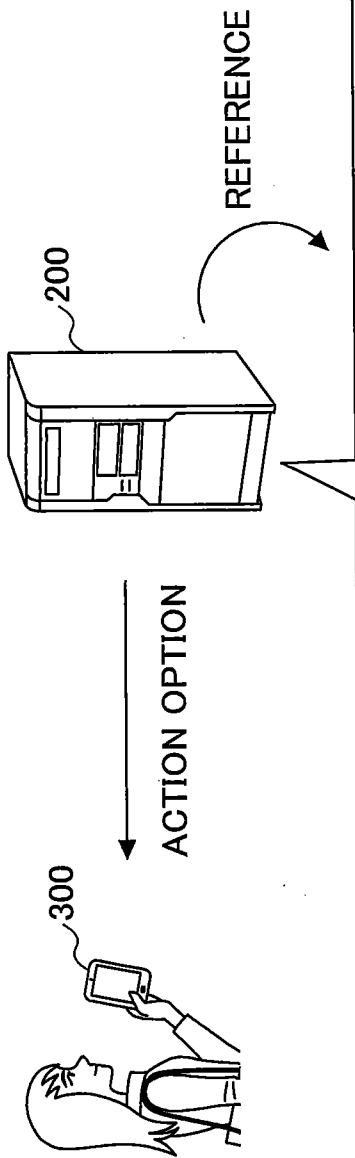


FIG.1

100



	17:00	17:15	17:30	17:45
RAILWAY M	REACH UPPER LIMIT	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT
BUS B	REACH UPPER LIMIT	REACH UPPER LIMIT	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT
TAXI T	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT	LESS THAN UPPER LIMIT

