CENTERED

ONXMAPS CASE STUDY

ON X

BACKGROUND

onXMaps, a leader in outdoor mapping and navigation, is committed to continuous innovation and solving key customer challenges in ways that unlock new possibilities. As part of their company-wide "Camp onX" all-hands event, they set out to deepen their team's understanding of human-centered design—not just as a methodology, but as a mindset that fuels how they work. To achieve this, onX partnered with Centered to design and facilitate an immersive, large-scale workshop experience.

CHALLENGE

onXMaps wanted to give employees hands-on exposure to human-centered design thinking, fostering a deeper awareness of their customers—both today and in the future—while keeping the experience engaging and enjoyable. With 400 participants spread across 40 different 10 person teams, the challenge was to create a scalable and meaningful learning experience that reinforced a commitment to customer understanding. The goal was to cultivate a mindset of curiosity and problem-solving, inspiring employees not just to recognize customer needs but to tackle them in innovative, almost magical ways—rooted in possibility and real-world impact.

APPROACH

Centered collaborated with onXMaps to design and deliver a high-energy, experiential workshop tailored to their audience. The approach included:

Interactive Learning:
A structured, yet flexible, design thinking session where teams worked through customer-centric challenges.

Real-World Application:
Teams engaged in empathy mapping, storytelling, and sketching exercises, reinforcing key design thinking concepts.

Engagement & Fun:
The experience was crafted to be dynamic and enjoyable, ensuring participants remained actively involved and retained key learnings.

Scalability & Impact:
With 40 groups working simultaneously, the facilitation model allowed for consistent engagement across all teams, providing a shared learning experience at scale.
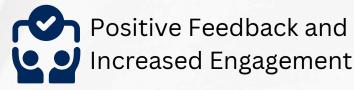
BENEFITS

400 Active & Engaged Participants

Increased Customer Awareness

Cross-functional Collaboration

Positive Feedback and Increased Engagement

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TESTIMONIALS

It put creativity and outside-of-the-box thinking at the forefront, when I rarely think in that way. I learned new techniques for approaching design problems

I was reminded that I have awesome colleagues across the company who are adept at working together to solve problems.

I enjoyed being assigned to random groups and the opportunity to engage with coworkers who I don't regularly work with.

Even though I'm not in product, taking the human centered design concepts to my day to day might help me serve other engineers better.

I felt it opened my eyes to an entirely different way to solve problems.

We all need to take our customer's emotional experience with our product more when considering how to deliver an exceptional product vs. just using the data.

I really enjoyed the human centered design experience, I learned a ton and it was clear that a lot of thought and energy was put into planning everything.

It was valuable to look at the way we think about stereotyping our customers (and why that isn't always accurate)

A more customer-focused way of thinking as well as breaking down barriers across teams.

I really liked how the whole company was able to come together to move through the customer workshop. I would love to see us do more of that-scenario-based thinking in cross-functional groupings.

I need to look at the end goal, identify what assumptions about the solution have already been made, and determine whether the existing solution is really the best one.

While we may all work on different areas of our product(s), it was an important reminder that the ability to understand our customers can look different but is so critical for creating empathy.