



Unlocking Monetisation, Reducing Risk & Enhancing Trust

Research Synthesis and Analysis – **ivygo** 2026

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Executive Summary: The Hero Metric



The Research Scope

- 16 interviews with EV drivers and small business hosts
- Focus on hospitality venues with EV chargers installed or considering installation
- Goal: understand barriers to EV charging adoption and monetisation

Core Insight

Most hosts are currently stuck in a "Passive Plateau". They want to offer EV charging but are held back by admin headaches, "awkward money talks," and the fear of unpredictable electricity bills.

Key Market Reality

- Most chargers are underutilised
- Many hosts treat charging as a guest amenity rather than a revenue stream
- Operational friction and low visibility reduce monetisation potential



Product Opportunity for ivygo

- ROI visibility to clarify revenue potential and break-even timelines
- Energy management controls to protect hosts from high electricity costs
- Simplified reporting and accounting tools to reduce operational friction

Project Overview: The Host Problem



My Goal



I wanted to identify how **ivygo** could stand out by specifically helping businesses that put their guests first.

The Challenge



I observed that while owners see EV charging as a valuable service, they find the actual monetisation process confusing and risky.

The Opportunity



I'm proposing a shift from seeing the charger as a technical cost center to viewing it as a predictable revenue stream.

How I Learned (My Methodology)



Strategy



Collaboratively conducted **17 in-depth discussions** with small business owners and EV drivers to find the "why" behind their behavior.

The Pivot



When I realised business owners were "time-poor" during the holiday peak, I moved from direct emails to professional platforms like **Askable**, and my professional network to ensure high-quality data.

Analysis



Miro boards were used to collaboratively map out these themes, ensuring every design recommendation is grounded in real user words.

Who We Are Building For (User Personas)



Liam
(The Forward-Thinker Host)

Currently uses EV charging as a strategic competitive edge to capture the regional tourism.



Maya
(The Busy Host)

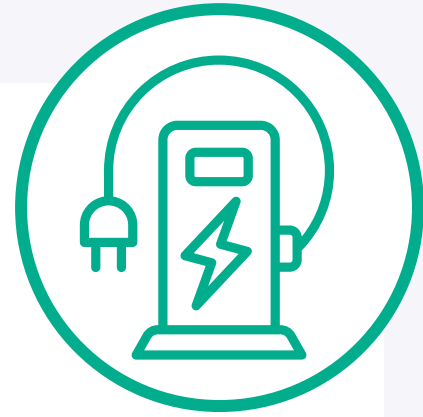
Wants a "hands-off" tech that won't trip her kitchen's power during a busy lunch service.



Avery
(The Reluctant Host)

Currently giving power away for free just to avoid "money talks," and I want to solve that for her.

The Problem: The Passive Plateau



The Passive Plateau

This is the stage where a charger is installed but left on "Free" because the next step feels like too much work.



The Pain Points I Found

A lack of EV usage notifications, unclear profitability, and staff members who feel under-educated on the tech.



The Trigger

A sudden spike in the electricity bill is usually what forces these hosts to finally look for a solution.

The User Journey: From Plateau to Breakthrough



Early Stages

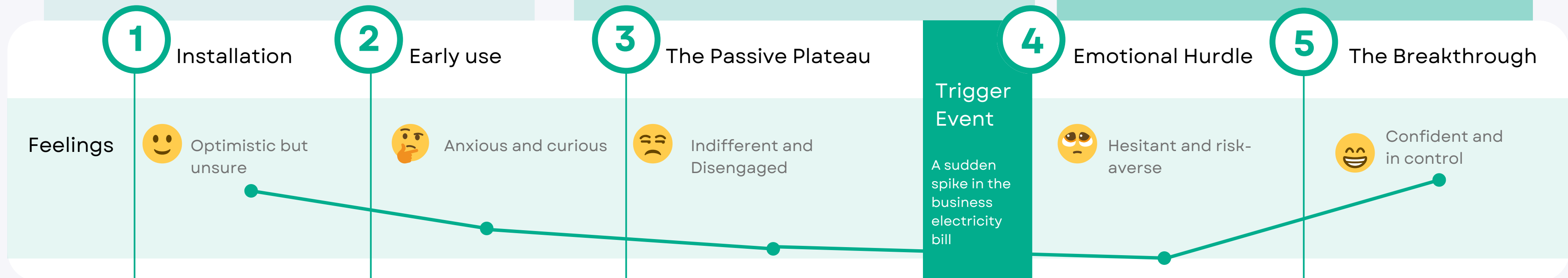
I mapped the high optimism of installation followed quickly by a "confidence gap."