FIG.2

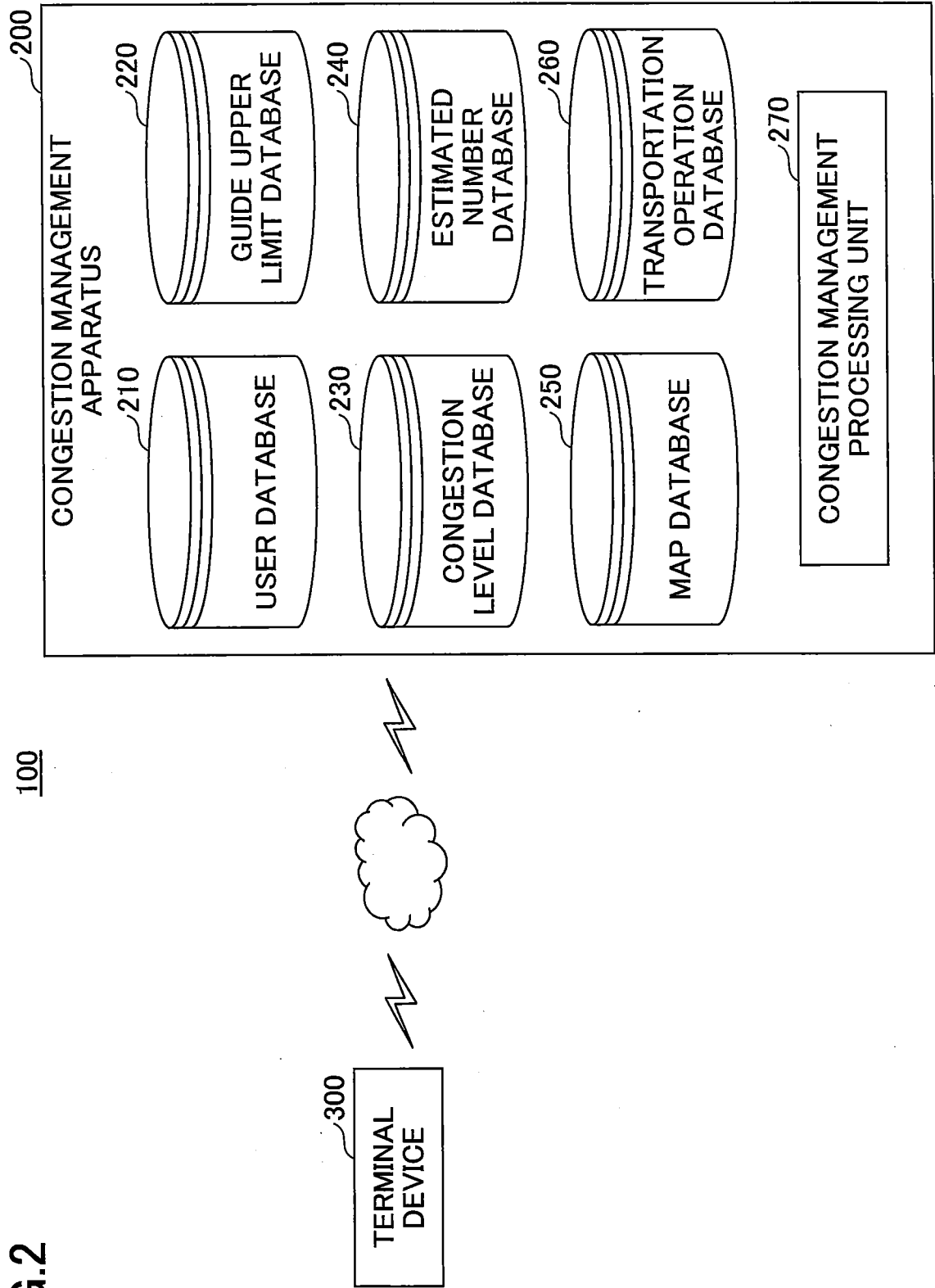


FIG.3

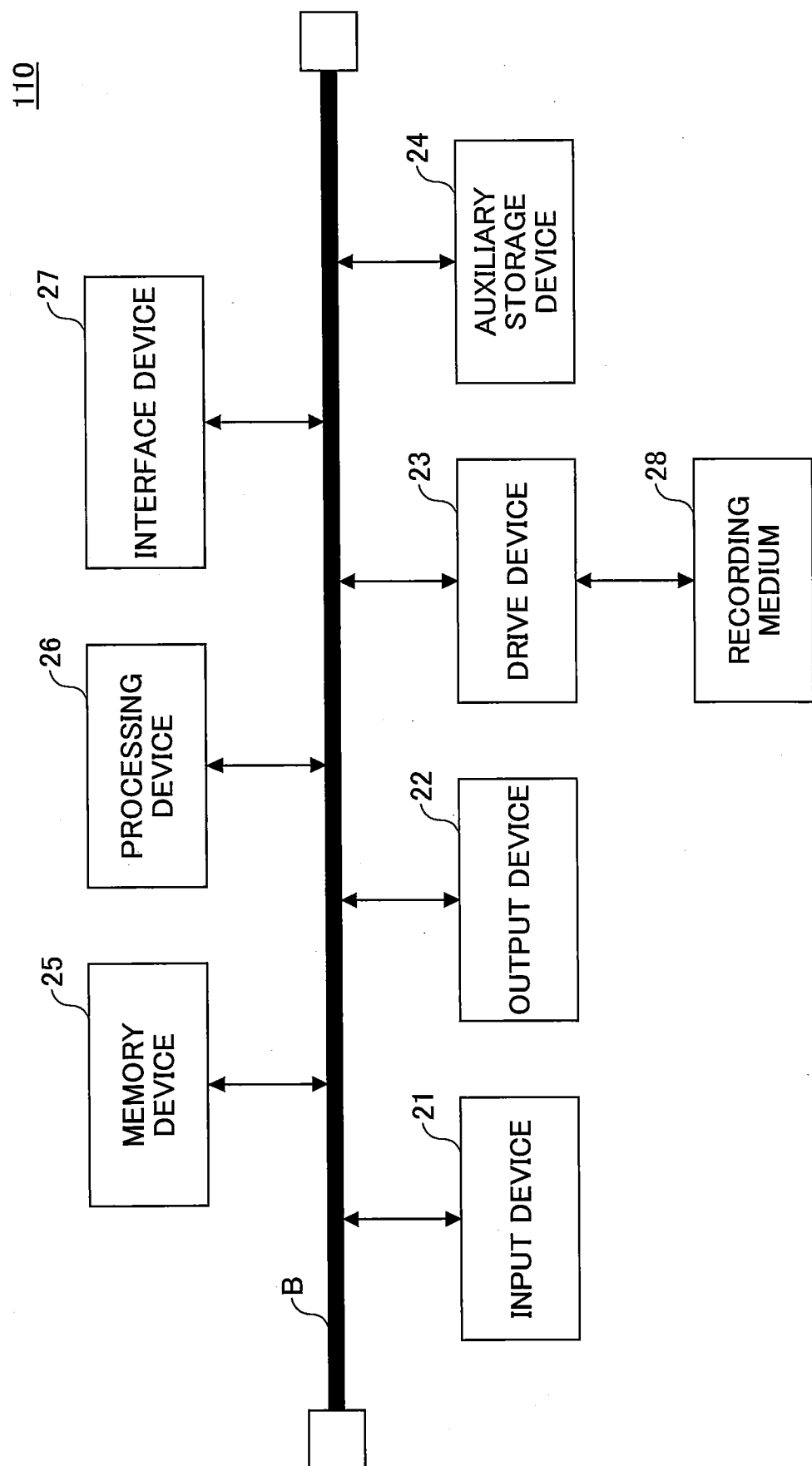


FIG.4

210

User ID	ASC _M	ASC _B	ASC _T	β_{fare}	β_{TT}	β_{DT}	β_{CG}
001	0	0	5	-0.5	-0.3	-0.4	-2
002	0	1	3	-0.4	-0.25	-0.3	-1
003	0	-1	4	-0.3	-0.2	-0.3	-1.5
...	...	...	...	...	...	...	...

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FIG.5

220

TIME SLOT TRANSIT	17:00 (I=0)	17:15 (I=1)	17:30 (I=2)	17:45 (I=3)
RAILWAY M	500	500	500	500
BUS B	300	300	300	300
TAXI T	100	100	100	100

FIG.6

230

TIME SLOT TRANSIT	17:00 (I=0)	17:15 (I=1)	17:30 (I=2)	17:45 (I=3)
RAILWAY M	2	3	3	2
BUS B	3	2	1	1
TAXI T	1	3	2	2

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FIG.7

240

TIME SLOT TRANSIT	17:00 (l=0)	17:15 (l=1)	17:30 (l=2)	17:45 (l=3)
RAILWAY M	250	200	100	150
BUS B	100	200	230	180
TAXI T	10	5	15	20

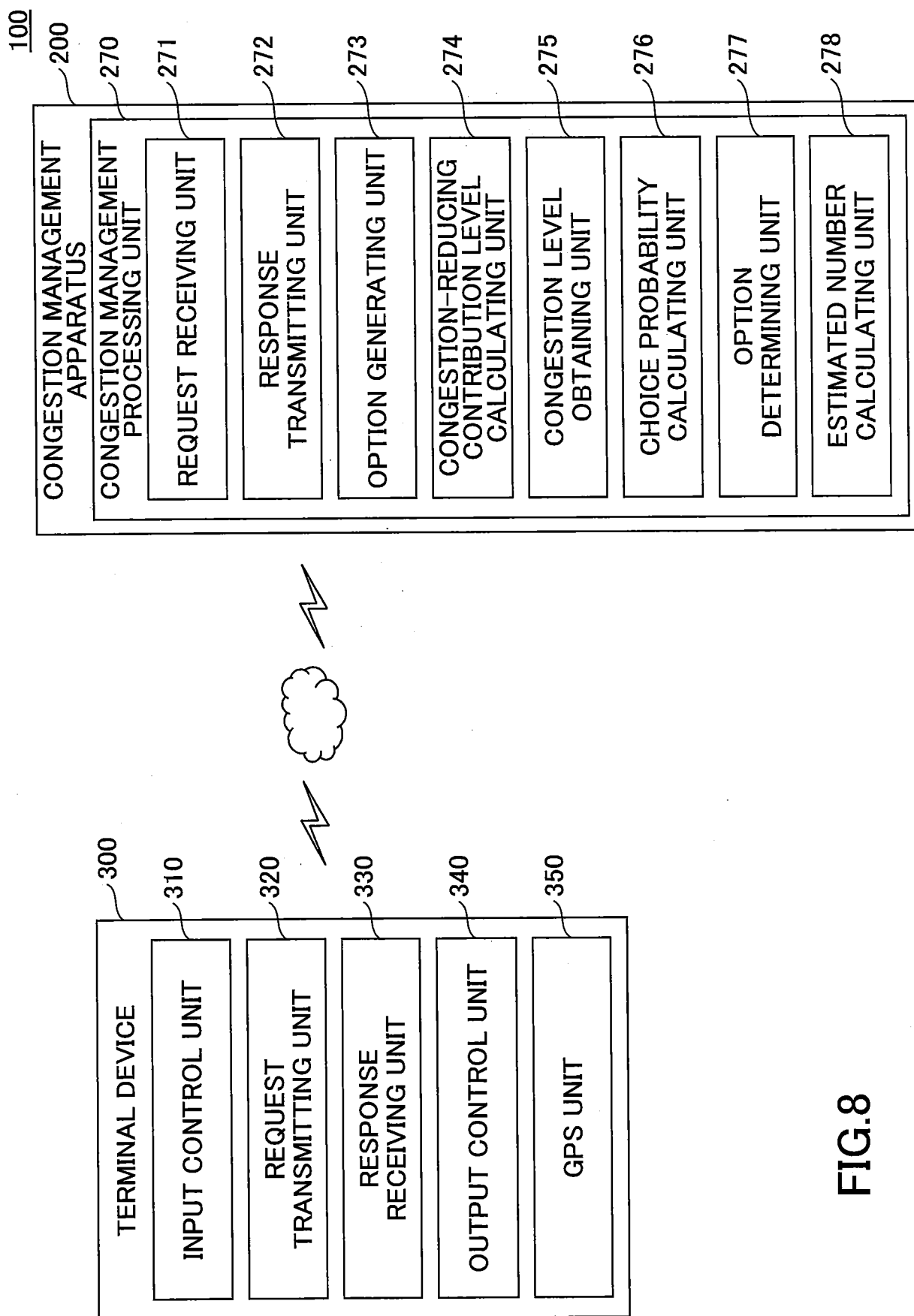


FIG.8

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FIG.9

91

TIME SLOT TRANSIT	17:00 (l=0)	17:15 (l=1)	17:30 (l=2)	17:45 (l=3)
RAILWAY M (n=M)	$p_{M,0}$	$p_{M,1}$	$p_{M,2}$	$p_{M,3}$
BUS B (n=B)	$p_{B,0}$	$p_{B,1}$	$p_{B,2}$	$p_{B,3}$
TAXI T (n=T)	$p_{T,0}$	$p_{T,1}$	$p_{T,2}$	$p_{T,3}$

