Application of the Double Diamond Method in the UI/UX Website Redesign to Improve User Engagement, Experience, and Satisfaction of ABC Housing

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Abstract

This study aims to implement the Double Diamond method in the redesign process of the UI/UX for the ABC Housing website located in Madura. The objective is to improve user engagement, experience, and satisfaction by applying a structured, user-centered design approach. The redesign process followed four key stages: Discover, Define, Develop, and Deliver, beginning with user needs analysis and culminating in the development of a high-fidelity prototype. To evaluate the effectiveness of the new design, the System Usability Scale (SUS) was employed, involving feedback from six respondents. The findings demonstrate that the redesigned website significantly enhanced key usability aspects, particularly navigation ease, visual attractiveness, and the overall user experience. These improvements suggest that the new interface aligns more closely with user expectations and behaviors, thereby increasing the likelihood of user satisfaction and sustained engagement. As a result, the redesigned platform is expected to attract greater interest and foster trust among prospective buyers. This, in turn, supports the company's broader digital marketing strategy by positioning the website as a more effective tool for communication, promotion, and customer conversion. The study underscores the value of applying iterative design methodologies like Double Diamond in creating impactful digital solutions.

Keywords:*UI/UX; double diamonds; SUS; engagement; user experience; user satisfaction.*

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Abstrak

Penelitian ini bertujuan untuk menerapkan metode Double Diamond dalam proses redesain UI/UX pada website ABC Housing yang berlokasi di Madura. Tujuan utama dari redesain ini adalah untuk meningkatkan engagement, pengalaman pengguna, dan kepuasan melalui pendekatan desain yang terstruktur dan berpusat pada pengguna. Proses redesain dilakukan melalui empat tahap utama: Discover, Define, Develop, dan Deliver, dimulai dari analisis kebutuhan pengguna hingga pengembangan prototipe high-fidelity. Evaluasi desain dilakukan menggunakan metode System Usability Scale (SUS) dengan melibatkan enam responden. Hasil penelitian menunjukkan bahwa desain ulang website berhasil meningkatkan berbagai aspek kegunaan, khususnya dalam hal kemudahan navigasi, daya tarik visual, dan pengalaman pengguna secara keseluruhan. Perbaikan ini mengindikasikan bahwa antarmuka baru lebih sesuai dengan ekspektasi dan perilaku pengguna, sehingga meningkatkan kemungkinan kepuasan dan keterlibatan pengguna secara berkelanjutan. Dengan peningkatan tersebut, website ini diperkirakan mampu menarik minat yang lebih besar dan membangun kepercayaan calon pembeli. Hal ini turut mendukung strategi pemasaran digital perusahaan dengan menjadikan website sebagai alat komunikasi, promosi, dan konversi pelanggan yang lebih efektif. Penelitian ini menegaskan pentingnya penerapan metode desain iteratif seperti Double Diamond dalam menciptakan solusi digital yang berdampak nyata.

Kata kunci: *UI/UX;* Double Diamond*; SUS; keterlibatan; pengalaman pengguna; kepuasan pengguna.*

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BACKGROUND

The modern property industry requires informative and user-friendly websites to support marketing efforts and enhance consumer appeal, as digital platforms have become a primary channel for customer engagement and decision-making (Tan et al., 2021). ABC Housing, a housing project from PT. ABC Land Indonesia in Madura, has recorded high sales, but its official website is still very simple and less than optimal in terms of UI/UX. This is an obstacle in attracting buyers, considering that good website design has been proven to increase user engagement and trust.

Website competitors have shown that professional and functional interface design can strengthen digital marketing strategies. Unfortunately, the current ABC Housing website is unable to provide a good user experience due to the lack of navigation structure, access speed, and visual display quality.

Previous studies have shown that good website design has a significant impact on consumer behavior. An optimal UI/UX design can increase user engagement by up to 40% on digital platforms (Antono, 2017). In addition, a well-structured visual layout, intuitive navigation, and fast access to information are key factors influencing user satisfaction and their decision to purchase products or services. Websites that are not professionally designed often fail to meet user expectations, thereby hindering the effectiveness of digital marketing in the property industry (Park & Kim, 2022). As a real-world example, many of ABC Housing's competitors already have professional websites with attractive and functional designs. These websites not only provide product information but also create an enjoyable experience for visitors, ultimately increasing trust and purchase interest. In the case of ABC Housing, the suboptimal website presents a serious challenge in delivering relevant information and supporting purchasing decisions.

Furthermore, technical elements such as website loading speed, navigation structure, and the presentation of visual content significantly affect users' perceptions of a company's credibility. Users are more likely to trust companies with professional-looking websites compared to those without (Wijaya et al., 2022). User Interface (UI) design and User Experience (UX) are two complementary elements in improving website quality. UI includes visual aspects such as layout, color schemes, and typography, while UX focuses more on user comfort and ease when accessing information. These two aspects are the primary focus of this study, considering that the current website has yet to deliver an optimal user experience.

