

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



**Aware of hosting, but has
not made the connection
that hosting could be
something they could do**



That-moment

(“Maybe I could host”...)



