

Lunch Pail Ventures

UX & UI

101 Webinar

November 19, 2025

integral

integraluxui.com





Hi, I'm

Jennie Salamoun

Owner & Principal UX
Integral UX/UI

Proud Hokie alum
Industrial Design (2006)

Mom of 3 crazy boys
4th, Kindergarten, 3 y.o.

Agenda

- Define UX & UI
- Practical example
- Zoom out
- ROI
- Q&A

Let's start with some **definitions...**

UX = user experience

all aspects of a person's interactions with a product, system, or service

UI = user interface

the point of interaction where a person and a machine, software, or device communicate

The UI is one (crucial) part of the UX.

(Digital) UX design

- user research & insights
- strategic planning
- low-fidelity screen designs
- usability testing

UI design

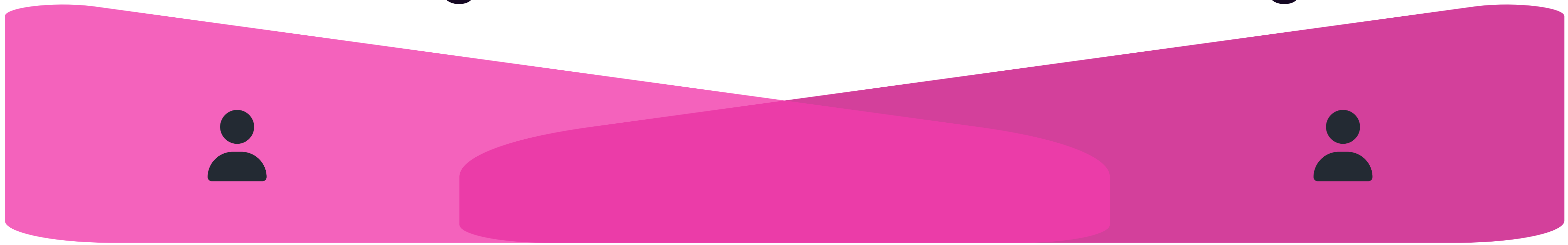
- moodboards & brand exploration
- high-fidelity screen designs
- design system management
- QA of front end development