FIG.10

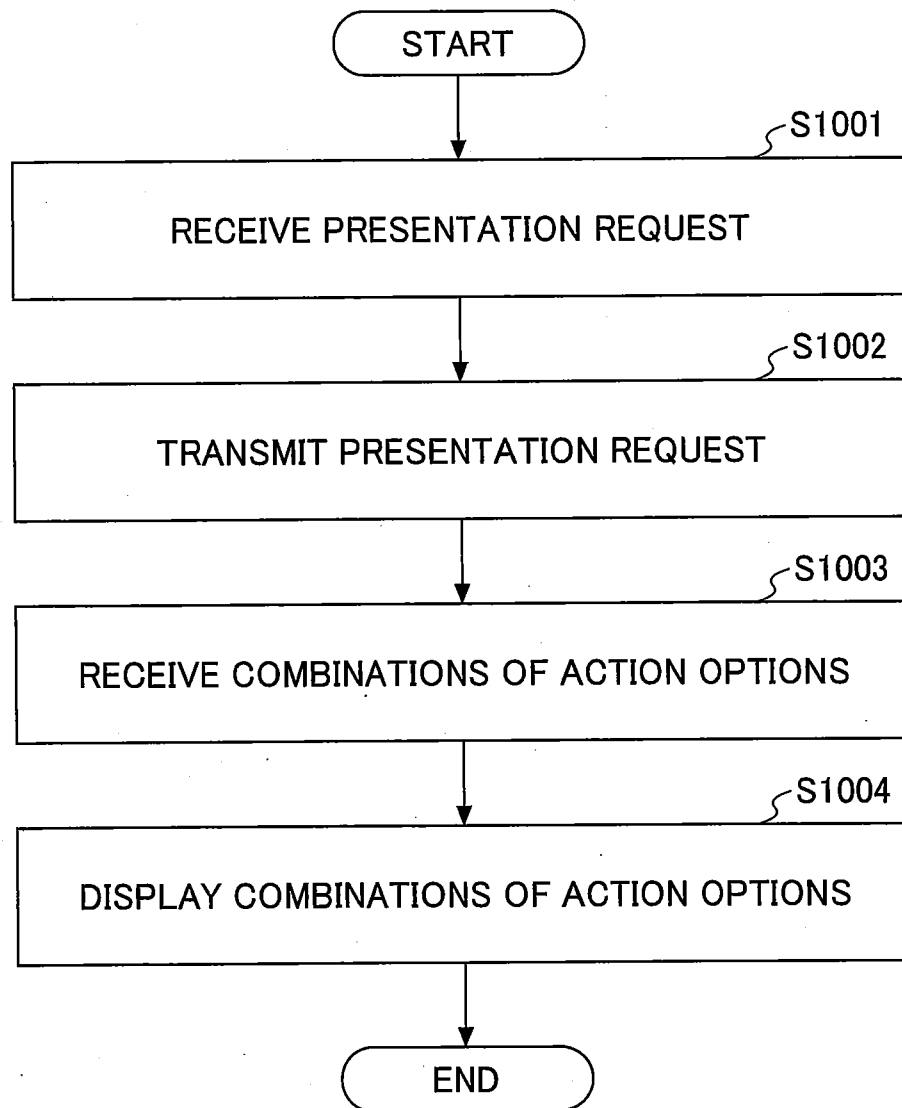
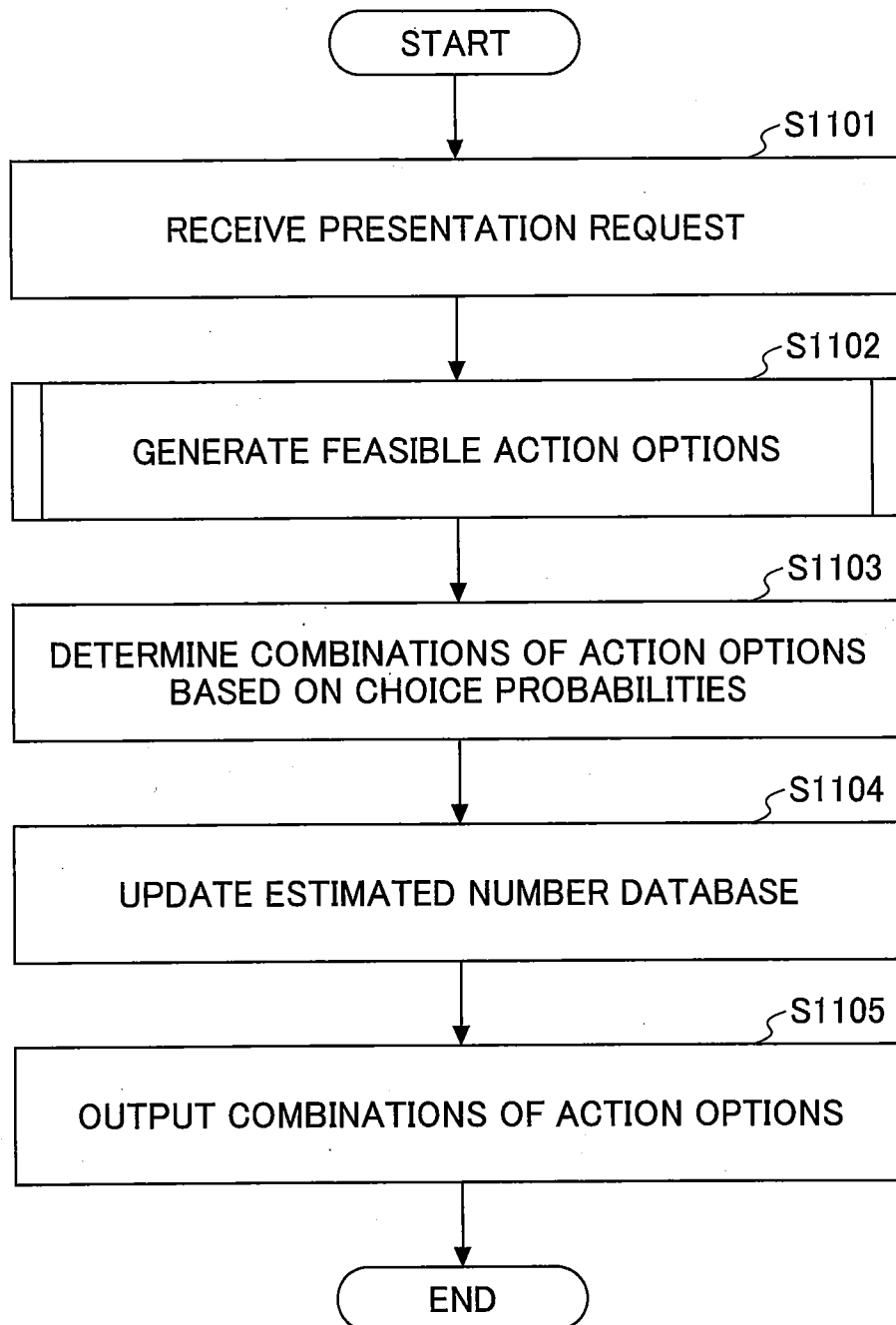


