Face Swiping "One-click Car Hailing" in Shanghai Gives Priority to Responding to the Needs of the Elderly

By Shen Daoyun

You can call a taxi with the face recognition of the smart screen, without entering the starting point and destination, and it supports multiple payment methods... On June 16, Shanghai launched the pilot work of "One-click Car Hailing" service into the community, and the first batch of 10 terminal devices "One-click Car Hailing Smart Screen" was officially put into use. This device has established a dispatching mechanism biased towards elderly users over 60 years old, giving priority to responding to their needs, and providing convenience for those who are not good at using mobile phones to call taxis.

It is learned that the face recognition system was built in the "One-click Car Hailing Smart Screen", which enables users to call a taxi after swiping their faces. The device supports automatic positioning, so the user does not need to enter any starting point and destination information. At the end of the trip, traditional payment methods such as cash and transportation cards are supported. By the end of June, Shanghai Municipal Road Transport Administrative Bureau plans to complete the installation and commissioning of 100 point locations "One-click Car Hailing Smart Screen" at 10 streets (towns). The pilot point locations are mainly residential communities, covering the main activity areas of residents such as community streets, community service centers and medical institutions.

In September 2020, Shanghai taxi unified platform "Shencheng Travel" was officially put into trial operation, through the linkage of fixed taxi waiting stations and "Shencheng Travel" platform, to alleviate the difficulty in hailing taxi. This time, in addition to the pilot installation of "One-click Car Hailing" terminal device, the Shanghai Municipal Road Transport Administrative Bureau will continue to optimize and improve the service functions of taxi waiting stations built in the early stage, explore and upgrade the "One pole, One code, Car Hailing by Sweeping Once" function. By combining the taxi waiting stations, community service terminals, and smart phone applications, the Bureau will gradually build a three-in-one traffic travel scene matrix to meet the travel needs of various groups of people.