**Competitor Technology Analysis**

**Beryl**

**Strengths / Features to Learn From**

* Incentivises riders to return out-of-bay bikes to official bays.
* Uses **pop-up questions** (e.g., “Why do you use us?”) to collect live customer insights.
* Provides a clear step-through guide on how to unlock, ride, and return bikes.
* Built-in **safety guide** for first-time or cautious users.
* Option to **favourite bays** for quicker access.
* **Pause Ride** feature allows riders to stop for up to 15 minutes without ending their trip—ideal for errands.

**Gaps / Differentiation Opportunities**

* No dedicated scheme to **encourage riders to redistribute bikes** to empty bays.
* Lacks integrated recommendations for **local activities or attractions** (e.g., days out, scenic routes, events).

**Santander Cycles**

**Strengths / Features to Learn From**

* App generates **bike release codes**, removing the need for expensive physical terminals.
* Offers a wide set of features: **journey planning, ride cost notifications, trip history, saved stations,** and gamified challenges (e.g., “London Rider” weekly prize draws).
* Recently added **“Side Quests”** – curated cycling routes to hidden gems, encouraging exploration.

**Lime**

**Strengths / Features to Learn From**

* **Uber integration** increases visibility and accessibility for users already on a popular transport platform.
* **Simple, streamlined app design** makes it easy to use, even for less tech-savvy customers.

**Cross-Competitor Gaps / Differentiation Opportunities**

* **Enhanced Fault Detection & Response**:
  + Santander has a basic “fault” button; Beryl allows reporting.
  + A stronger system could automatically detect issues (e.g., low battery, error codes), notify riders, and issue refunds or reassign bikes instantly.
* **Redistribution Rewards**:
  + Introduce gamified incentives to move bikes to high-demand zones.
  + Heatmap overlays could show “bonus zones” where returning bikes earns credits or discounts.
* **Tourist Engagement**:
  + Build on Santander’s “Side Quests” with **localised, eco-friendly routes** in Brighton—seafront trails, heritage tours, and sustainable day-out guides.
  + Multilingual app support for international tourists.
* AI route suggestions based on weather, time of day and congestion
  + Similar to waze or google maps could avoid big roads as a starting point and integrate AI to adjust real time suggestions.
* Co2 tracker
  + See how much co2 they have saved
  + Take it a step further how much plastic they have saved from landfill
* Local partnerships
  + I feel like the council will be really supportive of this, discounts for rides ending near certain locations, the other way around could work too if they have proof pf using our bikes they could get discounted entry to the pier for example.
* Advertisements on the bike itself
  + Would be an innovative way to reduce fees – feasibility of this may be the issue as changing advertisements is likely costly and labour intensive