

**Our proposed
phases & moments**

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

PHASE 2

Considering Listing

DECIDE

PHASE 3

Publishing Listing

PHASE 4

Activating Listing

PHASE 5

Settling into Hosting

PHASE 6

Optimizing Hosting

AWARE

SPARK

DECIDE

PUBLISH

1ST STAY

2TH STAY?

unproposed

phases & moments



**Unfamiliar with Airbnb
and/or the concept of
hosting**