CLAIMS

1. An information processing device characterized by comprising a control unit configured to:

identify a first output device close to a boarding place of an on-demand bus wherein no bus stop sign is installed; and

transmit, to the first output device, a first command to output an indication of a bus stop of the on-demand bus.

2. The information processing device according to claim 1,

wherein the first output device is a signage device installed on a guardrail close to the boarding place, and

wherein the control unit is configured to transmit a command to output a sign indicating the bus stop to the signage device as the first command.

3. The information processing device according to claim 1,

wherein the first output device is a signage device installed on a pole close to the boarding place, and

wherein the control unit is configured to transmit a command to output a sign indicating the bus stop to the signage device as the first command.

4. The information processing device according to claim 1,

wherein the first output device is a signage device attached to a shop close to the boarding place, and

wherein the control unit is configured to transmit a command to output a sign indicating the bus stop to the signage device as the first command.

5. The information processing device according to claim 1,

wherein the first output device is an on-road indication device installed on a road at the boarding place, and

wherein the control unit is configured to transmit a command to output a sign indicating the bus stop to the on-road indication device as the first command.

6. The information processing device according to claim 1,

wherein the first output device is a first streetlight installed close to the boarding place, and

wherein the control unit is configured to transmit, to the first streetlight as the first command, a command to turn ON the first streetlight in a manner different from manners of the other streetlights installed around the boarding place.

7. The information processing device according to claim 6, wherein the control unit is configured to transmit, to the first streetlight as the first command, a command to turn ON the first streetlight in a light color different from light colors of the other streetlights installed around the boarding place.

8. The information processing device according to claim 6, wherein the control unit is configured to transmit, to the first streetlight as the first command, a command to turn the first streetlight intermittently ON when the other streetlights installed around the boarding place stay continuously ON.

9. The information processing device according to claim 6, wherein the control unit is configured to transmit, to the first streetlight as the first command, a command to keep the first streetlight continuously ON or turn the first streetlight intermittently ON when the other streetlights installed around the boarding place stay continuously OFF.

10. The information processing device according to claim 1,

wherein the first output device is a first light emitting diode lamp installed on a guardrail close to the boarding place, and

wherein the control unit is configured to transmit, to the first light emitting diode lamp as the first command, a command to turn ON the first light emitting diode lamp in a manner different from manners of the other light emitting diode lamps installed on guardrails around the boarding place.

11. The information processing device according to any one of claims 1 to 10, wherein the control unit is configured to transmit the first command to the first output device when a terminal of a user expected to board the on-demand bus at the boarding place has entered a first area including the boarding place.

12. The information processing device according to any one of claims 1 to 10, wherein the control unit is configured to transmit the first command to the first output device at a timing that is earlier by a first time length than a boarding date of a user expected to board the on-demand bus at the boarding place.

13. The information processing device according to claim 11 or 12, wherein the control unit is configured to transmit, to the first output device, a second command to stop output of the indication of the bus stop at a timing when the user has boarded the on-demand bus.

14. An information processing method to be executed by a computer, the information processing method characterized by comprising:

identifying a first output device close to a boarding place of an on-demand bus wherein no bus stop sign is installed; and

transmitting, to the first output device, a first command to output an indication of a bus stop of the on-demand bus.

15. The information processing method according to claim 14,

wherein the first output device is a first streetlight installed close to the boarding place, and

wherein the computer is configured to transmit, to the first streetlight as the first command, a command to turn ON the first streetlight in a manner different from manners of the other streetlights installed around the boarding place.

16. An information processing system characterized by comprising:

a plurality of output devices installed on and around, or on or around roads in an operation area of an on-demand bus; and

a server device connected to the output devices via a network,

wherein the server device is configured to:

identify a first output device close to a boarding place of the on-demand bus among the output devices wherein no bus stop sign is installed; and

transmit, to the first output device, a first command to output an indication of a bus stop of the on-demand bus.

17. The information processing system according to claim 16,

wherein the first output device is a first streetlight installed close to the boarding place, and

wherein the server device is configured to transmit, to the first streetlight as the first command, a command to turn ON the first streetlight in a manner different from manners of the other streetlights installed around the boarding place.

18. The information processing system according to claim 17, wherein the server device is configured to transmit, to the first streetlight as the first command, a command to turn ON the first streetlight in a light color different from light colors of the other streetlights installed around the boarding place.

19. The information processing system according to claim 17, wherein the server device is configured to transmit, to the first streetlight as the first command, a command to turn the first streetlight intermittently ON when the other streetlights installed around the boarding place stay continuously ON.

20. The information processing system according to claim 17, wherein the server device is configured to transmit, to the first streetlight as the first command, a command to keep the first streetlight continuously ON or turn the first streetlight intermittently ON when the other streetlights installed around the boarding place stay continuously OFF.