FIG.11



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FIG.12

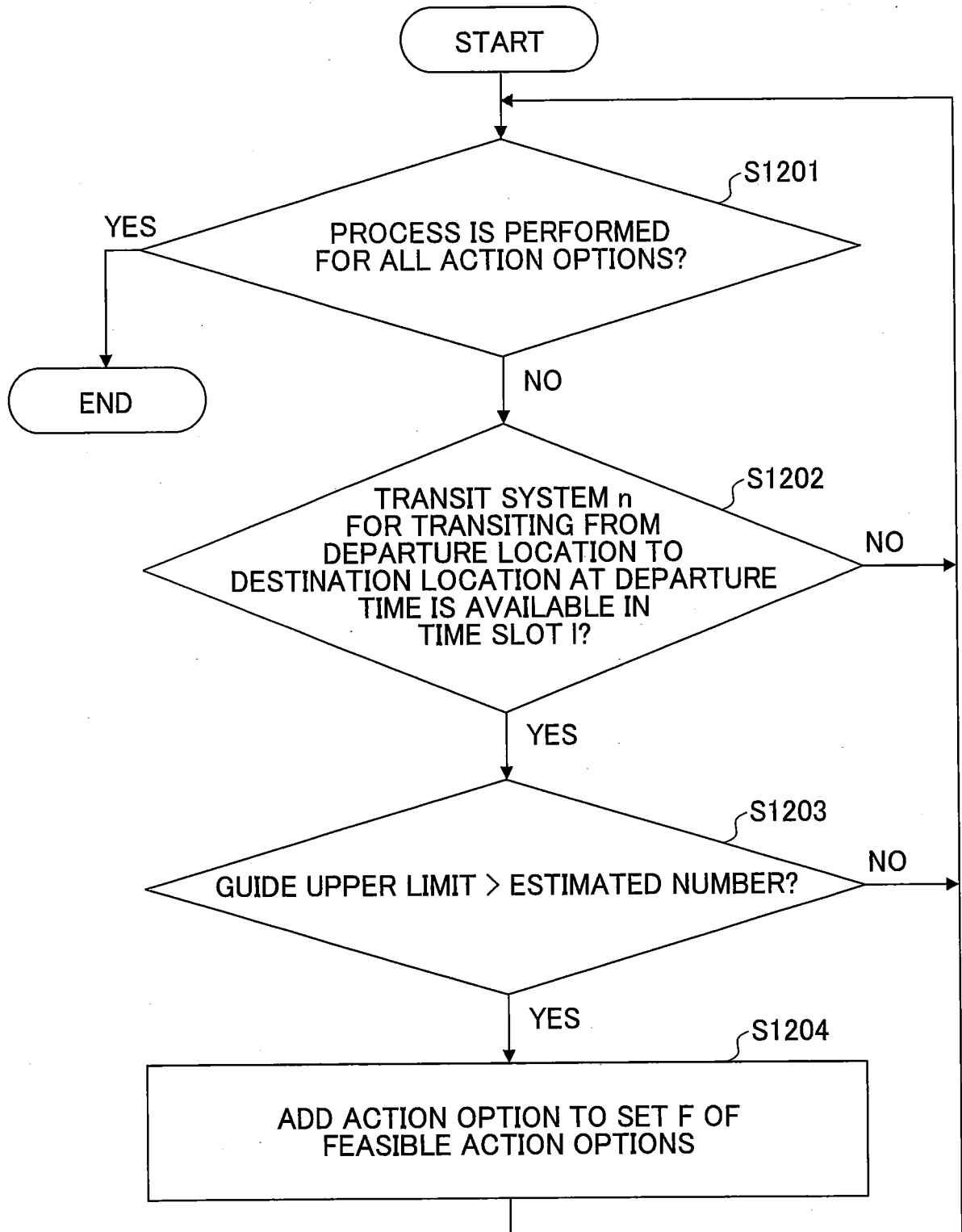
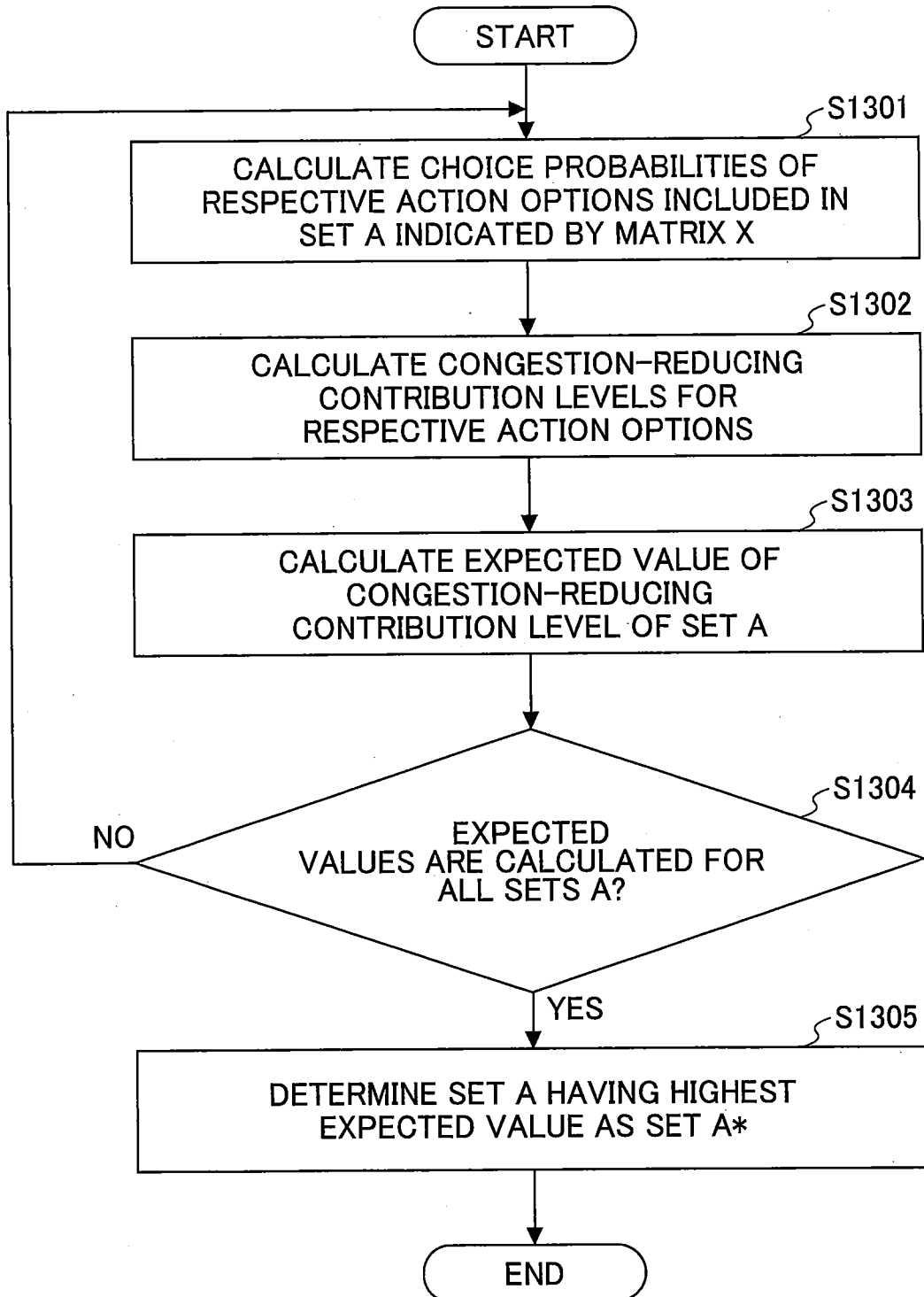


FIG.13



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FIG.14

141

TIME SLOT TRANSIT	17:00 (l=0)	17:15 (l=1)	17:30 (l=2)	17:45 (l=3)
RAILWAY M (n=M)	x	○	○	○
BUS B (n=B)	x	○	x	○
TAXI T (n=T)	○	x	○	○

