

ROI by Design: The Payoff of Putting Users First | Part 1

Unlocking Opportunity through Design Thinking

RBTC Lunch and Learn • October 8, 2025

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Agenda

- Meet Integral UX/UI
- Introduction to design thinking
- Examples & case studies
- Activity 1: Empathy mapping
- Activity 2: Journey mapping
- How to use your maps (Homework!)
- Q&A

Meet Integral UX/UI

Jennie Salamoun



She guides the user experience (UX).

Makes sure users (people) can find and do what they need.
Finds out who they are and what they care about.

Brian Maddox



He crafts the user interface (UI).

Designs the actual screens, and prepares them for developers to build. Creates new brands and expands existing ones.

What we do



visual advertising
graphic product
interior web system
process service ui
print icon industrial
packaging information
editorial character ux
pattern presentation
environmental motion
architectural infographic

Design

“Design thinking”

as defined by...

IDEO (credited with coining the term)

A **human-centered approach to innovation** that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success

Harvard Business Review

A **mindset** and approach to **problem-solving** and innovation anchored around human-centered design

Interaction Design Foundation

A **non-linear, iterative process** that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test



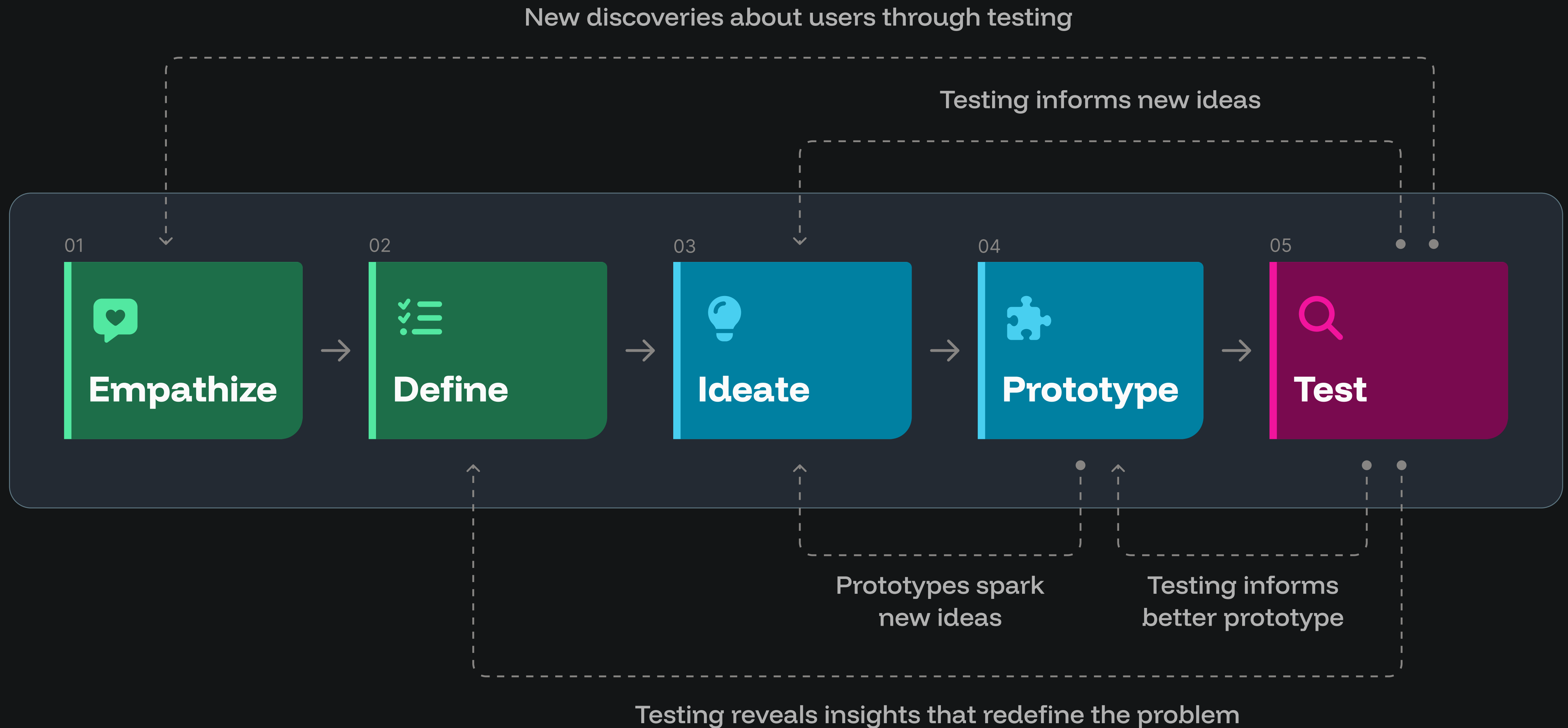
You've done
design thinking
any time you've...

