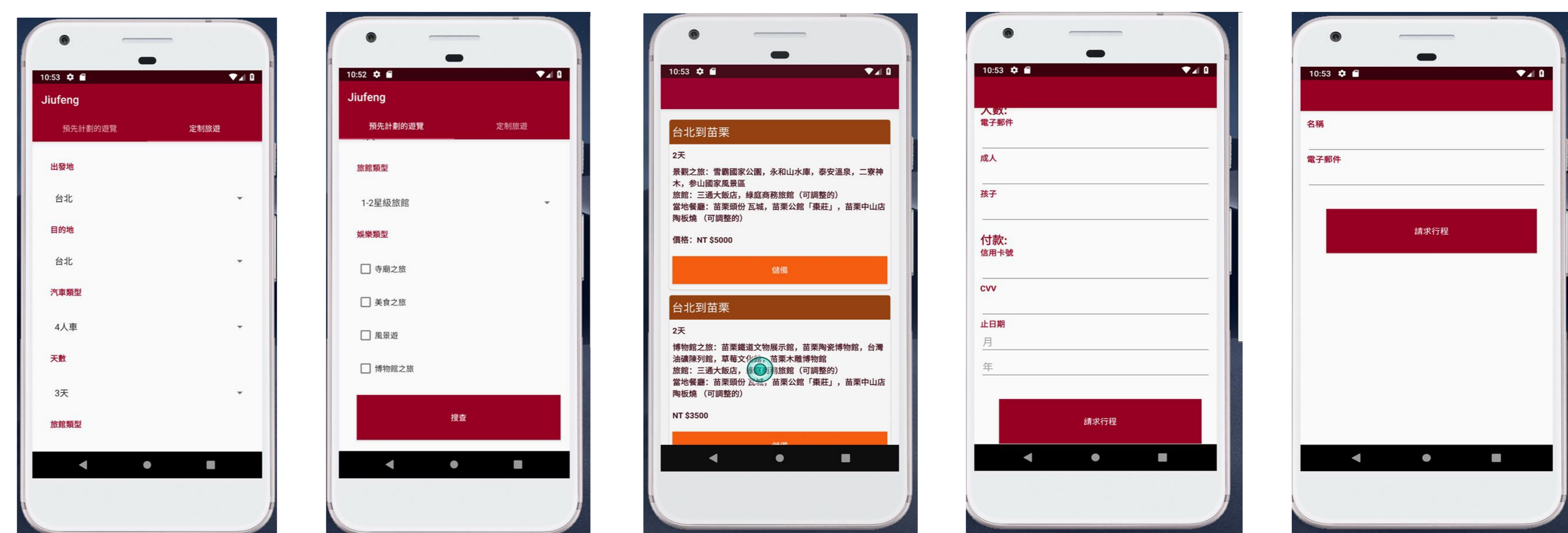
❖ Service Design

Service Process

Service Blueprint

Business Model

❖ Booking APP

❖ Final Service Model