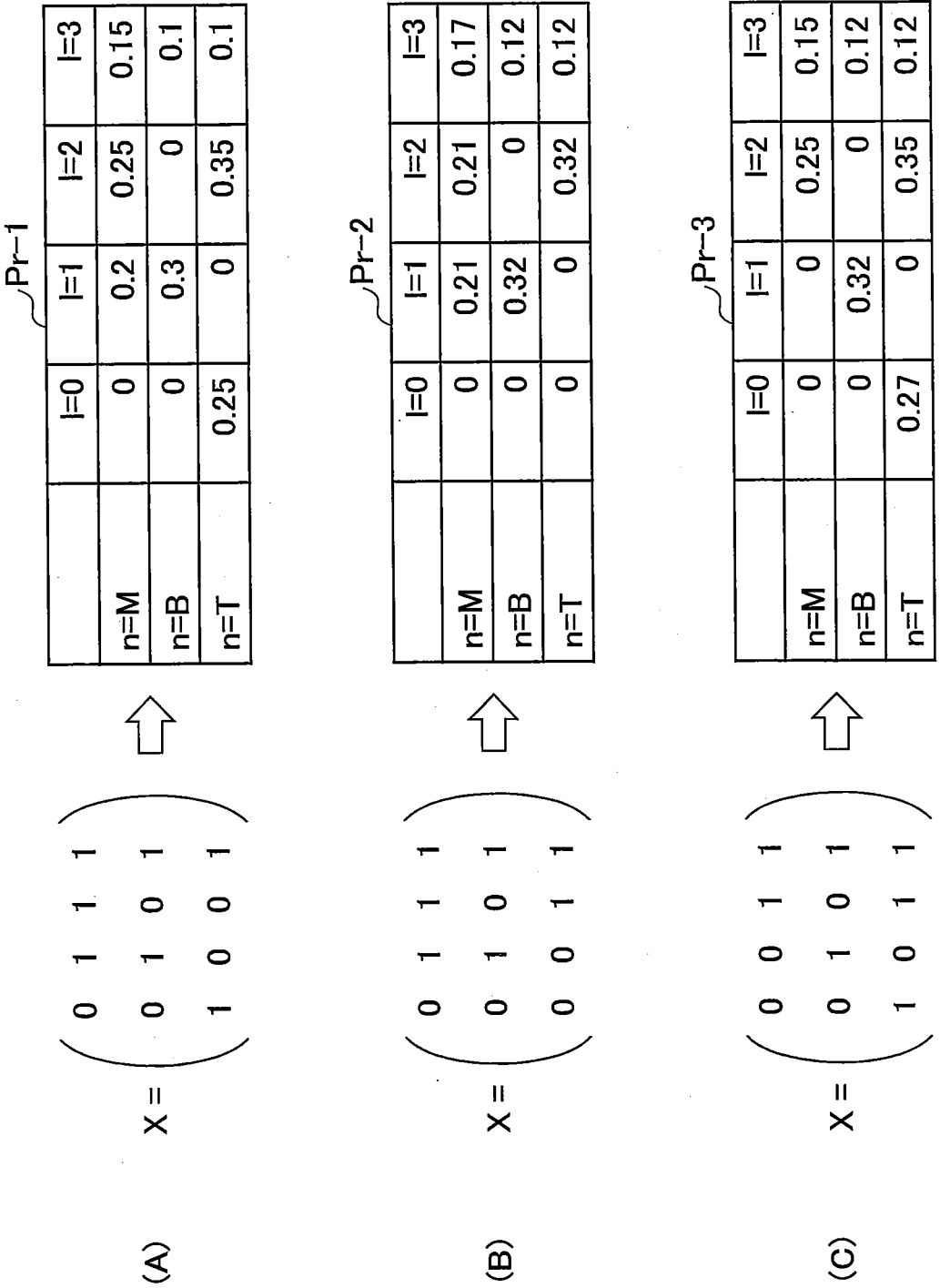
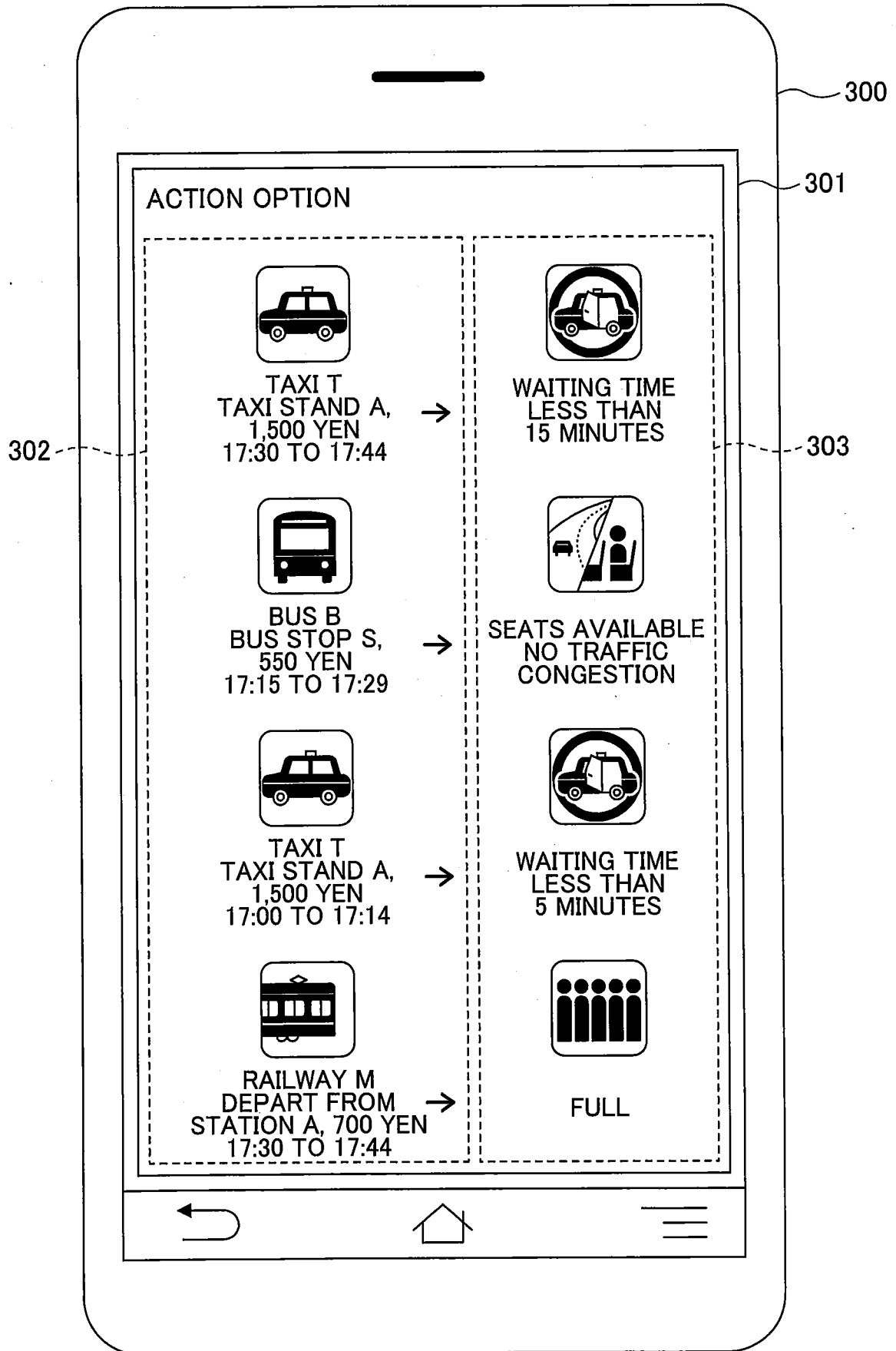