**Asked why, especially
more than once.**

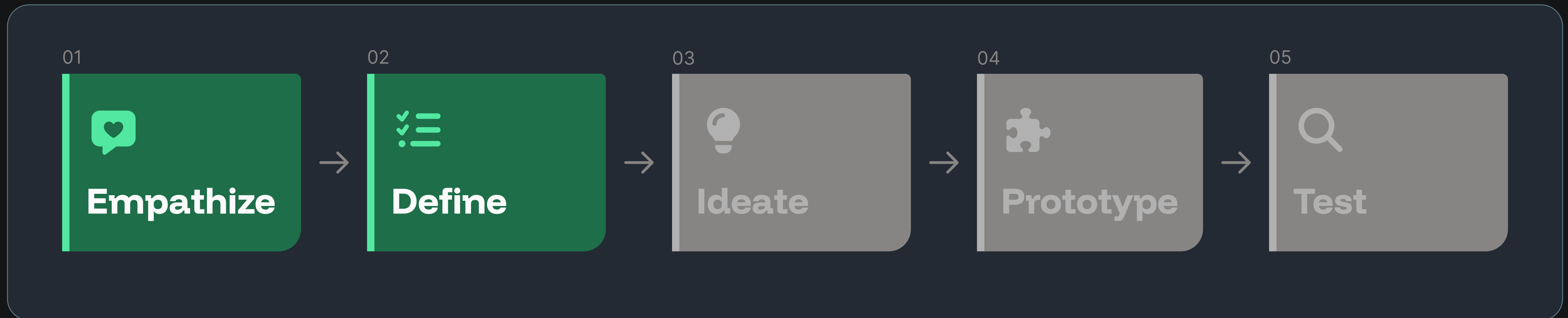
**Tried "blue sky"
brainstorming.**

Said, "Let's test that."

5 Phases of Design Thinking



Benefits of Design Thinking



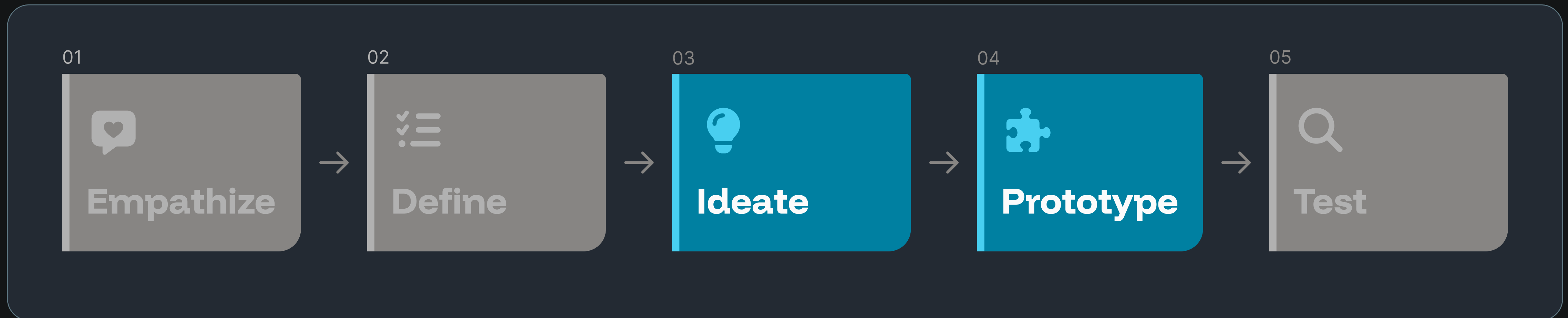
Understanding your users and identifying their (real) problems leads to:

