

# A Brief Analysis of the Development of Bike Sharing

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## Abstract

With the progress of society, the improvement of productivity, the improvement of people's living standards, and the way of transportation are changing with each passing day. Since the 20th century, with the acceleration of work rhythm and the diversification of life style, people's demand for transportation mode is increasing day by day. The topic that the means of transportation needs to be updated to adapt to the times has also been pushed to the top of the waves. Some enterprises with innovative spirit take the lead in following the example. After analyzing the market gap, what kind of transportation should be adopted for the "last kilometer" of ordinary people's travel. Through a lot of research and development, the sharing bicycle was born. The rapid development of Internet technology provides deep technical support for bike sharing, making riding smooth and spreading all over China. Bike sharing has become a major short-distance vehicle. Bike sharing has been favored by urban consumers for its low price, environmental protection and practicality. The original rigid urban road has added vitality and color. It is convenient for residents and creates a beautiful city landscape.

## Keywords

Bike sharing; development prospect; technological innovation.

## 1. Current Situation of Bike Sharing

Bike sharing is a new type of cycling business, which provides the public with the right to rent bicycles. As a fashionable industry of sharing economy, it is popular because it can provide a variety of rental services for the public, and it is convenient to scan the code. Because of its green, environmental protection and energy saving, it has also been promoted by government departments. It is self-evident that bike sharing mainly relies on bicycles, that is, bicycles. Travel is unrestricted, and urban public road resources are fully utilized to improve the passing rate and convenience. Save time at the same time, save costs, save roads, save traffic trouble and so on.

Bike sharing is a response to the call of the state and an active analysis of the supply side structure. After the reform, the competition of the emerging forces in the initial stage showed a savage growth state. After the disorderly competition and cruel reshuffle in the previous years, the two giants in the bicycle sharing industry, Moby and ofo, have been replaced by the rising stars of harrow, meituan and Qingju bicycles. However, the huge market has begun. Finally, it deeply attracted the capital to invest in the bicycle industry.

With the end of the barbaric growth stage, the growth rate of the industry has dropped and the capital tends to be rational. As we all remember, the direct financing amount of the sharing economy industry in 2019 is about 714 yuan, which is 52.1% lower than that of the same period in previous years. Among them, the sharing accommodation, transportation and production capacity of the three areas with more prominent sharing economy decreased significantly by 95.6%, 81.2% and 76.2% respectively.

## 2. Benefits of Bike Sharing

### 2.1. Convenient Operation and Efficient Travel

Compared with public bicycles, sharing bicycles does not need to apply for a card. As long as the mobile phone scans the code with one button, drives, closes the car, pays, etc., all self-service is completed in a short time (about 3 seconds). Under the support of huge database, the positioning function of shared bicycle not only enables users to fully understand the distribution of available vehicles nearby, but also enables the background to know whether there are faults of nearby vehicles. Moreover, it can repair and update quickly in time, with high reuse rate of shared bicycles.

### 2.2. Environmental Protection Products, Reduce Pollution

We have been advocating low-carbon travel, low-carbon life. The emergence of bike sharing, on the one hand, fills in the gap of the last kilometer of people's travel to a certain extent. At the same time, when people form dependence on bicycle travel, they gradually forget the existence of cars, objectively avoid the pollution of cars and reduce the dependence on cars. After that, cycling has become a synonym of fashion, health and environmental protection.

### 2.3. Riding Exercise, Low Cost

Nowadays, people's work rhythm is speeding up, and there is little time for rest and exercise, so they need to squeeze out a special gap period. However, time is not autonomous and cannot be persisted for a long time. For a long time, the health of office workers has become a problem. With the appearance of bike sharing, cyclists get good exercise on the way to work, which not only saves time, but also keeps healthy in full aerobic exercise, killing two birds with one stone; the consumption of bike sharing is low (1 yuan per hour), the vehicles are sufficient, and the parking is convenient, and it is developing rapidly.

### 2.4. Industry Innovation to Promote the Development of Real Economy

Bicycle sharing relies on bicycle itself, but it is a new business model based on Internet platform, sharing economy. The unique ways and means of the Internet have made the bicycle market once popular among the public weak, and the consequences will rise and revive. Bike sharing instantly ignited and activated it, and bicycle manufacturing enterprises also took advantage of this gust of wind and ushered in a once-in-a-lifetime market opportunity.