UX/UI designer
Product designer



UX strategist

UI designer



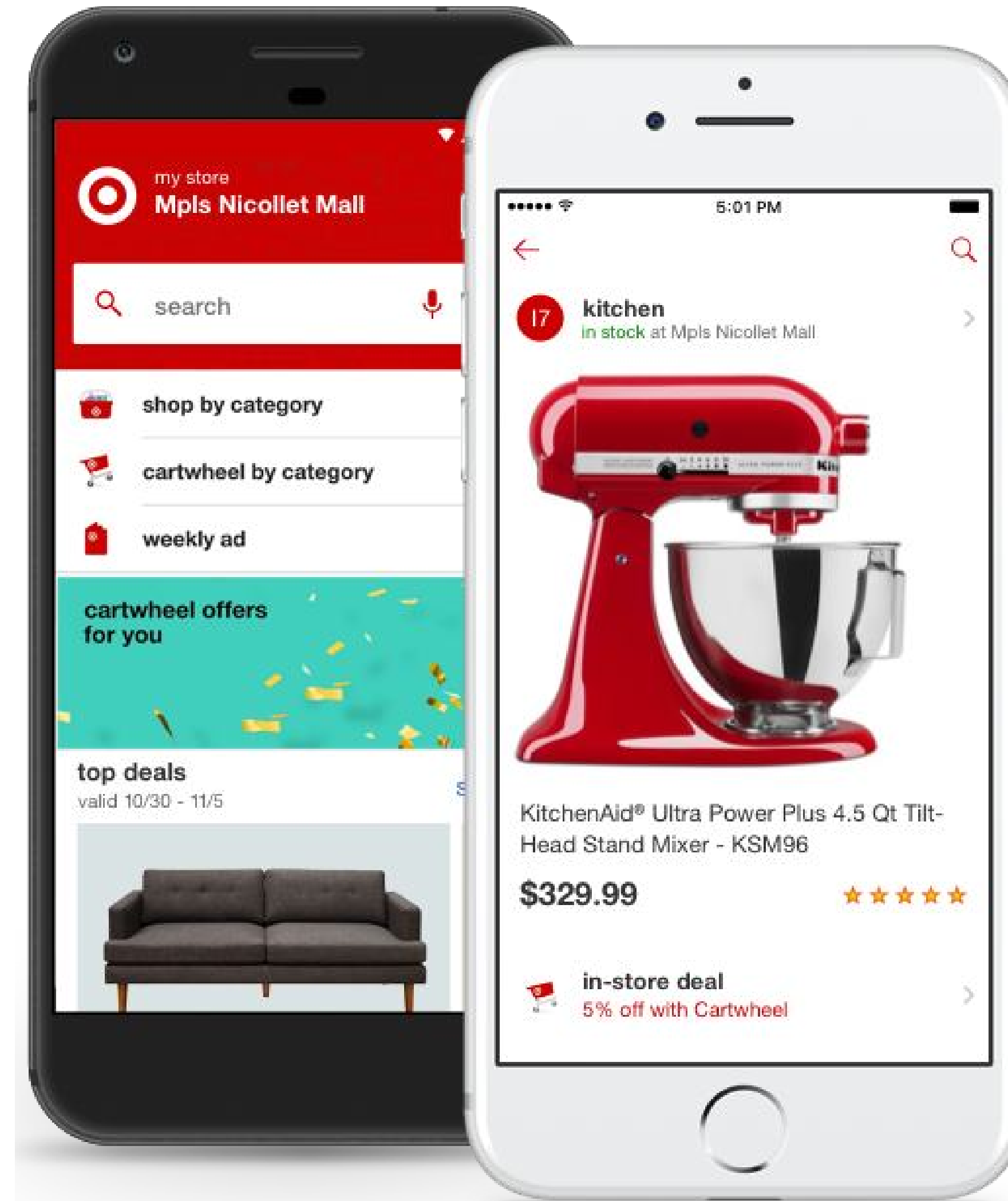
UX design

Who uses it and what they care about

Priority and hierarchy of information

Navigation strategy and categories

Intuitive task flows, e.g. add to cart, checkout



UI design

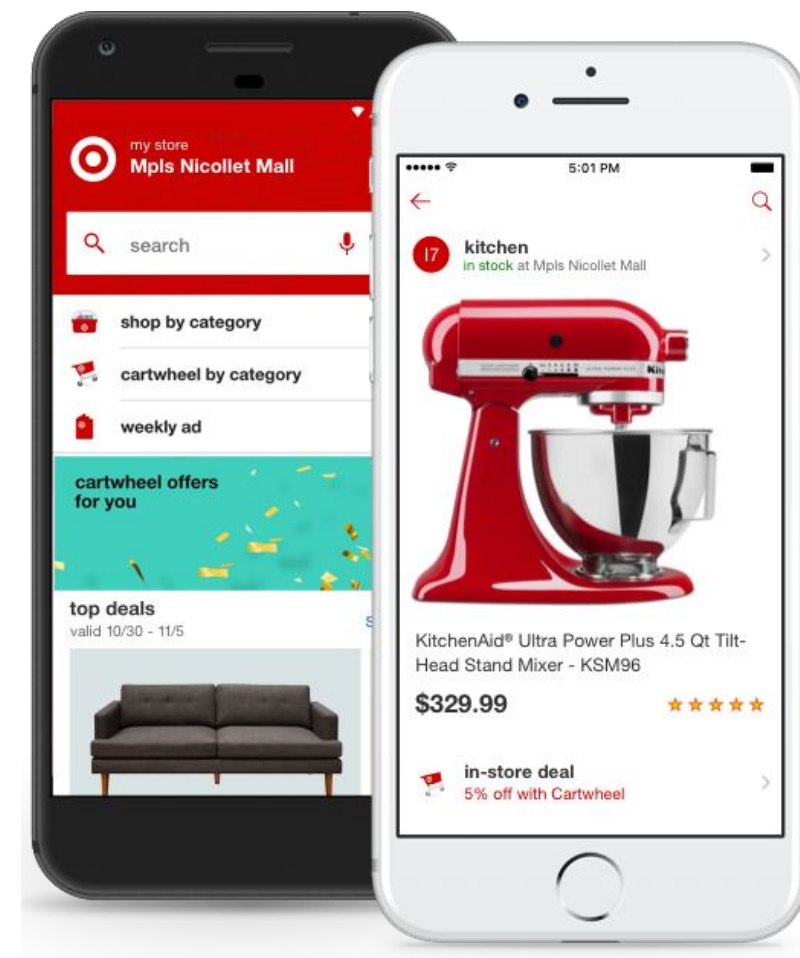
Colors, fonts, icons, and patterns

Spacing and visual rhythm

Design system and reusable components

Developer-ready design files (Figma)