STRONGER PRODUCT-MARKET FIT

HIGHER ADOPTION RATES

NICHE IDENTIFICATION

Benefits of Design Thinking



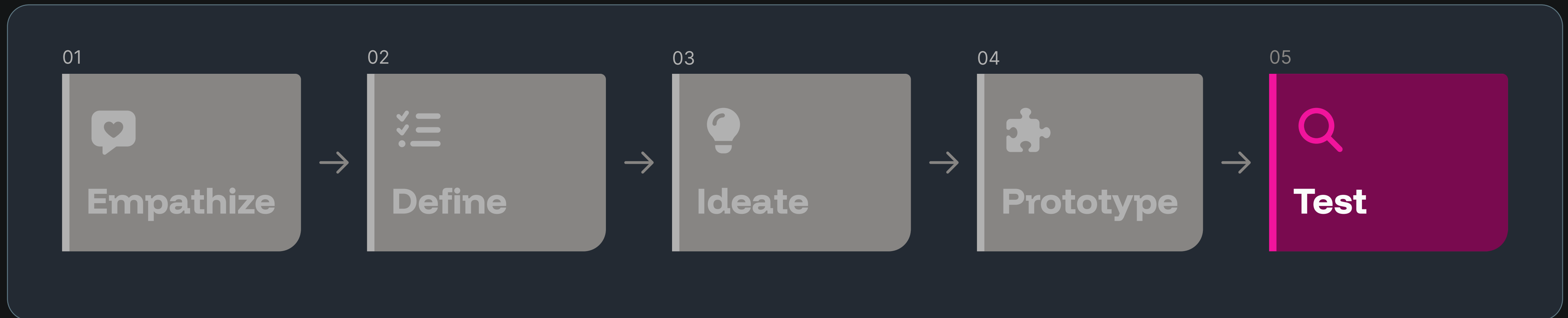
Exploration with multidisciplinary teams, generates:

MORE NOVEL SOLUTIONS

BETTER UNDERSTANDING OF SUPPORT PROCESSES

STRONGER INTERNAL BUY-IN & OWNERSHIP

Benefits of Design Thinking



Trying out low-fidelity solutions earlier:

SPEEDS UP PROBLEM IDENTIFICATION

REDUCES COSTLY POST-LAUNCH FIXES

ENABLES MORE "AH HA!" DISCOVERIES

Design thinking helps orgs avoid innovation blockers...

We've always
done it that way.

Our system
doesn't allow that.

...and squirrel chasing.

Let's add some AI!

Our biggest client wants
it so we have to build it.

You know what
would be cool...

Competitor A has features X,
Y, and Z, so we should, too.

Sales says we need...



Design thinking stops you from falling into assumptions and designing patterns out of habit. Instead, it shifts the focus from your problem to the solution that works best for your users.

Hotjar

What is design thinking and why does it matter?
<https://www.hotjar.com/design-thinking/>

ROI of design thinking

50%

Lower cost of development



Bosch Engineering and Business Solutions : https://www.bosch-softwaretechnologies.com/media/documents/innovating_faster_value.pdf

up to
200%

Higher revenue growth

McKinsey
& Company

McKinsey Business Value of Design Report, 2018: <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-business-value-of-design>

\$100 return

On every \$1 UX investment

FORRESTER®

Forrester: The Six Steps for Justifying Better UX, 2016: <https://www.forrester.com/report/The-Six-Steps-For-Justifying-Better-UX/RES117708>

2x

Faster time to market



The Total Economic Impact Of Enterprise Design Thinking By IBM, July 2023: <https://www.ibm.com/downloads/documents/us-en/137a1e2551dbac33>



DESIGN

How Design Thinking Transformed Airbnb from a Failing Startup to a Billion Dollar Business

Airbnb Co-founder Joe Gebbia talks about the true meaning of being scrappy and being willing to do things that don't scale.

