SYSTEMS AND METHODS FOR UPDATING SEQUENCE OF SERVICES

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims priority of Chinese Application No. CN 201510973197.1 filed on December 22, 2015 and Chinese Application No. CN 201610040465.9 filed on January 21, 2016, contents of which are hereby incorporated by reference in their entirety.

TECHNICAL FIELD

[0002] This application relates generally to a system and method for operating an on-demand service, and in particular, a system and method for updating a sequence of services.

BACKGROUND

[0003] On-demand services become more and more popular. A mobile transportation service application may include multiple services that a user may choose. The application may display the multiple services in a sequence. It is desirable to have customized sequence of services for a certain user without updating too often.

SUMMARY

[0003a] According to an aspect of the present disclosure, there is provided a system configured to display a plurality of services on an interface of a user terminal. The system comprises at least one storage medium including a set of instructions; at least one processor in communication with the at least one storage medium, wherein when executing the instructions, the at least one processor is directed to: establish a network communication with the user terminal; obtain, from the user terminal, an identification associated with a user account registered with the system; obtain a current sequence of the plurality of services associated with the identification; determine whether a condition for updating the current sequence of the plurality of services is satisfied, when the condition for updating the current sequence of the plurality of services is not satisfied, send the current sequence of the plurality of services to the user terminal; and when the condition for updating the current sequence is satisfied, determine an

updated sequence of the plurality of services displayed on the interface of the user terminal, wherein the condition for updating the current sequence of the plurality of services includes a ratio between a characteristic value for the current sequence of the plurality of services and a characteristic value for an optimized sequence of the plurality of services being less than a threshold.

[0003b] According to another aspect of the present disclosure, there is provided a method for displaying a plurality of services on an interface of a user terminal. The method comprises: establishing, by a computer server of an online on-demand transportation service platform, a network communication with the user terminal; obtaining, by the computer server, an identification associated with a user account registered with the online on-demand transportation service platform from the user terminal; obtaining, by the computer server, a current sequence of the plurality of services associated with the identification; determining, by the computer server, whether a condition for updating the current sequence of the plurality of services is satisfied; when the condition for updating the current sequence of the plurality of services is not satisfied, sending, by the computer server, the current sequence of the plurality of services to the user terminal; and when the condition for updating the current sequence of the plurality of services is satisfied, determining, by the computer server, an updated sequence of the plurality of services displayed on the interface of the user terminal, wherein the condition for updating the current sequence of the plurality of services includes a ratio between a characteristic value for the current sequence of the plurality of services and a characteristic value for an optimized sequence of the plurality of services being less than a threshold.

[0004] According to some examples of the present disclosure, a system may include at least one computer-readable storage medium and at least one processor configured to communicate with the at least one computer-readable storage medium. The at least one computer-readable storage medium may include a set of instructions for updating a sequence of services. When the at least one processor executing the set of instructions, the at least one processor may be directed to perform one or more of the following operations. The at least one processor may establish a network communication with the user terminal. The at least one processor may obtain, from the user terminal, an identification associated with a user account registered with the system. The at least one processor may obtain a current sequence of the

plurality of services associated with the identification. The at least one processor may determine whether a condition for updating the

CLAIMS

1. A system configured to display a plurality of services on an interface of a user terminal, comprising:

at least one storage medium including a set of instructions;

at least one processor in communication with the at least one storage medium, wherein when executing the instructions, the at least one processor is directed to:

establish a network communication with the user terminal;

obtain, from the user terminal, an identification associated with a user account registered with the system;

obtain a current sequence of the plurality of services associated with the identification;

determine whether a condition for updating the current sequence of the plurality of services is satisfied,

when the condition for updating the current sequence of the plurality of services is not satisfied, send the current sequence of the plurality of services to the user terminal; and

when the condition for updating the current sequence of the plurality of services is satisfied, determine an updated sequence of the plurality of services displayed on the interface of the user terminal, wherein the condition for updating the current sequence of the plurality of services includes a ratio between a characteristic value for the current sequence of the plurality of services and a characteristic value for an optimized sequence of the plurality of services being less than a threshold.

2. The system of claim 1, wherein when executing the instructions, the at least one processor is further directed to obtain, from the user terminal, a current location of the user terminal, and the condition for updating the current sequence of the plurality of services comprises at least one of:

a number of days in which the user initiates service requests within a first

geographical area encompassing the current location of the user terminal being more than a first threshold; or

an interval between a previous updating time of the sequence of the plurality of services and a current instance being longer than a second threshold.

3. The system of claim 1, wherein the characteristic value for the current sequence of the plurality of services is a sum of a plurality of fractions, wherein each fraction of the plurality of fractions is associated with a service of the plurality of services, and

wherein for each service of the plurality of services, the fraction for the service is associated with an order of the service in the current sequence of the plurality of services and a travel value of the service indicating a trend of the user to request for the service.

4. The system of claim 3, wherein for each service of the plurality of services, the travel value is determined based on at least one of:

a number of historical service requests for the service within a first time period;

a number of completed historical service requests for the service within the first time period;

current availability information indicating a supply level of the service;

a number of page views for a page displaying the service; or

a number of unique visitors visiting the page displaying the service.

5. The system of claim 1, wherein to determine the updated sequence of the plurality of services, the at least one processor is further directed to:

for each service of the plurality of services,

obtain records of historical requests for the service conducted through the user terminal;

determine, based on the records of the historical requests, a travel value indicating a trend of the user to request for the service; and

determine an updated order of the service in the updated sequence of the plurality of services based on the travel value of the service.