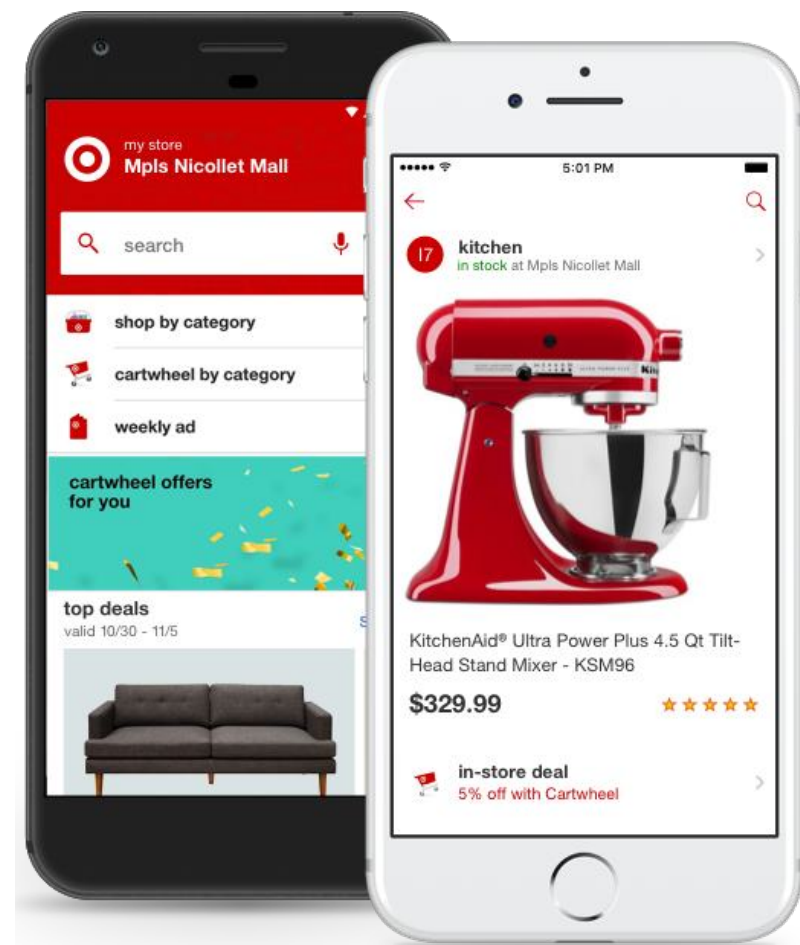
Customer



Employee

**UX + UI design for
multiple user groups**

Service design *...also qualifies as UX*



Place order



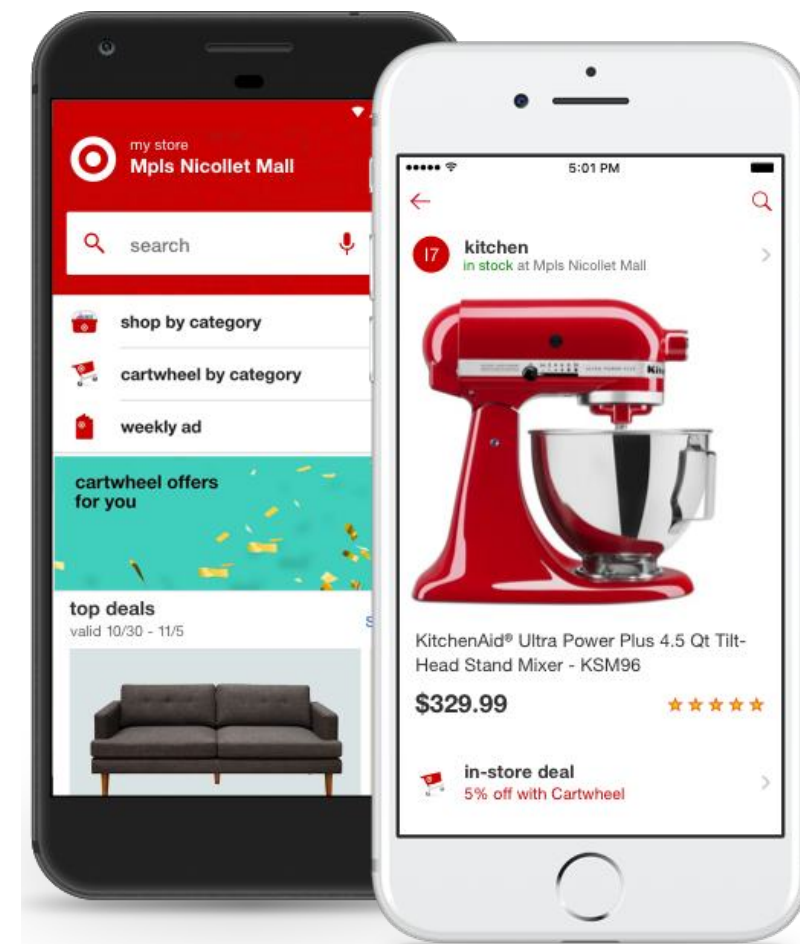
Behind-the-scenes
processes



Receive order



Marketing



App

Drive up



In store



Customer experience (CX) design

...also qualifies as UX

