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What is customer experience journey mapping?

Customer experience journey mapping is the process of identifying and visualizing the steps a customer or user takes to achieve a goal.

Journey maps often focus on the channels and touchpoints a customer has with a product or service over time, allowing organizations to identify opportunities to improve or enhance the customer's experience at each touchpoint.

Journey maps typically communicate key aspects of a customer's experience, including the customer's goal, the stages they progress through to accomplish their goal, the actions, behaviors, mindset, and emotions throughout each stage, and the pain points that occur as the customer completes the journey. Armed with this information and empathy for their customers, organizations can use journey maps to dramatically improve the experiences and touchpoints that customers have with their products or services.



Customer Experience Journey Mapping with Blink

Blink researchers have created UX journey maps for a wide variety of domains and contexts, from consumer-focused travel experiences to financial organizations' internal processes. Interested in creating your own customer journey map? [Contact our team.](#)