Therefore, this study aims to apply the Double Diamond method in the UI/UX redesign process of the ABC Housing website. This method consists of four main stages: *Discover, Define, Develop, and Deliver*, allowing a comprehensive exploration of user needs through to the development of relevant design solutions. This approach not only emphasizes visual improvement but also includes usability testing to ensure that the resulting design fully meets users' needs, expectations, and preferences. The study will also employ the System Usability Scale (SUS) method to evaluate how well the new website design improves user experience, satisfaction, and engagement. Usability testing using SUS has proven effective in objectively measuring user perceptions of digital products (Farhan & Sujarwo, 2022a). With a more professional and functional design, the new ABC Housing website is expected to help the

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company achieve higher sales targets and expand its market reach in Madura and surrounding areas.

This study aims to apply the Double Diamond method to redesign the UI/UX of the ABC Housing website to improve user experience, satisfaction, and engagement. The evaluation was conducted using the System Usability Scale (SUS) to measure the effectiveness of the new design in supporting the company's digital marketing strategy.

Digital Marketing

Digital marketing is a promotional strategy that utilizes digital technology to achieve business goals through various channels such as websites, social media, email marketing, SEO, and paid advertising. The website is the center of this activity because it plays an important role in providing a positive user experience. Techniques such as SEO increase visibility in search engines, while content marketing, social media marketing, and influencer marketing help build customer engagement and loyalty. This strategy is not only used by digital companies, but also by conventional businesses to reach a wider market efficiently (Chaffey & Chadwick, 2019).

The approach in digital marketing includes customer journey mapping to understand the customer buying process, marketing automation for efficient personalized communication, and data-driven marketing to optimize data-based decisions. All three encourage companies to design relevant and effective customer experiences. Integrating digital marketing with traditional strategies creates a more holistic approach, adapting to technological developments and changes in consumer behavior. Well-designed digital marketing has been proven to increase customer engagement, drive conversions, and support sustainable business growth (Chaffey & Chadwick, 2019).

User Experience

User Experience (UX) is the overall perception and response of users to their interactions with a product or service, whether physical or digital. Good UX is characterized by the appropriateness of features to user needs, ease of use, and effectiveness in helping to complete tasks. The design process includes five stages: product definition, research, analysis, design, and implementation, all of which focus on a deep understanding of users. The main principle of UX is to create interfaces that are easy to learn, consistent, and satisfying. Misalignment in UX can lead to user frustration and hurt business in the long run. Therefore, in-depth research is needed

to design experiences that balance user needs and company capabilities, in order to build sustainable customer relationships (Wiwesa, 2021).

User Interface (UI)

User Interface (UI) is a visual element of a digital system that enables direct interaction between the user and the device, including displays that can be seen, heard, or touched. UI plays an important role in presenting information and supporting easy and intuitive navigation. An effective UI not only pays attention to aesthetics such as color and shape, but also provides the right tools to help users achieve their goals quickly and efficiently. In the context of UI/UX design, a good interface facilitates a comfortable user experience, helps them find information easily, and encourages continued use of the system (Wiwesa, 2021; Yudarmawan et al., 2020).

Double Diamond Framework

Double Diamond Frameworkis a structured design method consisting of four stages: Discover, Define, Develop, and Deliver, which represent two thinking processes—divergent and convergent—to deeply understand problems and design solutions (Usmanto, 2022). The Discover stage focuses on collecting information through observation, interviews, and literature studies to understand user needs. In the Define stage, the collected data is analyzed to produce *User Persona, Affinity Map, How Might We*, and *Priority Matrix*. The *Develop* stage includes creating User Flow, Wireframe, Mockup, and Prototype using Figma, as a solution to the identified problems. Furthermore, the *Deliver* stage involves testing the usability of the design through Usability Testing and the System Usability Scale (SUS) to evaluate the effectiveness, efficiency, and user satisfaction with the interface. SUS is used because it is technology agnostic, consists of 10 questions, and produces a usability score between 0–100, making it easy to understand and proven valid even with small samples (Brooke, 2020; Sidik, 2018).

System Usability Scale (SUS)

SUS (System Usability Scale) is a measurement tool used to assess the usability of a product. It has several unique characteristics that make SUS both interesting and distinct from other questionnaires. First, SUS consists of ten questions, allowing respondents to complete it quickly and easily. Second, SUS is technology-agnostic, meaning it can be broadly applied to evaluate various types of interfaces, including websites,

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smartphones, interactive voice response (IVR) systems, button and voice systems, televisions, and others. Third, the results from this questionnaire yield a single score ranging from 0 to 100, making it easily understandable by various audiences, whether individuals or groups (Sidik, 2018).

