

## Research on the Countermeasures for the Problems Existing in Tianjin Normal University Shared Bicycles

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### Abstract

With the government's vigorous promotion of the sharing economy and the popularization of shared bicycles, shared bicycles are becoming more and more common in Tianjin Normal University, which has brought many conveniences to students' travel, and has also played an important role in the development of the sharing economy. Active function. At this stage, the number of shared bicycles is restricting its development in Tianjin Normal University. Students cannot ride in time when they need to use bicycles, which greatly reduces their dependence on them. This article points out the development status and problems of bicycle sharing in Tianjin Normal University, and proposes solutions at the same time. Discussed the development prospects of shared bicycles.

### Keywords

Tianjin Normal University; Shared Bicycles.

### 1. Introduction

The bike-sharing model emerged abroad and was introduced to China in 2007. At first, it was managed by the government in different cities, mostly with bicycles. After 2010, a number of companies specializing in the bicycle market appeared one after another, but mainly bicycles. Until 2014, with the rapid development of the mobile Internet, dockless bicycles such as shared bicycles and ofo shared bicycles poured into the market, and more convenient dockless shared bicycles began to replace docked bicycles. The 19th National Congress of the Communist Party of my country pointed out that the main social contradictions in our country have changed, which has been transformed into the contradiction between the people's growing need for a better life and the unbalanced and insufficient development. It also emphasized that we must work hard to resolve the problem of development under the premise of continuing to promote development. We should balance the problem of insufficient balance, vigorously improve the quality and efficiency of development, better meet the people's growing needs in economic, political, cultural, social, and ecological aspects, and better promote the all-round development of people and the all-round progress of society. Therefore, solving the inadequate and unbalanced development is the fundamental task and focus of our country's development. The rapid development of China's economy has led to overcapacity in some industries, and people cannot make full use of the goods they own. The emergence of shared bicycles meets the needs of society and complements the shortcomings of the market. The development prospects are very broad.

### 2. Characteristics of Shared Bicycles

With the advancement of technology and society, living standards continue to improve, and life styles are also undergoing earth-shaking changes. You can buy all kinds of beautiful clothes and

eat delicious food from all over the world without going out. You don't have to wait for a car when you're out shopping, and you don't have to wait for a car. Didi Uber was all the rage in the past few years. Today there is a wave of shared bicycles such as ofo. The reason why shared bicycles can be received in a short period of time. The pursuit of it can prove that its emergence is a big trend. Shared bicycles have the following notable features:

- (1) Convenient and fast;
- (2) Low carbon and environmental protection, reducing air pollution;
- (3) Alleviate traffic congestion;
- (4) The cost of renting a car is low;
- (5) It caused a fatal blow to Moroccan;
- (6) Bring to life the real economy;
- (7) Improve user experience.

### **2.1. Convenient and Fast**

In the past few years, staking bicycles have been promoted, but they have not made it popular. The main reason is that staking bicycles have two "hard injuries": first, users must go to a designated place to apply for a card and pay a deposit before using it. The second is that they don't know where the parking spot is. Sometimes users ride the bike but don't know where to park around. Even if they find the parking spot, they may find that the parking spot is "full" and there are no parking spots available for parking. Shared bicycles do not have these two obstacles. Take the shared bicycle as an example. First, you only need to download the shared bicycle app with your mobile phone, register your account, and pay a certain amount of deposit. Of course, this deposit can be refunded to you at any time. The security of the account is very high. When you need a short-distance transportation tool, open the shared bicycle app, search for nearby vehicles, and find the nearest nearby vehicle. It will find the nearest shared bicycle nearby. Scan the QR code on the bike and you can ride the bike. Go, when your ride is over, just stop at any corner that does not hinder the traffic, close the lock on the vehicle, and your bicycle trip ends here. There is no need to apply for a card, and there is no need to find a specific parking spot, which is the advantage of shared bicycles. Among the numerous site selection problems, researchers call the P-median problem, P-center problem, and coverage problem the basic site selection problem or the classic site selection problem. Other site selection problems are basically in these three types. The site selection model proposed on the basis of collectively referred to as the extended site selection problem. The following is a comprehensive description of three types of basic site selection issues.

