Claims

What is claimed is:

1. A method of managing a shuttle service, the method being implemented by one or more processors, the method comprising:

operating one or more non-shuttle service request identifiers to search a database of historic transport-related requests to identify a plurality of historic non-shuttle service requests, each historic non-shuttle service request including a start time and a route defined by at least an origin location and a destination location, wherein the one or more processors are configured to be in communication with the database;

operating one or more potential user selectors to select one or more potential users for a shuttle service, one or more of the selected potential users being identified as a price-sensitive user;

operating one or more non-shuttle service request selectors to select one or more of the historic non-shuttle service requests, one or more of the selected historic non-shuttle service requests being:

a request previously sent by a user computing device of one of the selected potential users identified as being a price sensitive user; and/or

a request that was not allocated, not matched, and/or cancelled; and

operating one or more candidate service route generators to derive a candidate shuttle service route for use in providing the shuttle service, the candidate shuttle service route derived based on one or more of the selected historic non-shuttle service requests that were previously sent by user computing devices of one or more of the selected potential users identified as being a price-sensitive user.

2. The method of claim 1, wherein each selected historic non-shuttle service request includes at least a portion of its route in common with one or more other selected historic non-shuttle service requests.

3. The method of claim 1, wherein

the deriving of the candidate shuttle service route is based on at least the start time, route, origin location, and/or destination location of one or more of the selected historic non-shuttle service requests.

4. The method of claim 1, wherein the selecting of the one or more historic non-shuttle service requests is based on those historic non-shuttle service requests having:

start times within a first threshold time period;

origin locations located within a first threshold area; and/or

destination locations located within a second threshold area.

5. The method of claim 1, wherein operating the one or more candidate service route generators further comprises deriving a start time for the candidate shuttle service route, an origin location for the candidate shuttle service route, and a destination location for the candidate shuttle service route;

wherein the start time for the candidate shuttle service route, the origin location for the candidate shuttle service route, and the destination location for the candidate shuttle service route are derived based on the start time, origin location, and/or destination location of one or more of the selected historic non-shuttle service requests.

6. The method of claim 5, wherein operating the one or more candidate service route generators further comprises deriving one or more drop off and/or one or more pickup locations between the origin location for the candidate shuttle service route and destination location for the candidate shuttle service route;

wherein the one or more drop off and/or one or more pickup locations are derived based on the start time, origin location, and/or destination location of one or more of the selected historic non-shuttle service requests.

7. The method of claim 1, wherein one or more of the following apply:

one or more of the selected historic non-shuttle service requests include requests for taxi service, private car service, and/or ride share service; and/or

each historic non-shuttle service request is a transport-related request that is not a request for shuttle service.

8. The method of claim 1, wherein

the database of historic transport-related requests further includes a plurality of historic shuttle service requests; and

the deriving of the candidate shuttle service route is further based on one or more of the historic shuttle service requests.

9. The method of claim 1, wherein operating the one or more candidate service route generators further comprises:

refining the candidate service route so as to minimize a quantity of pickups and/or drop offs along the candidate service route.

10. The method of claim 9, wherein the refining of the candidate service route includes adjusting the start time for the candidate shuttle service route, adjusting the origin location for the candidate shuttle service route, and/or adjusting the destination location for the candidate shuttle service route.

11. The method of claim 1, further comprising operating one or more user-side notification and booking controllers to:

communicate to user computing devices of one or more of the selected potential users, the communicating including providing information pertaining to the candidate shuttle service route and/or an opportunity to receive shuttle service on the candidate shuttle service route.

12. The method of claim 1, further comprising operating a candidate service provider selector to perform a service provider matching process to match a service provider with the candidate shuttle service route.

13. The method of claim 12, wherein the service provider matching process is based on one or more of the following:

minimizing a travel distance and/or travel time by the matched service provider between servicing a prior candidate shuttle service route and servicing the candidate service route; and/or

minimizing a travel distance and/or travel time by the matched service provider between servicing the candidate service route and a next candidate shuttle service route.