

PHASE 0

Unaware of Hosting

AWARE

PHASE 1

Aware of Hosting

PHASE 2

Considering Listing

DECIDE

PHASE 3

Publishing Listing

PHASE 4

Activating Listing

1ST STAY

PHASE 5

Settling into Hosting

PHASE 6

Optimizing Hosting

2TH STAY?



**Getting used to the process
of hosting**

End of Nth stay*



(examples of where we

could use more research)