FIG.15

FIG.16



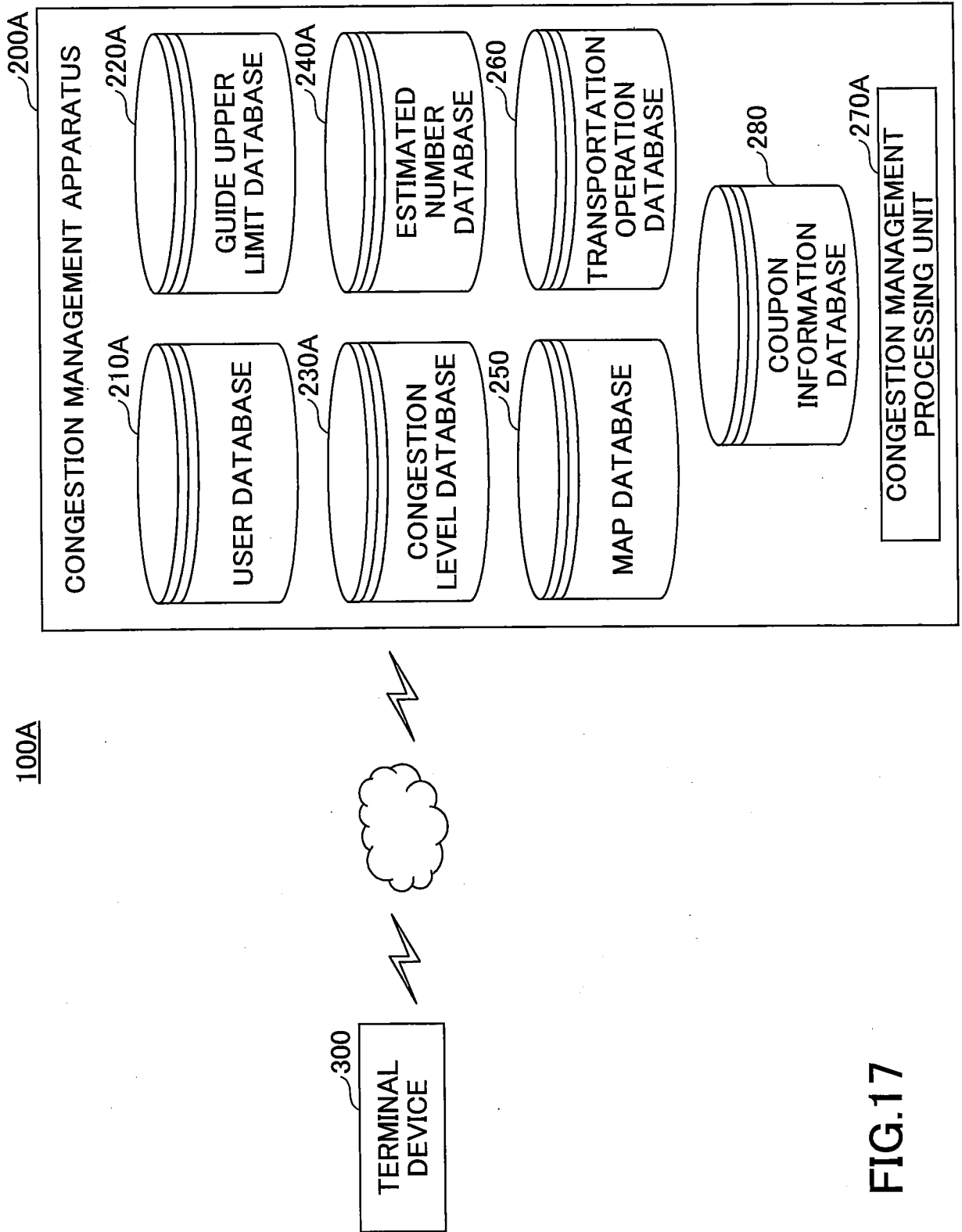


FIG.17

FIG.18

210A

User ID	ASC _M	ASC _B	ASC _T	β_{fare}	β_{TT}	β_{DT}	β_{CG}	β_1
001	0	0	5	-0.5	-0.3	-0.4	-2	3
002	0	1	3	-0.4	-0.25	-0.3	-1	5
003	0	-1	4	-0.3	-0.2	-0.3	-1.5	4
...	...	...	...	...	...	...	...	...

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FIG.19

220A

TIME SLOT TRANSIT AND DROP-IN PLACE	17:00 (I=0)	17:15 (I=1)	17:30 (I=2)	17:45 (I=3)
RAILWAY M	500	500	500	500
BUS B	300	300	300	300
TAXI T	100	100	100	100
STORE K	20	50	50	50

FIG.20

230A

TIME SLOT TRANSIT AND DROP-IN PLACE	17:00 (I=0)	17:15 (I=1)	17:30 (I=2)	17:45 (I=3)
RAILWAY M	2	3	3	2
BUS B	3	2	1	1
TAXI T	1	3	2	2
STORE K	2	1	1	1

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FIG.21

240A

TIME SLOT TRANSIT AND DROP-IN PLACE	17:00 (l=0)	17:15 (l=1)	17:30 (l=2)	17:45 (l=3)
RAILWAY M	250	200	100	150
BUS B	100	200	230	180
TAXI T	10	5	15	20
STORE K	20	40	40	50

FIG.22

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STORE NAME	COUPON AVAILABILITY	LOCATION
STORE K	AVAILABLE	STATION A
STORE I	UNAVAILABLE	CITY B
⋮	⋮	⋮

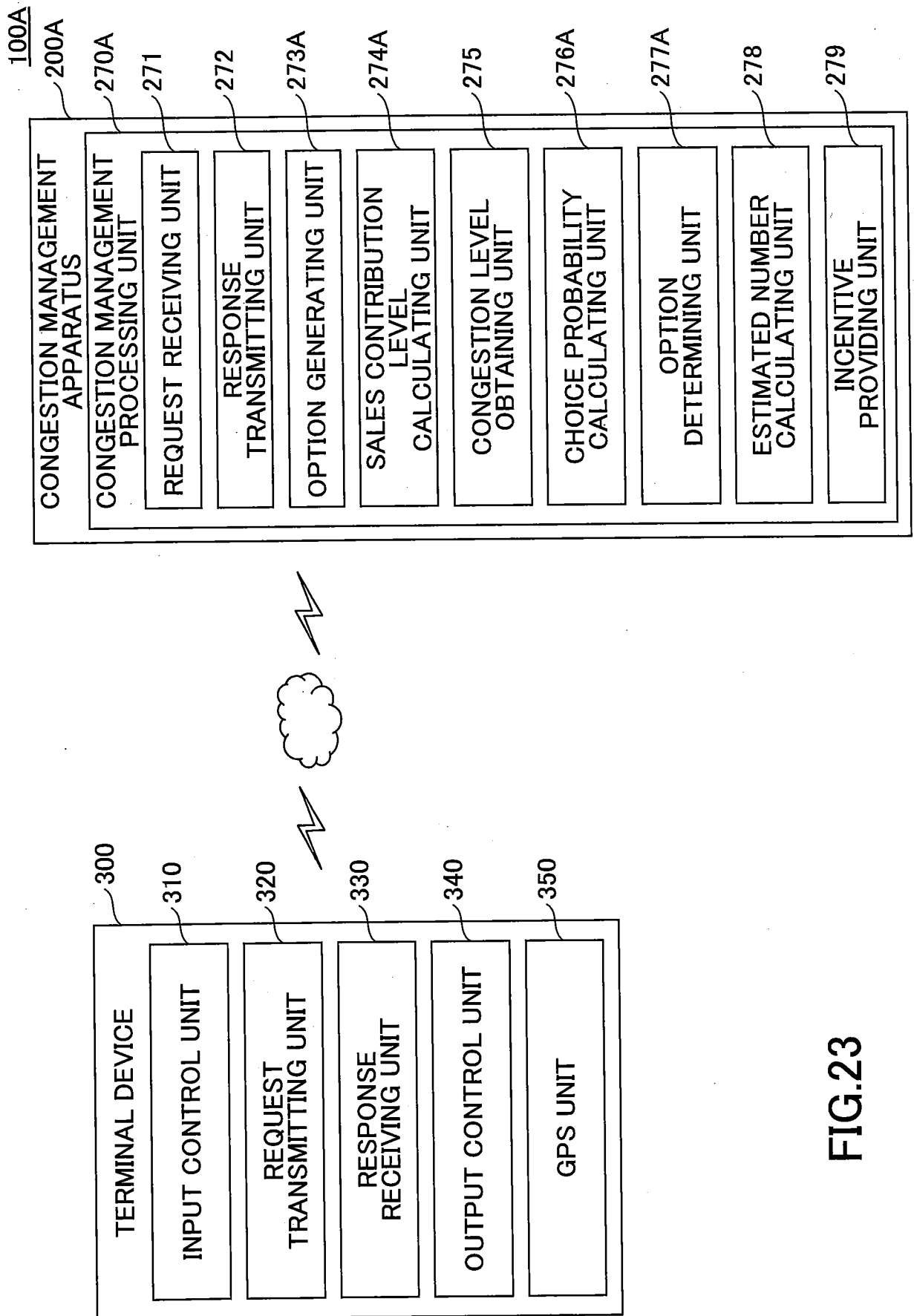


FIG.23

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FIG.24

INCENTIVE $i=0$

91A-1

TIME SLOT TRANSIT	17:00 ($l=0$)	17:15 ($l=1$)	17:30 ($l=2$)	17:45 ($l=3$)
RAILWAY M ($n=M$)	$p_{M,0,0}$	$p_{M,1,0}$	$p_{M,2,0}$	$p_{M,3,0}$
BUS B ($n=B$)	$p_{B,0,0}$	$p_{B,1,0}$	$p_{B,2,0}$	$p_{B,3,0}$
TAXI T ($n=T$)	$p_{T,0,0}$	$p_{T,1,0}$	$p_{T,2,0}$	$p_{T,3,0}$