6. The system of claim 1, wherein to determine the updated sequence of the plurality of services, the at least one processor is further directed to:

obtain, from the user terminal, a current instance and a current location of the user terminal; and

for each service of the plurality of services,

obtain records of historical requests for the service prior to the current instance;

obtain current availability information indicating a supply level of the service within a vicinity of the current location of the user terminal;

determine, based on the records of the historical requests and the current availability information, a probability that the service will be selected by the user; and

determine an updated order of the service in the updated sequence of the plurality of services based on the probability.

7. The system of claim 6, wherein the current availability information of the service comprises:

a number of available service providers associated with the service within the vicinity of the user terminal; or

a number of current service requests associated with the service within a second time period from the current instance within the vicinity of the user terminal.

8. The system of claim 6, wherein the records of historical requests comprise a first type of records associated with one or more other user terminals within a second geographical area encompassing the current location of the user terminal, and wherein,

for each service of the plurality of services, the first type of records includes a

number of a plurality of first historical requests within a third time period from the current instance.

9. The system of claim 8, wherein the records of historical requests further comprise a second type of records associated with the user terminal, and wherein,

for each service of the plurality of services, the second type of records includes at least one of:

a number of a plurality of second historical requests;

a plurality of second historical requesting times, wherein each second historical requesting time of the plurality of second historical requesting times is associated with a second historical request of the plurality of second historical requests;

a probability of using coupons for the user; or

information relating to the user's visit to a page displaying the service.

10. The system of claim 9, wherein for each service of the plurality of services, the information relating to the user's visit to the page displaying the service comprises at least one of;

a number of visits to the page or

a total duration on the page.

11. A method for displaying a plurality of services on an interface of a user terminal, comprising:

establishing, by a computer server of an online on-demand transportation service platform, a network communication with the user terminal;

obtaining, by the computer server, an identification associated with a user account registered with the online on-demand transportation service platform from the user terminal;

obtaining, by the computer server, a current sequence of the plurality of services associated with the identification;

determining, by the computer server, whether a condition for updating the current sequence of the plurality of services is satisfied;

when the condition for updating the current sequence of the plurality of services is not satisfied, sending, by the computer server, the current sequence of the plurality of services to the user terminal; and

when the condition for updating the current sequence of the plurality of services is satisfied, determining, by the computer server, an updated sequence of the plurality of services displayed on the interface of the user terminal, wherein the condition for updating the current sequence of the plurality of services includes a ratio between a characteristic value for the current sequence of the plurality of services and a characteristic value for an optimized sequence of the plurality of services being less than a threshold.

12. The method of claim 11, further comprising obtaining, by the computer server, a current location of the user terminal from the user terminal, and the condition comprises at least one of:

a number of days in which the user initiates service requests within a first geographical area encompassing the current location of the user terminal being more than a first threshold; or

an interval between a previous updating time of the sequence of the plurality of services and a current instance being longer than a second threshold.

13. The method of claim 11, wherein the characteristic value for the current sequence of the plurality of services is a sum of a plurality of fractions, wherein each fraction of the plurality of fractions is associated with a service of the plurality of services, and

wherein for each service of the plurality of services, the fraction for the service is associated with an order of the service in the current sequence of the plurality of services and a travel value of the service indicating a trend of the user to request for the service.

14. The method of claim 13, wherein for each service of the plurality of services, the travel value is determined based on at least one of:

a number of historical service requests for the service within a first time period;

a number of completed historical service requests for the service within the first time period;

current availability information indicating a supply level of the service;

a number of page views for a page displaying the service; or

a number of unique visitors visiting the page displaying the service.

15. The method of claim 11, wherein the determining the updated sequence of the plurality of services, further comprising:

for each service of the plurality of services,

obtaining, by the computer server, records of historical requests for the service conducted through the user terminal;

determining, by the computer server, based on the records of the historical requests, a travel value indicating a trend of the user to request for the service; and

determining, by the computer server, an updated order of the service in the updated sequence of the plurality of services based on the travel value of the service.

16. The method of claim 11, wherein the determining the updated sequence of the plurality of services, further comprising:

obtaining, by the computer server, a current instance and a current location of the user terminal from the user terminal; and

for each service of the plurality of services,

obtaining, by the computer server, records of historical requests for the service prior to the current instance;

obtaining, by the computer server, current availability information indicating a supply level of the service within a vicinity of the current location of the user

terminal;

determining, by the computer server, based on the records of the historical requests and the current availability information, a probability that the service will be selected by the user; and

determining, by the computer server, an updated order of the service in the updated sequence of the plurality of services based on the probability.

17. The method of claim 16, wherein the current availability information of the service comprises:

a number of available service providers associated with the service within the vicinity of the user terminal; or

a number of current service requests associated with the service within a second time period from the current instance within the vicinity of the user terminal.

18. The method of claim 16, wherein the records of historical requests comprise a first type of records associated with one or more other user terminals within a second geographical area encompassing the current location of the user terminal, and wherein,

for each service of the plurality of services, the first type of records includes a number of a plurality of first historical requests within a third time period from the current instance.

19. The method of claim 18, wherein the records of historical requests further comprise a second type of records associated with the user terminal, and wherein,

for each service of the plurality of services, the second type of records includes at least one of:

a number of a plurality of second historical requests;

a plurality of second historical requesting times, wherein each second historical requesting time of the plurality of second historical requesting times is associated with a second historical request of the plurality of second historical requests;

a probability of using coupons for the user, or

information relating to the user's visit to a page displaying the service.

20. The method of claim 19, wherein for each service of the plurality of services, the information relating to the user's visit to the page displaying the service comprises at least one of:

a number of visits to the page or

a total duration on the page.