## 3. Disadvantages of Bike Sharing

Things will not be perfect, especially in the short-term rise of shared bicycles. At the same time, the problems behind them are also emerging, which need to be solved urgently.

### 3.1. Random Parking

The development of material civilization needs the support of spiritual civilization. In fact, at the beginning of the rise of bike sharing, relevant departments announced that "no random parking and random placing of bicycles" was allowed. However, due to people's indifference to the concept of order protection, random parking occurred from time to time, which not only disrupted the spatial management of the city, but also weakened the civilized image of the city. What's more, for personal gain, users hide bike sharing as private, and use their home and office buildings for their own use. At the same time, all kinds of sabotage are rampant, such as locking bicycles privately, destroying bicycles, changing QR codes on cars, taking advantage of opportunities to defraud, and so on. These acts not only hinder the development of bike sharing industry, but also foster a bad social atmosphere, forming a vicious circle. With the

development of bike sharing in full swing, the weakness of human nature reflected by it deserves more reflection and reflection.

### **3.2. Riding Conditions are Greatly Affected by Natural Weather**

The riding of bike sharing can be influenced by natural weather conditions, such as rainy days, snowy days, high temperature weather, etc. it is quite different from riding in sunny seasons. In case of strong wind and rainstorm, you can only choose taxis and online car Hailing.

### **3.3. It is Easy to Recharge in Advance, But Difficult to Refund Afterwards**

Bike sharing first downloads the app and registers users, who need to pay a different amount of deposit. Deposit: moBay 299 yuan / person, ofo 99 yuan / person, Xiaoming bicycle 199 yuan / person, Youbai bicycle 298 yuan / person Some shared bicycles can attract customers without deposit after saving enough users. Riding expenses are not deducted from the deposit, but from the prepaid fare.

Although bike sharing operators have a clear path for deposit refund, it is cumbersome. For example, Moby bicycle deposit is paid in 2-7 days, and the balance of riding fee needs to be refunded through customer service phone; the deposit of ofo users can be refunded in seconds, and the balance refund needs customer service assistance, which takes 1-7 days. Other bike sharing brands have similar refunds.

## **4. How to Solve these Problems in Bike Sharing Industry**

First, sharing culture needs to be popularized. "Everyone for me, I for everyone" is a summary of the image of sharing economy. The sharing economy, because of the emerging industries, has no ready-made experience for reference, and the relevant social systems such as the integrity system are sound and coordinated. This requires us to speed up the popularization of sharing culture and improve the quality of citizens.

Second, the rules and regulations related to bicycle sharing industry need to be established and improved. For the healthy development of bike sharing, it is necessary to have a sound internal and external system support, and to strengthen the supervision of all relevant parties; for example, the management system of operating enterprises, reward and punishment mechanism, etc.; the government departments should guide and regulate the emerging forms of single car sharing industry according to the situation and local conditions, so as to disrupt the road order and urban management order For example, special parking areas should be provided, and the acts of vandalism and theft of bicycles should be punished according to law to enlarge the warning effect.

Third, the supervision mechanism should be strengthened (such as deposit). The scale of bike sharing market is becoming larger and larger, and the deposit and balance are a huge "capital pool". Where does the deposit for bike sharing go? This is a topic of concern to many bike sharing users. In addition, as a part of urban traffic, the relevant government departments should strengthen the supervision of bike sharing service providers and strengthen the management of the deposit of users. "

Fourth, the hardware and software technology of bike sharing needs innovation. Institutional, cultural and technological innovation is the premise to ensure the continuous development of a new industry. The same is true of bike sharing. While ensuring the quality of bicycles, we must constantly innovate in order to go further and further in this competitive Internet era.

## **5. Summary**

The benign development of bike sharing is the result of the joint efforts of the government, operators, users and other parties. The bicycle sharing market is a mirror, which can reflect the

orderly and harmonious development of the society, and is also the embodiment of a civilized city. Shared bicycles, while solving the problem of "the last kilometer" or even the "last meter" of public travel, are seamlessly connected with urban public transport, helping the development of urban public transport. At the same time, the emergence of shared bicycles adapts to the trend of the times, does not coincide with the concept of green development, and is conducive to the construction of ecological civilization. In a word, standardizing the use of bike sharing, developing its advantages and eliminating adverse effects will be of great benefit to the construction of a civilized city.

## References

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