The Emotional Hurdle

I identified a specific moment of hesitation where hosts worry about looking "greedy" or receiving bad reviews.

The Breakthrough

My goal is to move them to a state of being "Confident and in Control" using our automated dashboard.



Product Strategy: From Insight to Impact



My research highlights a common "Passive Plateau" where hosts give away power for free to avoid the administrative headache and awkward money talks. **ivygo** transforms this anxiety into a "Breakthrough" by replacing technical stress with an automated, professional experience.



Visibility

Real-time dashboards



Automation

"Hands-off" billing
and messaging



Education

Promotion and Eco-
badging



Deep Dive: Host Dashboard & ROI Calculator



The Host Dashboard

By replacing manual tracking with a live "command center." It provides instant visibility into usage, session status, and charger health, so hosts never have to "guess" if things are working.



Visual ROI Calculator

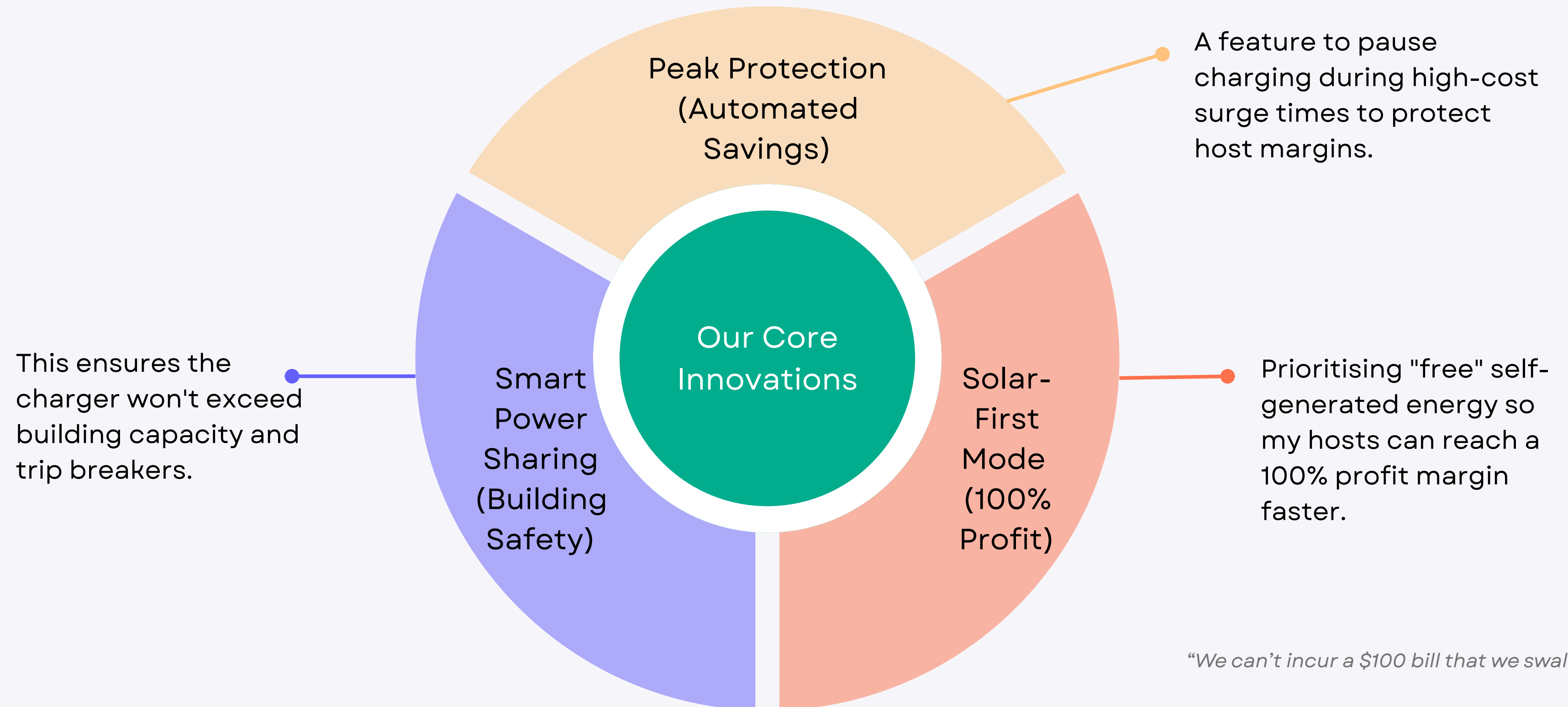
By surfacing a clear payback path on the main screen it allows hosts like Liam and Maya to track their progress toward breaking even in real-time.