Airbnb

<https://review.firstround.com/how-design-thinking-transformed-airbnb-from-failing-startup-to-billion-dollar-business/>

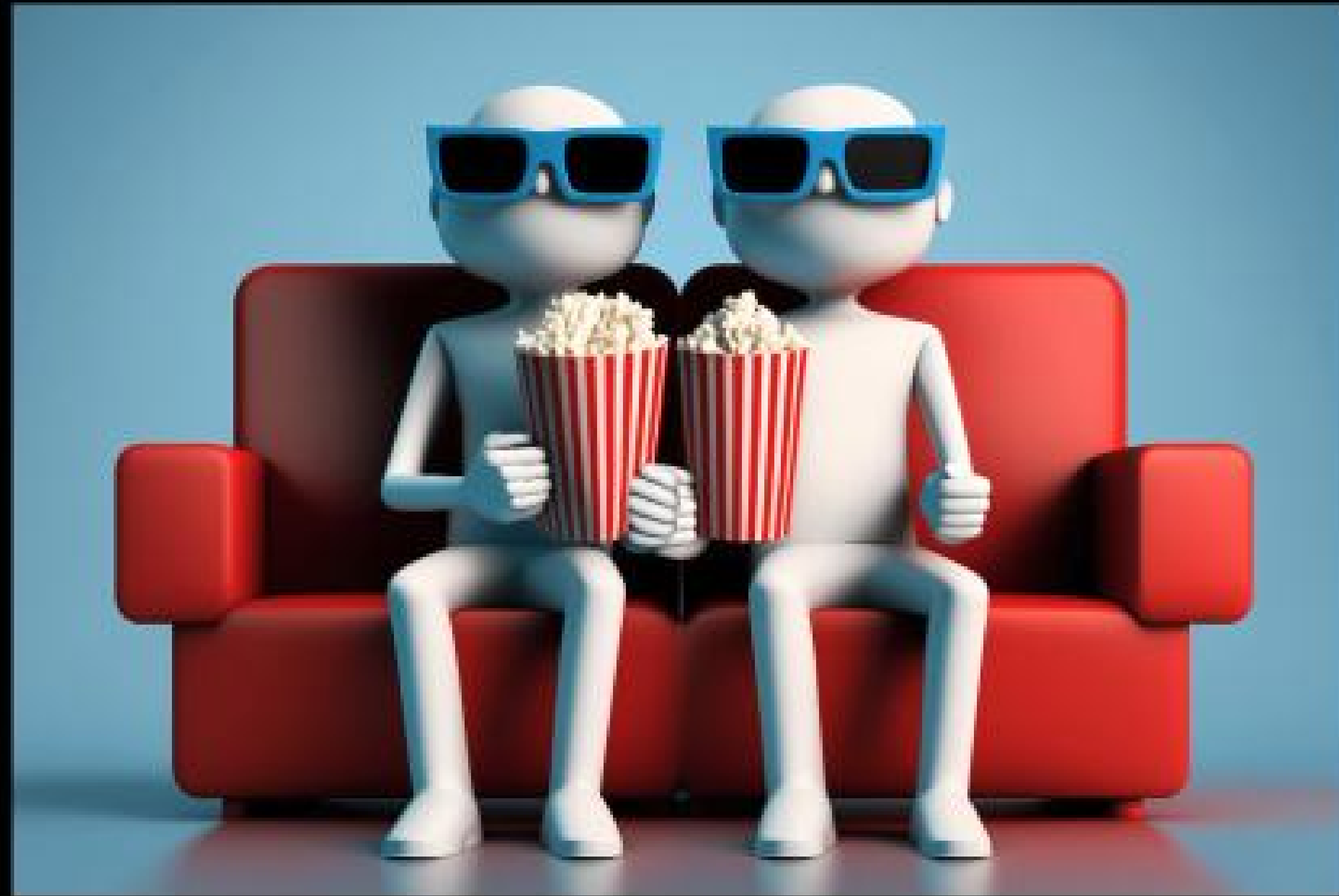
GE Healthcare Adventure Series™: making imaging more child-friendly



GE Healthcare

<https://www.all-can.org/efficiency-hub/ge-healthcare-adventure-series-making-imaging-more-child-friendly/>

Netflix's Unstoppable Evolution Through Design Thinking



Netflix

<https://worlddesigncouncil.org/blog/netflix-s-unstoppable-evolution-through-design-thinking/worlddesigncouncil.org>



Empathy Map

USER:

Startup founder

GOAL:

Find a place to work &
collaborate with team

CHALLENGES THEY FACE:

- cost
- right balance of quiet and excitement
- competing priorities

DESIRED OUTCOMES:

- convenient location
- community
- improved productivity
- worth the investment

WHAT DO THEY

SEE & HEAR?