Ride fast. On some road sections, especially during peak traffic jams, buses and taxis are difficult to arrive on time. There are often delays. After a busy day and after get off work, everyone is anxious to go home and relax. The longer the expected delay, the more irritable the heart will become. But a bicycle is different. It can cross the streets and alleys. When there is congestion on the avenue, you can choose the small road to pass through and pass on the avenue. Sometimes you don't need to wait for the traffic lights. Between vehicles. Therefore, you don't have to be in a bad mood because of congestion, and you don't have to worry about not being able to find a parking space.

### **2.2. Alleviate Traffic Congestion**

While satisfying people's convenience and speed, sharing bicycles can also alleviate the pressure of traffic congestion. According to statistics from relevant departments, 20 years ago, there were 670 million bicycles in my country, which is twice the number of bicycles now. Moreover, road facilities were not as developed as they are now. Many road sections were small and narrow before, but there was almost no congestion. As the country's economic strength increases and living standards improve, wide and flat avenues emerge in an endless stream,

and private cars are also increasing. Traffic congestion has become a common phenomenon, especially in the central sections of large cities and bustling streets. Most of the time All are in a state of congestion. The emergence of shared bicycles has reduced the frequency of people using private cars, and more use of shared bicycles has eased the pressure of traffic congestion to a certain extent.

### **2.3. Low Cost of Travel**

For short-distance travel, the first means of transportation that everyone will think of is a taxi. With the emergence of Didi and Uber, most people may choose Didi Uber, even if they use the cheaper Didi, the starting fee is It is also about 7 yuan, but if you use a bicycle, you only need to spend one or two yuan in an hour. If you use a bicycle for a long time, you can buy a monthly pass, which costs tens of yuan a month, but you can use shared bicycles every day, which saves a lot of transportation costs, and also saves buying and repairing a car. the cost of.

### **2.4. Bring to Life the Real Economy**

In recent years, the state and government have attached great importance to traditional industries and manufacturing industries, and formulated many laws and regulations related to traditional industries and manufacturing industries to support the real economy. The popularity of shared bicycles has caused a hurricane in the bicycle industry, which has brought the shaky bicycle industry to life again. The bicycle-sharing industry instantly activated the bicycle industry, and the rapid increase in demand for bicycles gave some time-honored bicycle brands such as Fei Ge a rare market opportunity. Shared bicycles have driven the real economy. At the same time, the development of shared bicycles is also inseparable from the real economy. Only when the two complement each other can we develop better and go further.

### **2.5. Improve User Experience**

With the development of the economy, people's life rhythm has become faster and faster. Many people have no time to stop to see the outside world because of their busy work, nor are they in the mood to appreciate the scenery in front of them. When exhausted and exhausted, people began to miss the life of riding bicycles through the countryside. The advent of shared bicycles makes people seem to have returned to the era of innocence and happiness. This feeling is being inspired by shared bicycles, and people's happiness index is also rising little by little.

## **3. Problems of Shared Bicycles and Development Countermeasures**

### **3.1. Problems in the Development of Shared Bicycles**

In society, the most prominent problem of shared bicycles is the serious damage to the vehicle; when it is in the peak period, there will be shortcomings in the number of vehicles; there are also malicious damages such as private locks, removal of vehicle locks, and damage to license plates. At Tianjin Normal University, users encounter the following four main problems: (1) The deposit fee is too high, and some students are afraid that the deposit will not be refunded in time, and will choose to give up using the shared bicycle. (2) Damaged vehicles cannot be repaired in time. Users often encounter damaged vehicles, and will doubt the quality of shared bicycles, and long-term disappointment will make users reduce their use. (3) The number of stocks is not enough. When students want to use it, they often don't have enough bicycles to use. (4) Random parking, many students can get it when they need to use the bicycle, so they park the bicycle in some very hidden places, which makes it difficult for students who want to use the bicycle to find it. The number of bicycles in more schools does not count. There are many, and the use of bicycles is a situation where two or three students are used together. The bicycles are parked in a scattered manner, which will increase the time for everyone to search and increase the time cost for everyone. In order to speed up and achieve their goals, perhaps

everyone will retreat Second, choose to walk. The problems encountered by the students when using shared bicycles hindered its development in Tianjin Normal University.

