

Subscription Based On-Demand Transportation Service (Yatra Go)

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Abstract-The Subscription-Based On-Demand Taxi Service is a modern transportation model that blends the flexibility of traditional ride-hailing with the cost-efficiency and convenience of subscription plans. Instead of paying per ride, users subscribe to monthly or periodic plans that offer a set number of rides or unlimited access within defined parameters. This model aims to provide predictable pricing, eliminate surge fares, and enhance user loyalty through priority booking, preferred drivers, and additional value-added services. Designed for daily commuters, students, corporate employees, and frequent travelers, the system includes real-time ride booking, live tracking, and digital payment integration. The backend infrastructure supports dynamic ride allocation, subscription tracking, and driver management, while the mobile app offers a seamless booking experience. By addressing cost concerns and improving ride accessibility, this service redefines urban mobility and promotes sustainable transportation choices.

General Terms

Subscription Mobility Service, On-Demand Mobility Platform, Ride Subscription Service, Flat-Rate Ride-Hailing, Transport-as-a-Service

Keywords: On demand service, Monthly ride plan, Ride subscription model, Taxi service model

1.INTRODUCTION

A subscription-based taxi service allows customers to pay a fixed recurring fee for discounted or unlimited rides, providing cost savings and convenience. This model ensures steady revenue for providers while offering users benefits like priority booking, no surge pricing, and ride credits. Challenges include pricing optimization and preventing system abuse. Popular examples include Uber Pass and Lyft Pink, which cater to frequent riders with tailored membership perks. Ideal for urban commuters and businesses seeking predictable travel costs.

Yatra Go, likely referring to a subscription-based on-demand transportation service, is not explicitly mentioned in the search results. However, Yatra.com offers a "Yatra Prime" subscription service, which provides benefits on domestic flight and hotel bookings. This suggests Yatra may be expanding into other travel-related services, including transportation.

1. Advantage for Society purpose
2. Reduced Traffic Congestion
3. Lower Carbon Emissions
4. Increased Mobility for Non-Car Owners
5. Reduced Need for Private Vehicle Ownership
6. Job Creation for Drivers
7. Enhanced Public Safety through Regulated Transport
8. Affordable Transport Access for Low-Income Groups
9. Promotion of Shared Economy
10. Efficient Use of Urban Infrastructure

The BusBoss SaaS transportation management system is:

Cost-Effective: The SaaS transportation management system is upgraded, maintained and supported by us, so there's no need to invest in expensive network hardware. There is no upfront software investment and ongoing expenses are predictable.

Accessible: BusBoss SaaS is ideal for most school districts and companies with distribution operations. System users at remote locations log into the system safely and securely from wherever they access the Internet.

Secure: BusBoss SaaS provides a level of protection that's hard to achieve in a stand-alone software deployment. We're experts with highly skilled networking personnel, standby power and up-to-date security infrastructure. Your data is backed up religiously and network redundancies ensure continuous service.

LowRisk: With no large upfront investment or long-term commitment, the subscription-based model minimizes the need for a prolonged, in-depth system search and evaluation process. With BusBoss SaaS, you minimize costs while getting everyone in your organization working as one in the shortest possible timeframe.

How will On-Demand transportation change how Public Transport is viewed

Unfortunately, in some cultures, the mode of transport utilised also creates a predefined perception of who you are. For example, owning and being able to afford the upkeep of a private vehicle is considered as an indicator of wealth in many developing nations. By creating a more flexible nature to Public Transport we open up the opportunity to serve more of the population and create experiences that ultimately lead to a change of behaviour. In this regard, it can create new opportunities for enterprise and development. Providing more coverage for local commuters and flexible scheduling not only creates recruitment and retention opportunities but allows local governments to test their traditional views of suitable infrastructure requirements to maintain a car park to vehicle ratio.