INCENTIVE $i=1$

91A-2

TIME SLOT TRANSIT	17:00 ($l=0$)	17:15 ($l=1$)	17:30 ($l=2$)	17:45 ($l=3$)
RAILWAY M ($n=M$)	$p_{M,0,1}$	$p_{M,1,1}$	$p_{M,2,1}$	$p_{M,3,1}$
BUS B ($n=B$)	$p_{B,0,1}$	$p_{B,1,1}$	$p_{B,2,1}$	$p_{B,3,1}$
TAXI T ($n=T$)	$p_{T,0,1}$	$p_{T,1,1}$	$p_{T,2,1}$	$p_{T,3,1}$

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FIG.25

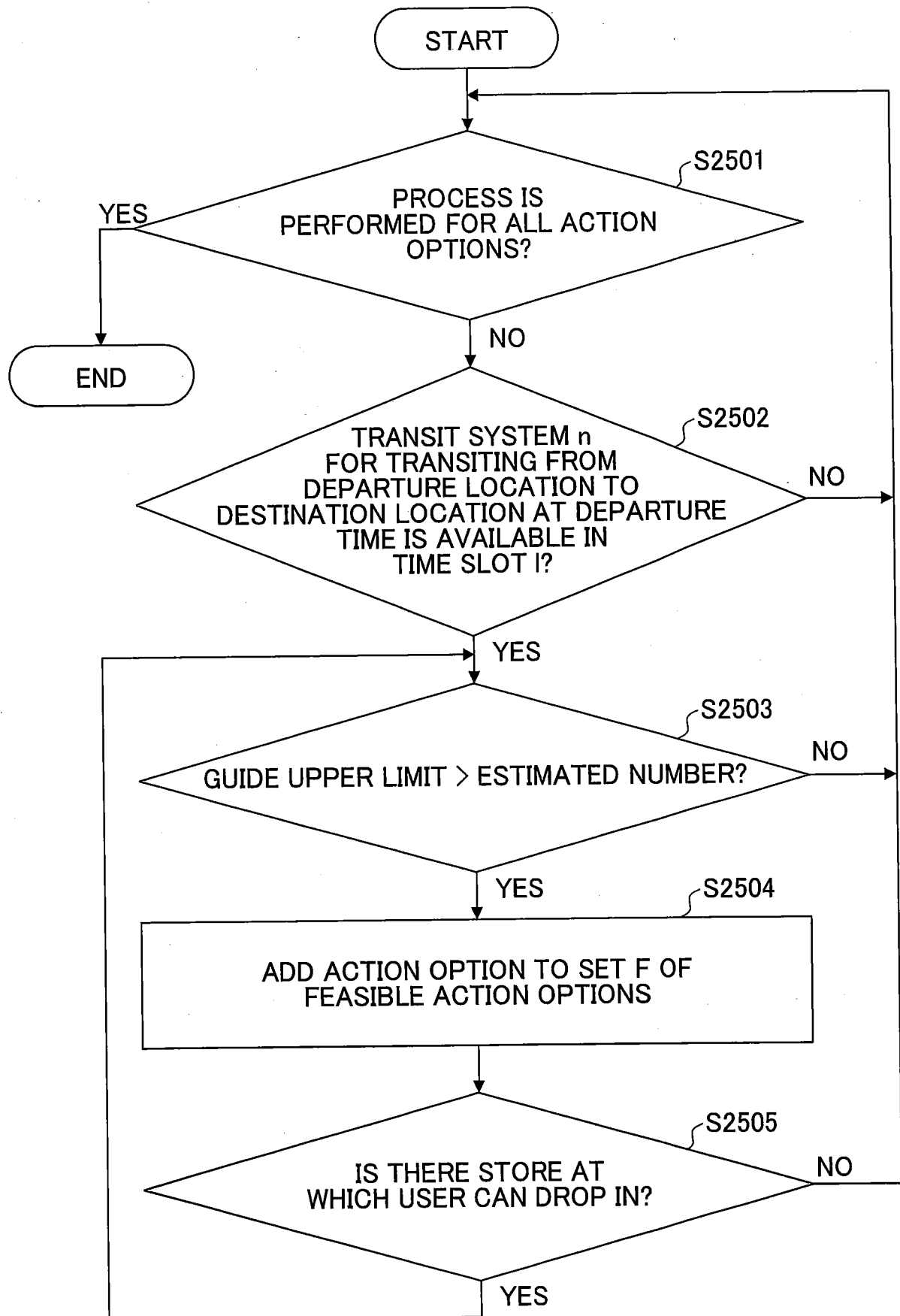


FIG.26

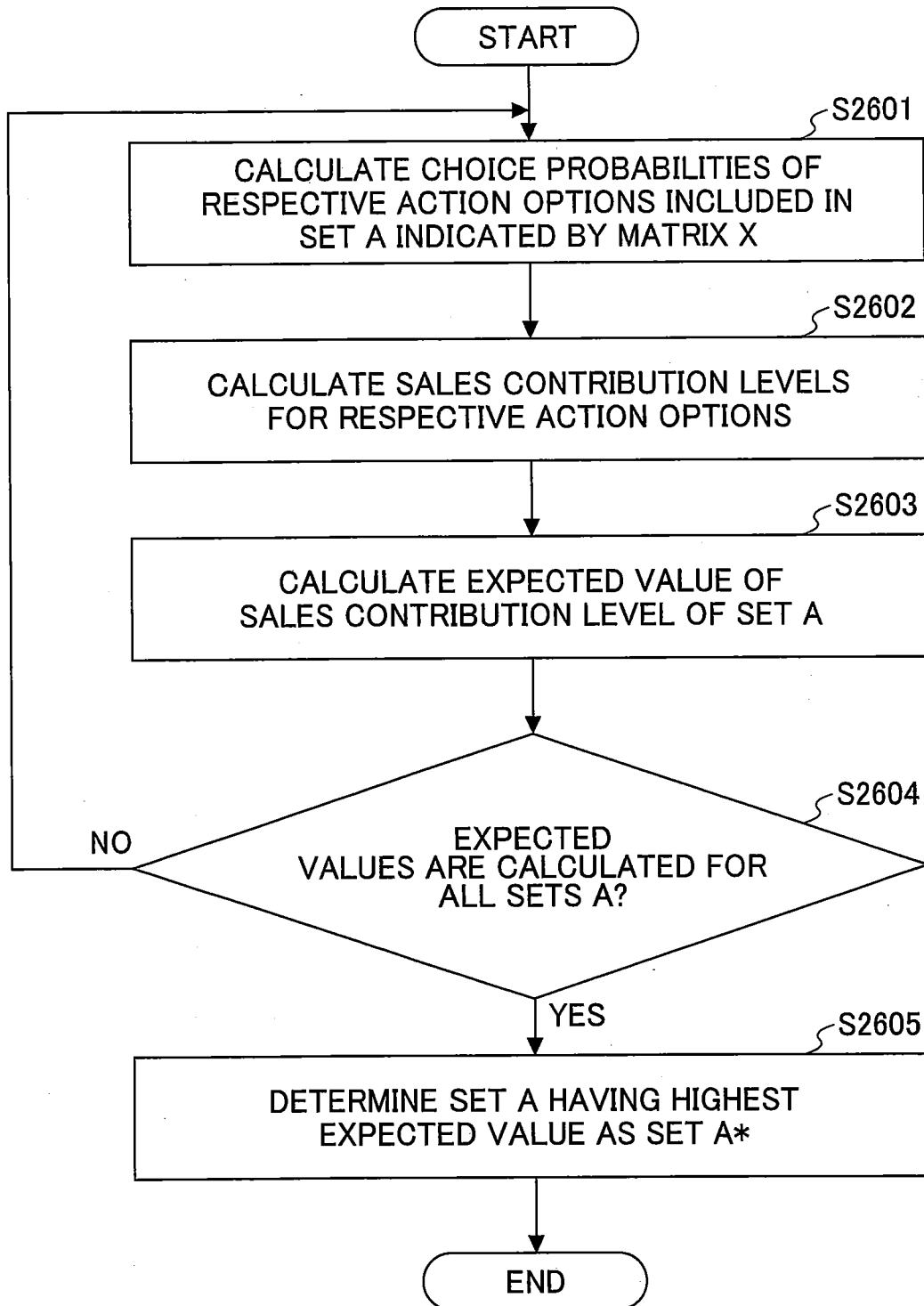
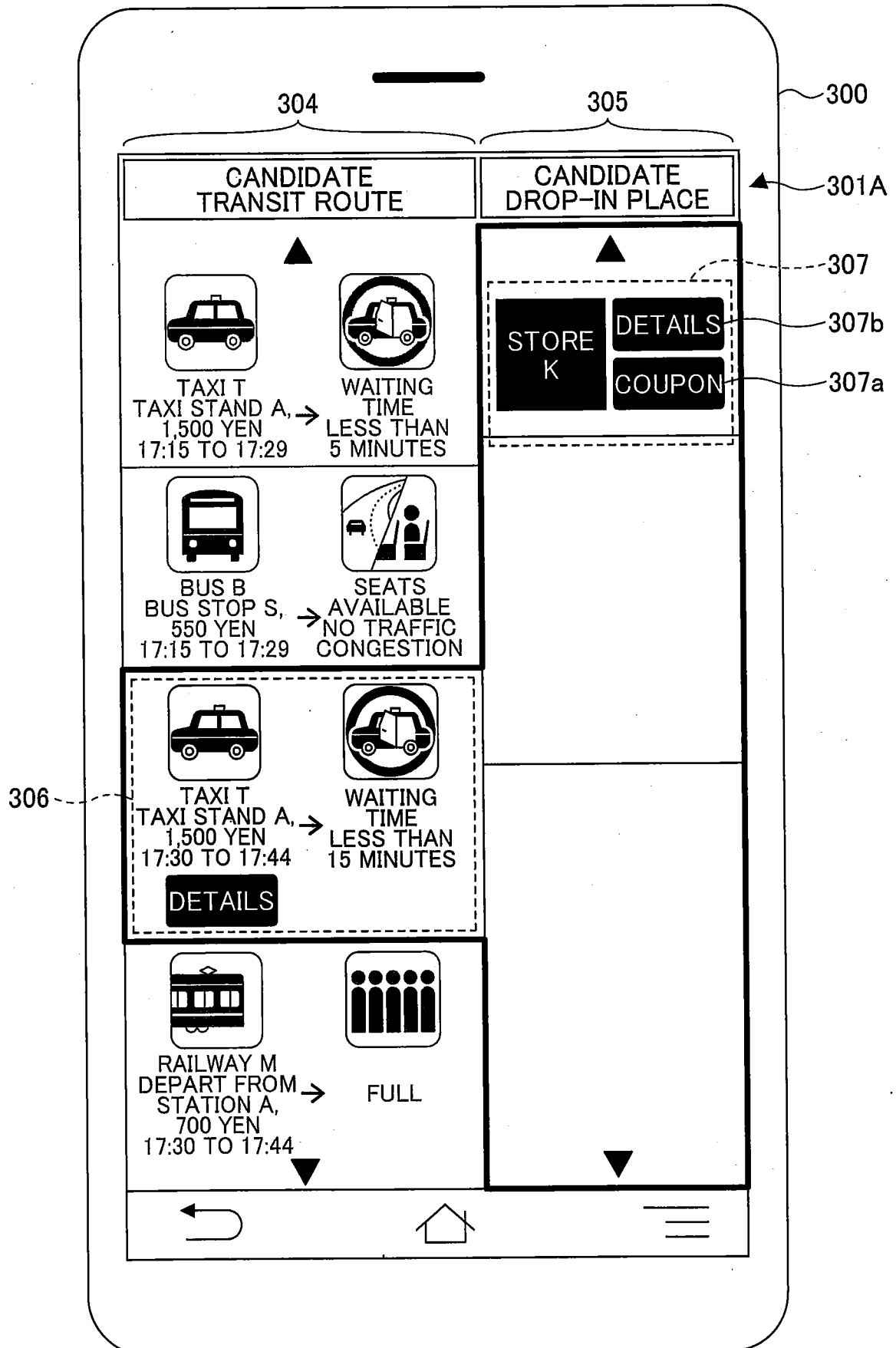


FIG.27



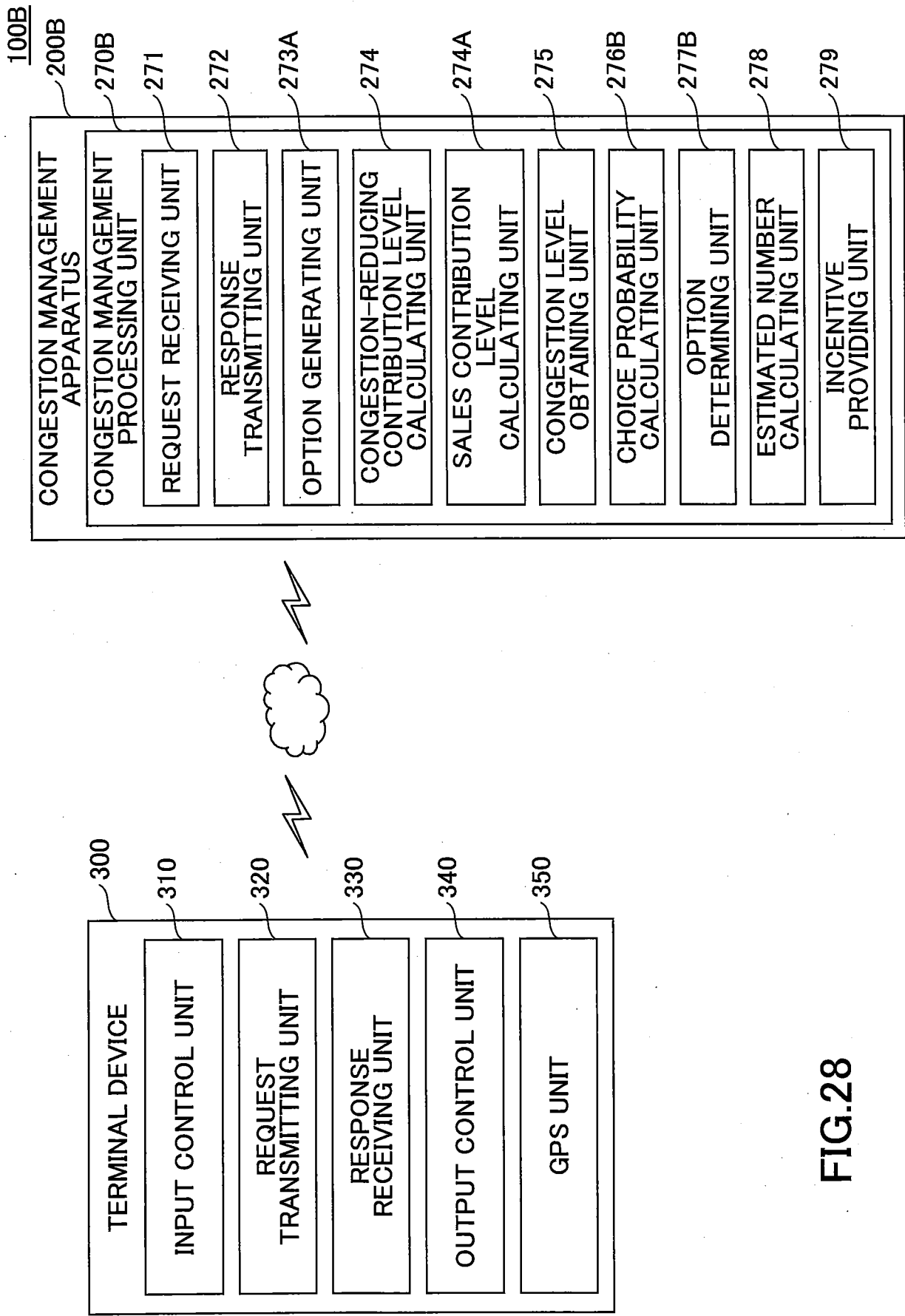


FIG.28