### 3.2. The Development Prospects of Shared Bicycles

The rise of shared bicycles is indeed convenient for everyone. Although shared bicycles have encountered many problems and challenges, as an important means of transportation for short-distance travel in cities, the huge user demand is still stimulating the rapid development of shared bicycles in more cities. The government is the leading force in the development of shared bicycles. The government has issued many laws, regulations and policies on shared bicycles to guide the development of shared bicycles in a positive direction. In the context of mass entrepreneurship and innovation, the bicycle-sharing model not only meets the requirements of the times, but also better serves the people. In Tianjin Normal University, shared bicycles are highly sought after for three main reasons: (1) It is convenient to travel and is a useful tool for going out and attending classes. (2) The price is low. You can enjoy the thrill of riding a bicycle without buying a new bicycle, and you don't have to worry that your bicycle will be coveted by others and make you feel emotional about gains and losses. (3) For young boys and girls full of romantic feelings, riding a bicycle and blowing the evening breeze is indeed a very happy and satisfying thing. Therefore, shared bicycles can continue to develop lastingly in Tianjin Normal University.

### 3.3. Countermeasures to Develop Shared Bicycles

#### (1) Planning area

From the analysis of the number of questionnaires above, everyone chooses to park in a relatively concentrated location, divided into 4 areas: downstairs in the dormitory, cafeteria, school entrance, and teaching building. First, plan the dormitory area and divide the dormitory into 6 areas, namely Lequn Apartment, Delin Apartment, Zhicheng Apartment, Huixin Apartment, Siqi Apartment and Yousheng Apartment. Secondly, plan the canteen. There are 3 learning canteens. The 3 canteens are divided into 3 areas, namely the first canteen, the second canteen, and the halal canteen. Then there is the planning of the entrance to the school. There are 5 gates in total, but generally the gates with more access are the west gate, south gate, southwest gate, and north gate. The school gate can be divided into 4 areas. The last is the teaching building. Some of the teaching buildings are scattered and concentrated. The concentrated areas can be combined and divided into 8 areas, namely (1) Quanyue Building (2) Xingwen Building (3) Lijiao Building and Boli Building (4) Mingli Building (5) Yayi Building (6) Gymnasium (7) Qin Xue Building, Inspiration Building (8) Library,. The total number of divided areas is 21.

#### (2) Set up a special parking position

The school is divided into 21 sections above, and special parking places are set up in these 21 areas, so that people can find them immediately when they want to use shared bicycles, and at the same time make the school tidy and orderly. It is also more convenient for car maintenance, once a car has a problem, it can be found quickly. This can keep the car in a normal state for a long time. Facilitate people's travel and increase people's happiness index.

#### (3) Cooperation with schools

Sharing becomes private can not only be seen outside the campus, but the school students are also taking their own careful thoughts to allow themselves to enjoy the convenience brought by shared bicycles. The phenomenon of random parking of bicycles in schools is very common, causing headaches for the relevant departments of the school. To strengthen the cooperation between shared bicycles and schools, first of all, schools must strengthen the supervision of shared bicycles and use orderly parking in schools. Secondly, to strengthen the popularization of shared culture, in the current rapid development of contribution culture, there is no ready-

made experience to learn from, and it is also facing the test of integrity. Educate a college student in the university, and the behavior of college students in society influences the world. Finally, setting up a special parking place in the university will make the repair and release of shared bicycles go smoothly, and at the same time make students more satisfied with its convenience.

#### 4. Conclusion

This article uses a questionnaire survey to study the problems of shared bicycles in Tianjin Normal University, and proposes solutions. The analysis results show that there are four main problems with shared bicycles in Tianjin Normal University: the deposit fee is too high, the damage of the vehicle cannot be repaired in time, the quantity is not enough, and the parking is random. For these problems, corresponding solutions are proposed. It has been four years since the establishment of bike-sharing in 2014. Only by developing its own advantages can it gain a foothold in the fiercely competitive market, and constantly discover its own problems and improve them. Currently, shared bicycles are not only facing competition from many shared bicycles, but shared electric vehicles are also squeezed into the market. The pressure on shared bicycles is increasing. Therefore, corresponding measures should be taken to ensure the sustainable development of shared bicycles in Tianjin Normal University, even in today's society. Continue to develop.

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