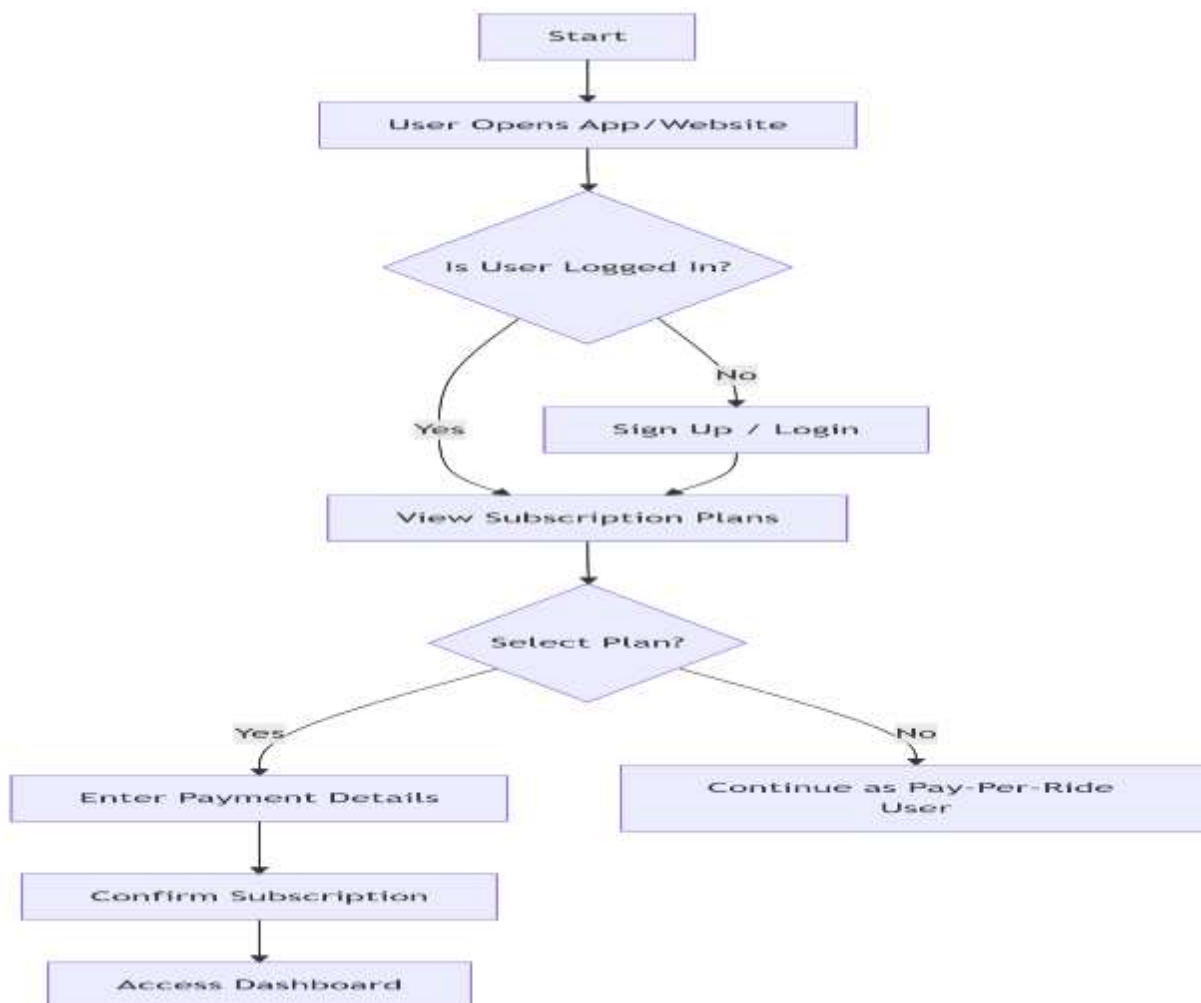


Figure 1. Block Diagram

How does On-Demand transport enhance the passenger experience?

Underneath the features, benefits and hype of the burgeoning market—at the centre of On-Demand Public Transport is a fine balance of convenience and vehicle efficiency.

Ultimately Transit Agencies want to create something so convenient and experiential that it outweighs current transit mode choices, and, at the same time is a more efficient, cost-effective and sustainable mode of transportation to run compared to current options.

This can be seen with major Transportation Network Companies (TNC) as they struggle to actually [reduce overall vehicle trips](#) and in some cases contribute to traffic congestion by having such a personalised service that it only encourages the underutilisation of a vehicle.

So herein lies the challenge: How do you create a compelling reason to increase shared trips and get more people on the public transportation network?

You improve the overall convenience of the service and at the same time provide better utilisation of an existing fleet. Two things that don't really go together when thinking of improving experiences.

Conclusion

A subscription-based on-demand taxi service presents an innovative approach to urban transportation, offering numerous benefits for individuals and society at large. Through flexible subscription tiers, users gain access to discounted fares, priority ride booking, and reduced cancellation fees, making travel more affordable and convenient—especially for frequent commuters. The model encourages ride-sharing and reduces the reliance on private vehicles, which in turn helps to alleviate traffic congestion and lower carbon emissions, contributing to a cleaner environment. For society, this service model enhances mobility for those who may not own a vehicle, including students, elderly individuals, and low-income families. It promotes social equity by offering dependable and cost-effective transport options to all demographics. Additionally, it creates employment opportunities for drivers and supports the local economy.

FUTURE SCOPE

With features such as mobile app integration, real-time tracking, and automated billing, the service ensures a seamless and user-friendly experience. Scheduled rides and loyalty rewards add further value for subscribers. By promoting shared mobility and reducing the environmental impact of traditional transport systems, subscription-based taxi services play a vital role in building smarter, greener, and more connected cities. It is a step forward in achieving sustainable urban development and inclusive transportation networks.

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