

以 LINE 聊天機器人開發遊戲寶物交易服務系統

IMPLEMENTING A SERVICE SYSTEM OF GAME ITEM EXCHANGE BASED ON LINE CHATBOT

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摘要

科技進步使網路服務越趨成熟，企業為永續經營，面對快速轉變的數位環境，需以競爭優勢與產業知識發展新的經營策略。本研究為解決遊戲寶物交易利用第三方支付產生之詐騙問題，進行交易系統流程設計，結合 LINE 聊天機器人開發遊戲寶物交易系統，買賣雙方能以慣用的通訊軟體進行交易，流程更為順暢。本研究開發之「利用通訊平台的交易系統」，取得美國臨時申請案之新型與發明專利，系統上線後，有效達到交易安全確實履約之效果，驗證企業可以結合新科技之技術，打造商業模式。未來在擁有更多的交易經驗後，可運用於發展服務更多元的交易市場，做為相關產業數位化策略之參考。

關鍵字：第三方支付、流程設計、聊天機器人、商業模式

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ABSTRACT

Technological advances have made internet services more mature, and enterprises need to apply competitive advantages and industry expertise to develop new business strategies facing a rapidly changing digital environment to be sustainable. This study is to solve the fraud caused by third-party payment in-game treasure transactions, and carried out system process design. We combined with LINE ChatBot to develop the system to make buyers and sellers can use the consistently used Apps for executing transactions to make the process smoother. This “transaction system using communication platform” has been successfully certificated by U.S. provisional application new and inventions patents, the launch has effectively achieved the effect of transaction security, which shows that enterprises can integrate with new technology to create a business model. In the future with more transaction experience, this system can be used for more diverse markets and serve as a reference for digital strategy for related industries.

Keywords: Third-party Payment, Process Design, ChatBot, Business Model