

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

SPARK

PHASE 2

Considering Listing

DECIDE

PHASE 3

Publishing Listing

PUBLISH

PHASE 4

Activating Listing

1ST STAY

PHASE 5

Settling into Hosting

NTM STAY?

PHASE 6

Optimizing Hosting

(“Maybe I could host”...)



That-moment





**Considering becoming a
host, doing research to
understand what it involves**