These disciplines
are all anchored in
design thinking

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

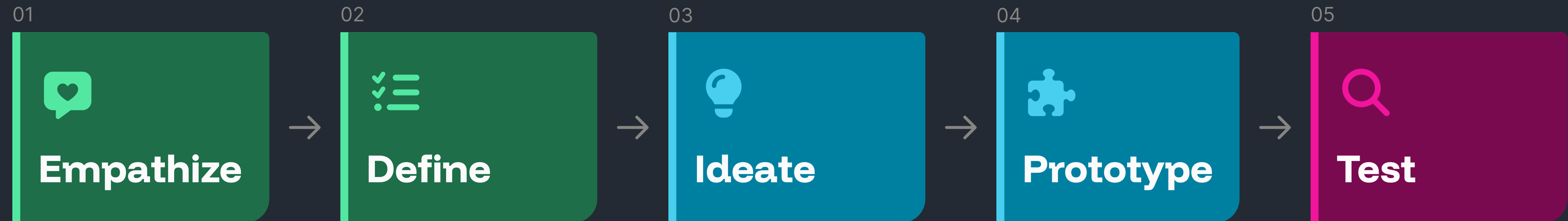
Harvard Business Review

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

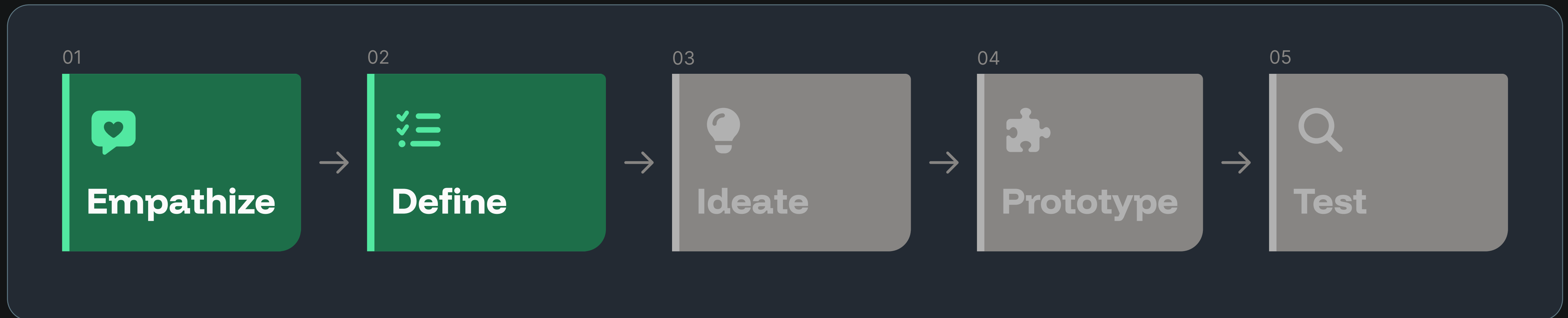
Interaction Design Foundation

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

