V2G: SUPPORTING AUSTRALIA'S FUTURE IN ENERGY

PROBLEMS
- Self Centred
- Uncertainty
- Change Aversion
- Information Asymmetry
- Risk Aversion

TARGETS
- Framing
- Availability
- Normative Pressures
- Highlight Individual Benefits
- Heuristic
- Default Choice

RATIONALE
- Gets the Ball Rolling
- Main Source of Energy Capacity
- Non-critical Demographic

PERSONA 1
- LUXURY SEEKERS
- PROBLEMS: Self Centred
- TARGETS: Framing, Highlight Individual Benefits
- RATIONALE: Gets the Ball Rolling

PERSONA 2
- THE MAJORITY
- PROBLEMS: Uncertainty, Change Aversion
- TARGETS: Availability, Normative Pressures
- RATIONALE: Main Source of Energy Capacity

PERSONA 3
- CRANKY GNOME
- PROBLEMS: Information Asymmetry, Risk Aversion
- TARGETS: Heuristic, Default Choice
- RATIONALE: Non-critical Demographic

PHYSICAL
- MEDIUM OF PROMOTION
- ONLINE

ATTRACT
Placed in strategic locations across Australia. These attractive posters are designed to attract the consumer and encourages them to research further.

SHORT
Short, high-impact, and to the point. These messages will surely get the point across.

EXPOSURE
Making sure the public is aware of what V2G is, prebunking the misinformation before it has happened.

TARGETED
Targeting the fiercest battlegrounds of misinformation, targeted posts on social media help to protect the most vulnerable groups from being lied to.

EXPLAIN
A website designed for all demographics, explaining what V2G is to the average consumer, or to the EV enthusiast. From bite sized data and FAQs, to the specifics of the protocols.

ELABORATIVE
Elaborating and delivering all the information that an inquiring consumer could ask for before making an informed decision.
CONSUMER PARTICIPATION

COMMUNICATIONS SPOTLIGHT

What's Next? An Outlook for the Future

In order to target the risk adverse behaviour and tackle uncertainty via providing control and sense of security in a variable system like V2G, we would like to propose the implementation of a trusted and reliable communication method.

EMERGENCY SMS
An emergency SMS is sent in times of a demand shock to the grid, prompting users to provide permission to supply electricity back to the grid.

MONTHLY DIGEST
More proactive users may also choose to subscribe to the monthly digest, where they can see updates about V2G and how they have contributed towards the power grid.

We are expecting all stakeholders to experience an increase in utility as time goes on. Not only will the expected user base increase, which reduces the amount of power drawn per car, but advancements in battery technology will also boost the potential of the solution.

However, this is contingent on the fact that V2G technology rapidly develops in the next 2 years, which may be hindered from policy delays and limited domestic manufacturing capabilities. Leaving room for future measures to consider how to boost manufacturer involvement.