Customer Experience Map-- Ted Talks

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caring people
seeking new ideas for problem solutions
wanting to make the world a better place

	Before		During		After	
STAGES	problem occuring	Googleing	watching Youtube video	exploring TED site	following TED Talks on Twitter & Facebook	RSSing TED Blog
TOUCH POINTS	Sick kids in Liberia	Google	Youtube	TED site	Twitter & Facebook	TED Blog
DOING	**READ** text messages from her work about sick kids in Liberia needs more care at home in New York City, NY **TEXT** a friend to confirm the location of the hospital to see if it is about her patients **FIND** out it is about her hospital in Liberia **LEARN** it is about no enough doctors at the hospital	**SEARCH** Google to see if there is a solution for it **FIND** a Ted Talks entitled, "Health care should be a team sport" by Eric Dishman in 2013	**WATCH** the "Health care should be a team sport" Ted Talks on Youtube	**FIND** the TED site to see what TED does and is about	**FOLLOW** TED Talks on Twitter and Facebook	**RSS** TED Blog
THINKING	**NOT AGAIN** how I can help the situation in NYC? **WONDERING** if there are new tech or new medications can help	**It** must be a solution for it **I** am going to find the solution for my patients and their families while I am in the US	**THIS** speaker is so smart **I** am going to find the solution for my patients and their families while I am in the US	**THIS** site has so many good ideas **I** am going to find out more about the TED	**THE** posts and tweets are mainly the shared links from the TED site. Information on all social media are the same. The media contents are the same. Why I need to follow more than one social media? **TED Talks** shares so many posts and tweets each day **Users** comments are fun to read **THERE** is no button I can post a question to TED Talks **TED Talks** does not reply my messages	**AGAIN** the same content **THERE** is no place to comment at all. This is even worse.
FEELING	**WORRYING** sick kids in Liberia at her hospital **ANNOYING** why the situation happen over and over again	**WONDERING** if I can find something online to help those kids in Liberia **EXCITING** what TED Talks offers to me	**HAPPY** Dishman's idea might work for my hospital **EXCITING** what else TED Talks offers	**AMAZING** TED Talks has so many new ideas that I can learn from **WONDERING** if there are more TED Talks information on other social media	**DISAPPOINTING** TED Talks' social media are the same as the TED site **DISAPPOINTING** there is no way to interact with the TED Talks staff to ask more questions **AMAZING** TED Talks has so many interesting audiences comments. Some of them seem very professional	**MORE DISAPPOINTING** TED Blog is also the same as the TED site and all other social media **DISAPPOINTING** there is no way to leave a comment on the TED Blog **WONDERING** if attending a TED conference might meet those interesting people from online to in-person
EXPERIENCE	worrying about sick kids in Liberia from her hospital	searching solutions to help her patients in Liberia	Happy to find some information that might lead to soultions	wanting to find more what else the TED Talks offers	disappointing the contents are the same; however, the TED Talks' audiences seems to be very delightful to be with	I really wish someone to tell me more about TED conference

TED Talks