5 Phases of Design Thinking



Benefits of Design Thinking



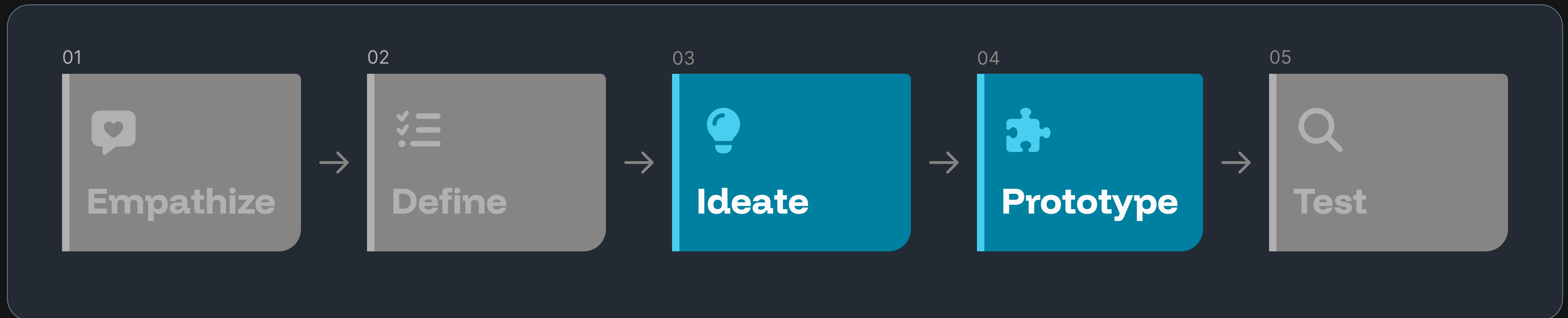
Understanding your users and identifying their (real) problems leads to:

STRONGER PRODUCT-MARKET FIT

HIGHER ADOPTION RATES

NICHE IDENTIFICATION

Benefits of Design Thinking



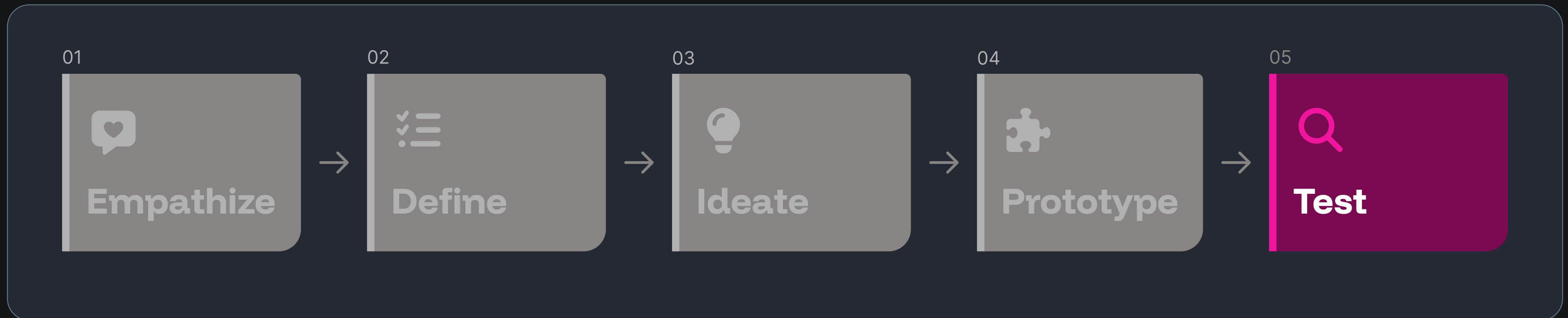
Exploration with multidisciplinary teams, generates:

