ABSTRACT

A COMPUTER IMPLEMENTED METHOD, AND A SERVER

A system 100 comprising: a communication server 102; at least one user communication device 104 having an associated user and configured to request a booking which includes a pick up and drop off location; at least one driver communication device 106 having an associated delivery vehicle and configured to provide vehicle location data; and communication network equipment 108 configured to establish communication with the communications server 102, at least one user communication device 104, and at least one driver communication device 106; wherein the communications server comprises at least one processor(s) 116, at least one memory 118, the server 102 being configured, under control of one or more of the at least one processor(s) 116, to execute instructions stored in one or more of the at least one memory 118 to: receive a plurality of bookings from user communication devices 104 and store the plurality of bookings in the memory 118; receive a plurality of vehicle location data from the driver communication devices 106 and store the plurality of vehicle location data in the memory 118; store a geographic division of a platform provider territory into a plurality of areas in the memory 118; compare the number of bookings, and the number of driver vehicles, in each of the plurality of areas to the overall supply and demand for the platform provider territory to provide a relative supply demand score for each of the plurality of areas; and send a signal to one or more user 104, or driver communication device 106 to encourage or discourage anticipatory movement of driver vehicles and / or bookings between the plurality of areas depending on the relative supply demand scores.

(Fig. 3)