"Coworking spaces are a good starting point, before your own office."

"Why don't you just work from home?"

COgro is a nice-looking space.

"I'm definitely interested, but I don't know if this is the right time."

"How are memberships structured? What is your cancellation policy?"

WHAT DO THEY

SAY?

WHAT DO THEY

THINK & FEEL?

"Would a coworking space be worth it?"

"My gut says I'd work better away from home."

"I'm nervous to make a commitment."

Google search "coworking spaces near me"

Ask friends what they think

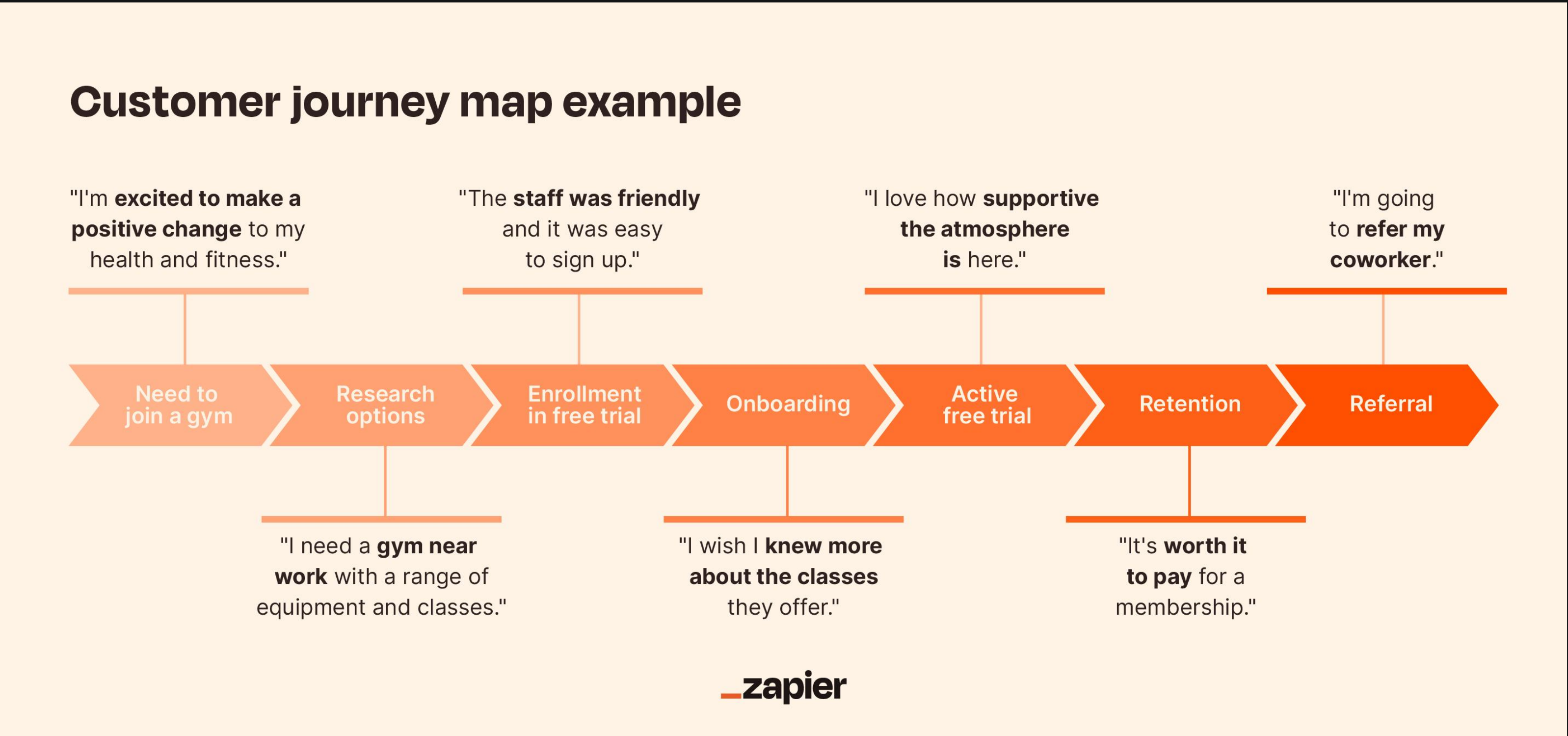
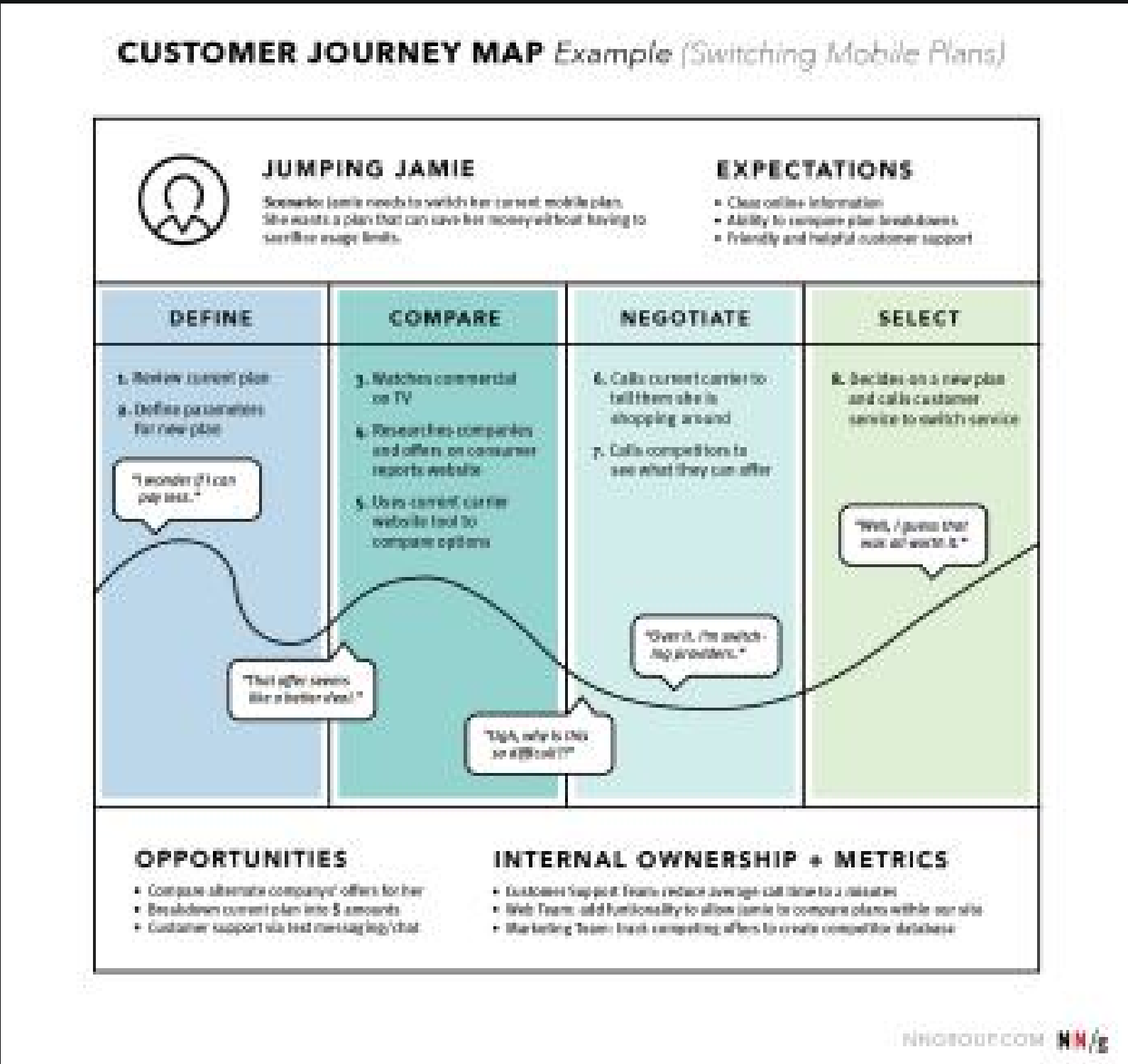
Visit top 3 options

WHAT DO THEY

DO?