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

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 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: 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>

integral
ux/ui

USER RESEARCH



WEBSITES



SOFTWARE &
MOBILE APP DESIGN



DESIGN SYSTEMS



BRANDING



USABILITY TESTING

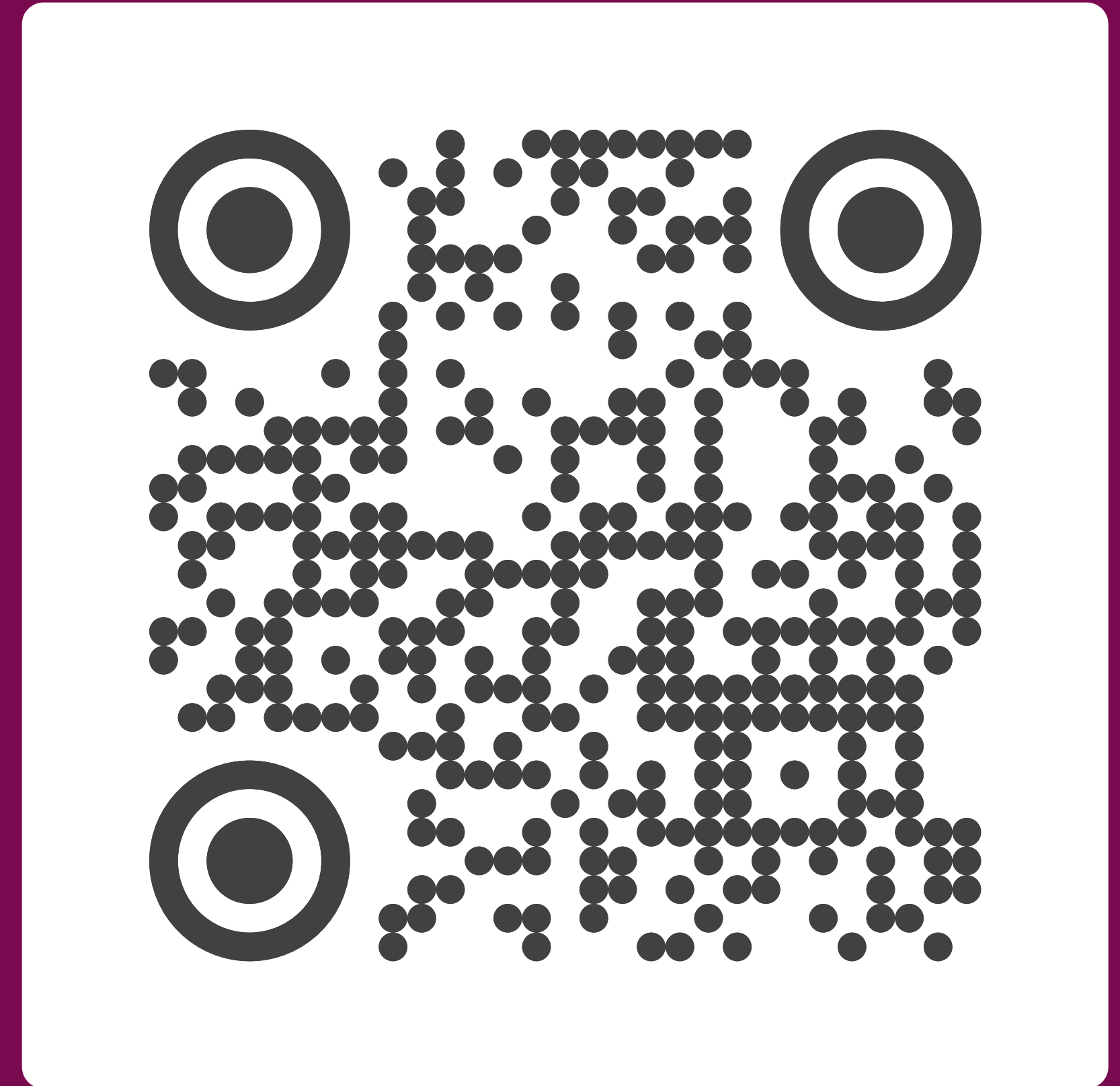


Questions?



Thank you!

integral
ux/ui



integraluxui.com