To date, SUS has demonstrated several advantages and can be used in multiple ways, including (Brooke, 2020):

- The SUS score, presented on a 0–100 scale, makes it easy to use.
- SUS does not require complex calculations, making it very user-friendly.
- SUS is available at no additional cost because it is freely accessible.
- Despite small sample sizes, the validity and reliability of SUS have been proven.

To calculate the SUS score, you need to determine the score contribution from each item, where each item contributes a score ranging from 0 to 4. For items 1, 3, 5, 7, and 9, the score contribution is calculated by subtracting 1 from the scale position (i.e., score = position − 1). For items 2, 4, 6, 8, and 10, the score contribution is calculated by subtracting the scale position from 5 (i.e., score = 5 − position). Afterward, the scores are summed, and the SUS score is calculated as follows:

$$\mathbf{x = \Sigma x / n} \qquad \qquad \mathbf{(1)}$$

x = Average score
Σx = Total SUS score
n = Number of respondents

Priority Matrix is a tool used to help determine the order of task priorities by considering the potential impact and the level of effort required to complete them, as explained by Revou. In the Design Thinking method, this tool helps evaluate and prioritize ideas from brainstorming sessions by categorizing them into four quadrants: important and urgent, important but not urgent, not important but urgent, and neither important nor urgent.

Using the Priority Matrix ensures that the team focuses on the most important and urgent tasks, thereby increasing productivity and efficiency, as well as utilizing resources effectively. By mapping tasks into these quadrants, teams can make better decisions about which actions to take, avoid confusion, and manage time more effectively, resulting in solutions that are more relevant and high-value for users. The Priority Matrix helps teams decide what to prioritize to generate the maximum impact with the available resources (Naufal, 2025).
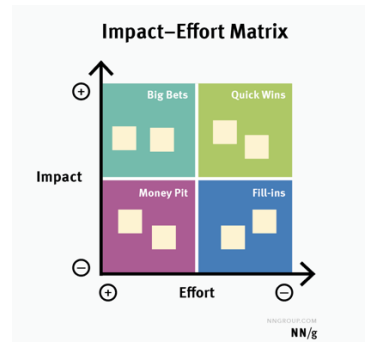
Figure 1 *Prioritization Idea*

Referring to Figure 1, the results of the idea prioritization are divided into four categories based on the criteria of user value and effort: do now**,** do next**,** do later**,** and don't do. The *do now* category becomes the top priority for executing the design of the proposed solution, followed by *do next*, and then *do later* (Salsabila et al., 2024).

UX Variable Measurement: Engagement, Experience, and Satisfaction

In this study, UX measurement focused on three main variables: engagement, user experience, and user satisfaction, which were assessed using international metrics. Engagement was measured through the average time users spent completing a task (time on task) using tools such as Maze, to assess the quality of interaction with the design. User experience was evaluated through the task completion rate and error/misclick rate, which reflect the effectiveness, efficiency, and obstacles in navigating the system (Albert & Tullis, 2013; ISO, 2018). Meanwhile, user satisfaction is measured using the System Usability Scale (SUS), a standard instrument that produces a usability score of 0–100. A score above 68 indicates good usability, while a score above 80.3 reflects very high satisfaction (Harrati et al., 2016; Valadi & Hannes Feuersenger, 2018). The combination of these three variables provides a comprehensive picture of the success of the UI/UX design of the ABC Housing website in improving user experience, comfort, and loyalty.

ABC Housing

ABC Housing is a housing project developed by PT. ABC Land Indonesia, a company established in 2023 with management experience of more than 20 years in the property industry. Strategically located in the city center of Bangkalan, Madura, this project is designed to meet the needs of modern housing with attractive designs and complete facilities. In less than a year, ABC Housing has managed to sell more than 150 units, reflecting

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the high public interest in comfortable, affordable housing with easy access to various public facilities (ABC Housing, 2024).

RESEARCH METHODS

This study uses the Double Diamond method to redesign the UI/UX of the ABC Housing website. This method consists of four stages: *Discover, Define, Develop, and Deliver*, which focus on understanding user needs and developing data-based and iterative design solutions (Usmanto, 2022).

1) *Discover* stage aims to understand user problems and needs through:
   a) Observation on the old ABC Housing website to analyze the content and structure of the information.
   b) Interview with the CEO and Manager of ABC Housing to understand the goals, needs and expectations of users.
   c) The questionnaire is based on Google Form to collect quantitative data related to user experience and ends with usability testing using SUS.
   d) Studies Literature as a supporting reference for previous research.

