SYSTEM AND METHOD FOR ADAPTIVELY PROVIDING AN ESTIMATED TIME OF ARRIVAL BY PROVIDING A PERSONALIZED MAP OF A DRIVER FOR THE RIDE

Abstract

A computer-implemented method of adaptively providing an estimated time of arrival and predicting a route likely to be taken by a ride for a ride by providing a personalized map for a driver for the ride. The method comprises: retrieving a recommended route for the ride; identifying historical ride information relating to the driver, the historical ride information identifying a driving behaviour of the driver based on rides that have been taken; and providing a personalized map for the driver based on the retrieved recommended route and the identified historical ride information so as adaptively provide an estimate time of arrival for a ride.

Figure 2