ABSTRACT

SERVER AND METHOD OF DETERMINING A FEE SURGE FOR AN ON-DEMAND SERVICE

A server configured to determine a fee surge for an on-demand service may include processor(s) that may perform the following upon receiving each request for the service: determine, from the request, a location where the service is required; determine, using a map from the memory, a supply area around the location; determine the surge based on the supply area; compare the surge with a surge lower bound for the supply area and set it as this bound if it is lower than this bound; communicate the surge to the respective requestor computing device and a provider computing device; and allocate the associated service provider to fulfil the request if both the service requestor and service provider accept the surge. The surge lower bound may be based on historical allocation rates, each representing a number of fulfilled requests at a fee surge during historical time interval(s) in a characteristically similar area.

FIG. 9