Activity 2

Create your own journey map





Journey Map

USER: Startup founder

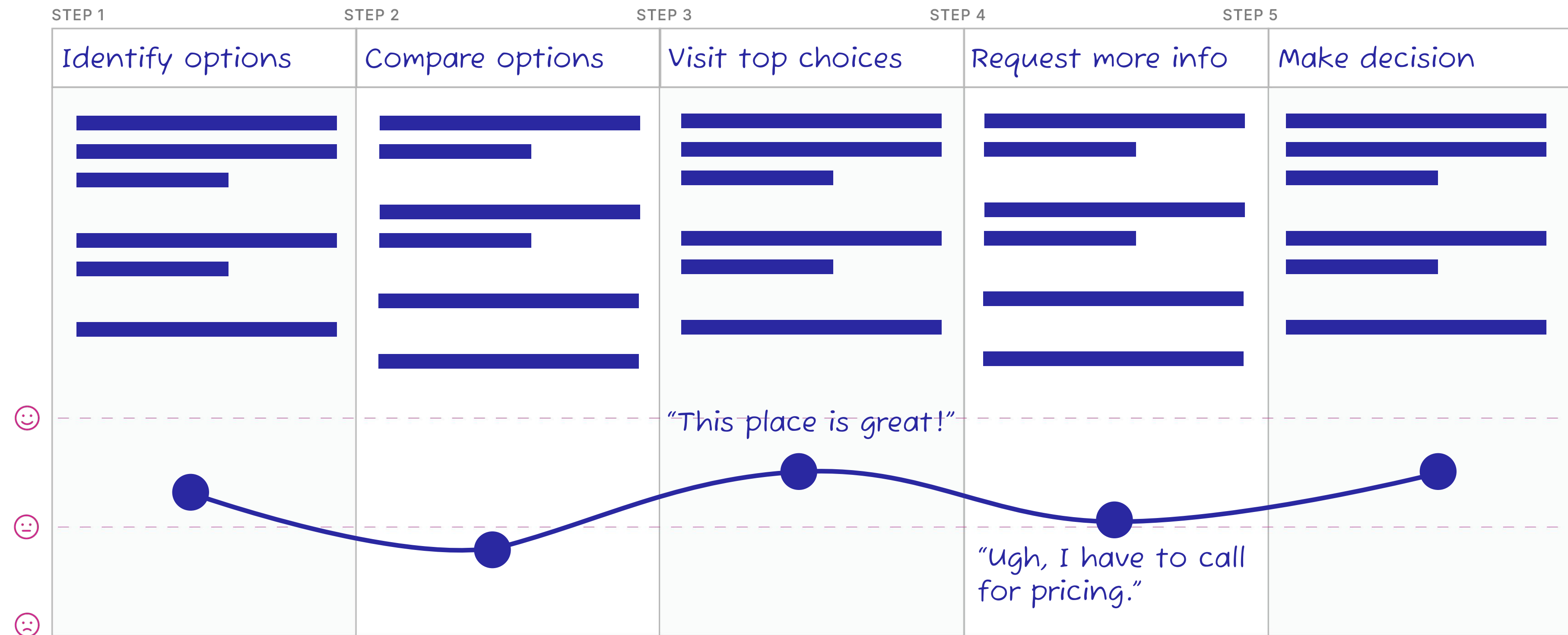
GOAL: Find a place to work & collaborate with team

SCENARIO:

A startup founder has expanded her team to four people and would like a consistent place to meet and work.

EXPECTATIONS:

- wants to find most info on their website
- assumes she will visit at least once before deciding
- it's a little risky taking on this expense



Questions?

