Writing a widget/Ctrl/component and get it to work with TheIDE layout designer is simple and straightforward. To write the component, you derive your Ctrl from Upp::Ctrl or one of its derivative, eg, Upp::EditString, and add the functionalities you intend to implement.

To get it work with Layout Designer, you need to add a .usc file. Take a look at the usc file in GridCtrl(it's for a single Ctrl), and the usc file in CtrlLib(which is for multiple Ctrls). I am not sure if there are good documentation/tutorials on how to write usc files; you may want to take a look at how upp builtin Ctrls talk with Layout Designer.

As for the second question, I am not really sure what you mean. I had a little bit experience with wx many years ago but could no longer remember its mechanism/jargon. Personally I think there is a very great chance that you will find U++ a better choice.

U++ indeed do things in different ways than most other GUI. Please take some time to try the examples/references, and than quickly go through the tutorial to determine if it's something you would like to invest more time/energy.