The Impact

In removing the mystery of profitability; by showing the data upfront, the host feel like a professional operator rather than a technician.

The **ivygo** Edge: Energy-Aware Charging



"We can't incur a \$100 bill that we swallow."

Synthesis Framework (Competitive Advantage)

Reliability



The **ivygo** product must be designed to prevent failure situations that would damage the host's reputation.

Hospitality hosts care about reviews more than charging revenue.

Cost Transparency



Clear, upfront charging prices ensure hosts recover costs confidently while protecting their reputation.

Energy Control

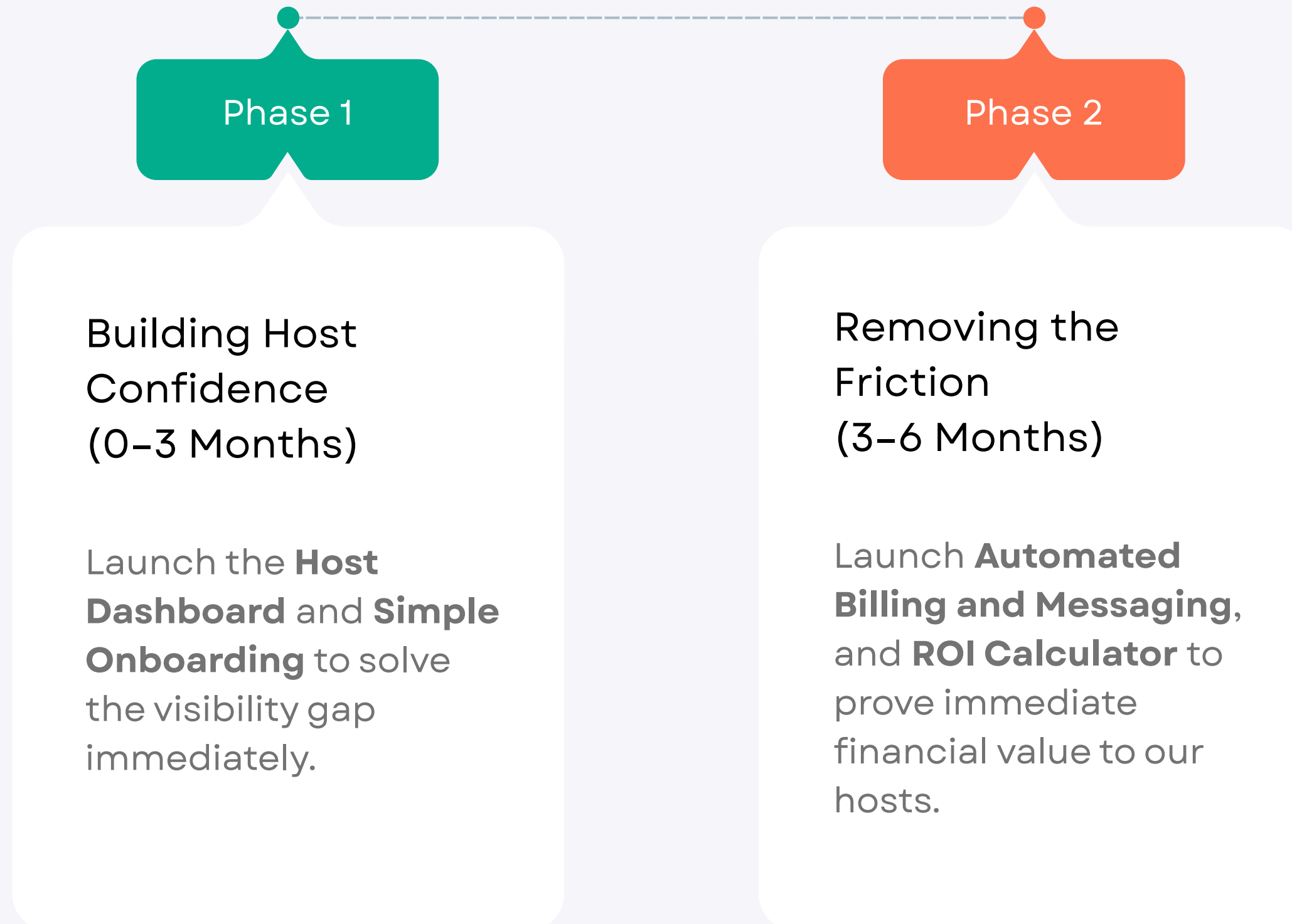


Energy-smart charging lets hosts control costs, manage peak loads, and boost guest trust—all while protecting margins.