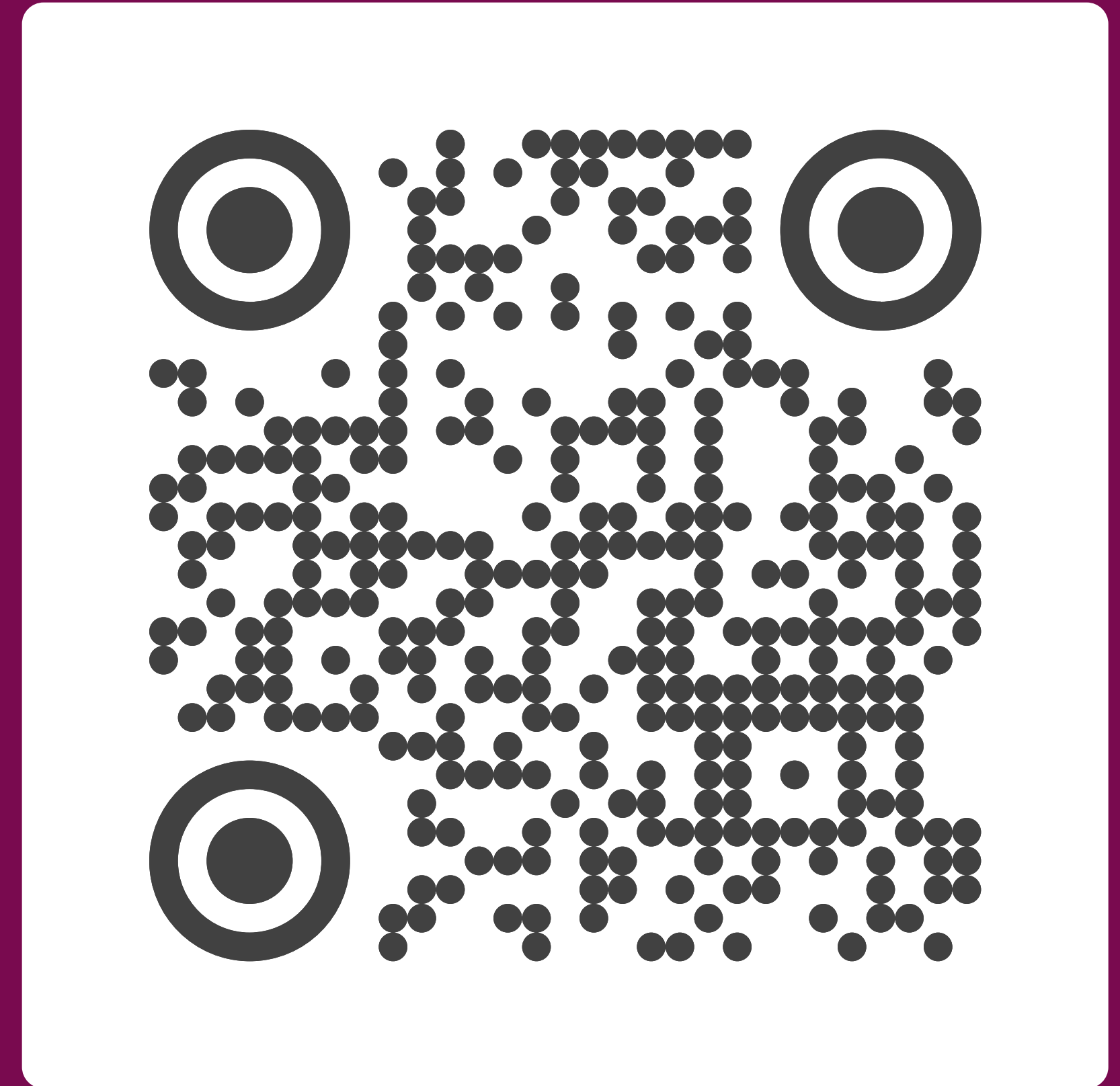
Ask Jennie & Maddox



Next steps (a.k.a. Homework)

1. Facilitate conversations with your team
2. Book time with Integral (free 30-minute consultation)
3. Join us on December 10 for Part 2

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ux/ui



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