2. ポスター発表要旨

G-01

MaaS for SMEs: designing a sustainable shared mobility service for corporate errand needs

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　I am working on developing a mobility service, most specifically ride share in Dhaka, the capital of Bangladesh; for people are working in small and medium enterprises(SMEs). Basically, I started with observing the problems with current transportation in Dhaka doesn't provide a safe and smooth travel experience for people who commute to work every day. Such travel experience causes intentional mood before entering the workplace and affects their performance at work. People are buying more cars to have a safe and convenient transport, resulting in a rapid increase in number of private cars in Dhaka and causing congestions and loss of time and resources. We found that people going to a same location for working usually live in some common residential area. They use common route and have common travel time, which encouraged us to design a rideshare for their travel to work. This will help reduce the use of private cars for going to office. We have designed three services in this rideshare model that are Staff bus service, Company errand shuttle service and holiday rental car service. The staff bus service will provide a reliable ride from home to office in the morning and from office to home in the evening. The company errand shuttle bus service will provide loop ride services for the common errand that companies perform on daily basis like going to banks, postal services, meetings, visits etc. The third service will be provided during weekends as a car rental service for the employees of registered SMEs. We are currently testing the model and analyzing the market demand and sustainability aspects.

MaaS for SMEs: Designing a Sustainable Shared Mobility Service for Corporate Errand Needs

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Keywords: Corporate errand travel; safe travel Shared use of resource

Goals

Social:
To enhance women's participation in economic activities by providing a safer and better travel choice.

Technology:
To develop a MaaS system for corporates through resource sharing for corporate individuals and companies

Challenges
- Identifying services that provides solutions to real needs
- Making the system time and cost efficient system
- Encouraging resource sharing for environment benefit

Corporate Commuting Pattern & Designed Services

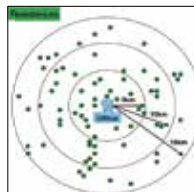Problems of Corporates in existing transports in Dhaka

a) Unsafe	b) Less productive	c)Less cost effective
• Accidents • Unpredicted incidents	• Impact on work time and personal time • Mental pressure • Waiting time on road	• Monetary cost • Energy cost • Psychological cost

SSW System Model

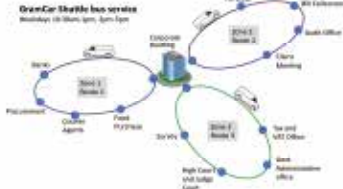Employee's Commuting pattern

Corporate Commuting pattern for errands

GramCar Staff Bus service

GramCar Shuttle bus service

GramCar Holiday Car Rental Service

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