Release Roadmap: Phases 1 & 2



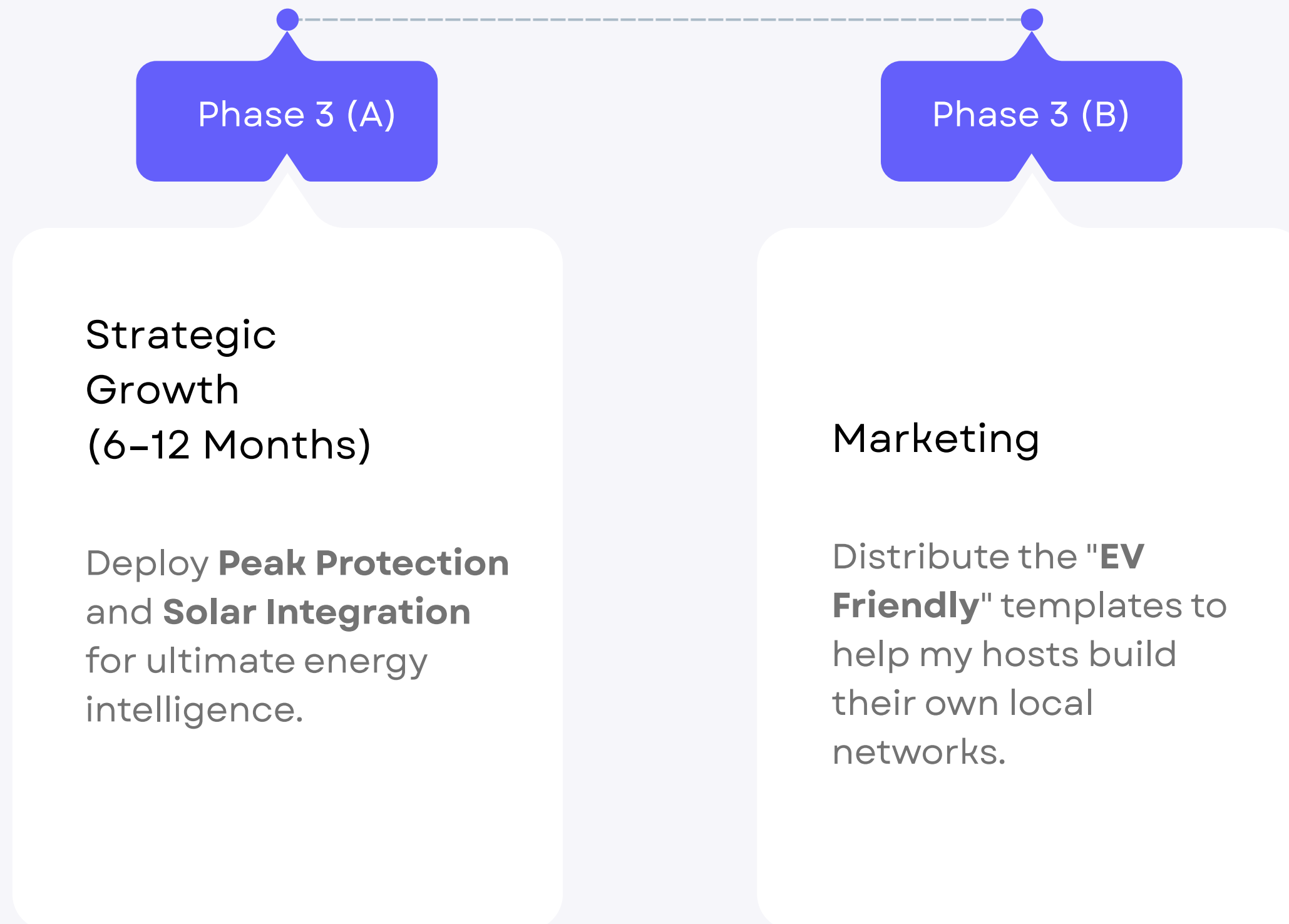
A phased approach to move hosts from "Passive" to "Empowered."



Release Roadmap: Phase 3 (The Vision)



A phased approach to move hosts from "Passive" to "Empowered."



Conclusion and Strategic Vision



Final Thought

Chargers often remain underutilised and manually managed. Addressing these challenges through greater visibility, automation, and energy intelligence can help hosts confidently integrate EV charging into their business operations.

The Outcome

By reducing operational and financial uncertainty for hosts, **ivygo** can:

- Increase host confidence and participation
- Improve utilisation of existing chargers
- Enable hosts to manage charging with minimal effort

Positioning **ivygo** as the platform that helps hospitality venues unlock the value of their EV charging infrastructure.



Thank you for viewing

I'm looking forward to discussing how we can implement these
UX/UI and Product Strategy recommendations.

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