2) Define. Information from the Discover stage is analyzed to formulate the core problem and solutions. The output of this stage is:
   a) Use Personas to represent the target user.
   b) Affinity map to group user insights.
   c) How might we formulate solution questions.
   d) Priority Matrix to set feature priorities based on user needs.

3) Develop. This stage focuses on designing design solutions based on the analysis results, including:
   a) Storyboard to describe the flow of user interactions.
   b) Design Guidelinesas a visual guideline (color, typography, icons).
   c) Wireframes, Mockups, and prototypes are created with Figma to test designs visually and interactively before implementation.

4) Deliver/ The final stage was design testing using the System Usability Scale (SUS) method with 6 respondents.
   a) Testing is done online within 7 days.
   b) The SUS score is used to evaluate the usability, efficiency, and comfort of a design.
   c) The results are used to refine the design before final implementation.

RESULTS AND DISCUSSION

Discover

The Discover stage aims to identify user problems and build empathy for their experiences when accessing the ABC Housing website. This study uses four main methods, namely observation, questionnaires, interviews, and literature studies. Observations of the existing website show various shortcomings such as unintuitive navigation, less attractive visual displays, messy information structures, and the absence of interactive elements and SEO optimization.

The questionnaire was distributed to 40 respondents of various ages and professions, the majority of whom were 18–25 years old and students. The results showed low awareness of the website, short access duration, and low levels of interest and satisfaction. Most respondents had difficulty finding information and were not interested in recommending the website to others. However, the majority expressed interest in using the website if design improvements were made, indicating potential improvements with UI/UX redesign.

Interviews were conducted with two internal sources (CEO and Operations Manager of ABC Housing) to understand business needs and expectations for the website. Literature study was used to strengthen field findings with literature related to UX, usability, and digital design of property. All data from this stage was analyzed using the Affinity Mapping technique to group user insights and identify key issues as a basis for the next design stage.

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Figure 2. Affinity Map

Define

The Define stage aims to analyze data from observations, questionnaires, and interviews to identify key user needs and formulate relevant design solutions. The four main artifacts produced at this stage are User Persona, User Journey Map, Priority Matrix, and Information Architecture.

The user persona was created to represent the target user profile, based on real data from users with similar characteristics, goals, and needs.
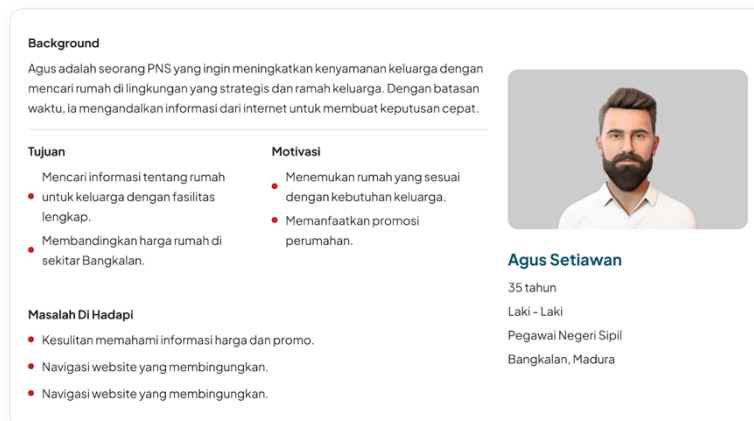

Figure 3. User Persona

User Journey Map map the user interaction flow with the website and identify obstacles such as confusing navigation structures and lack of clear

Call-to-Action (CTAs), which lead to a less than optimal user experience. (Kurnia & Pujiarti, 2022).
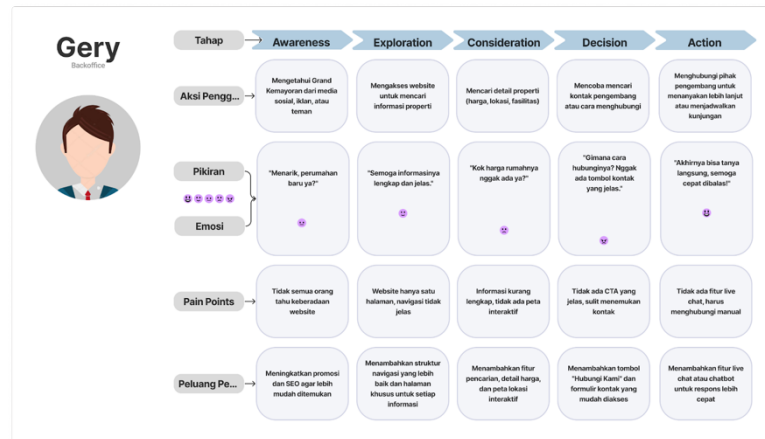

Figure 4. Journey Map

Next, a Priority Matrix is used to group and prioritize features based on their urgency and impact on UX, with a focus on improving navigation, visual design, and CTA integration.
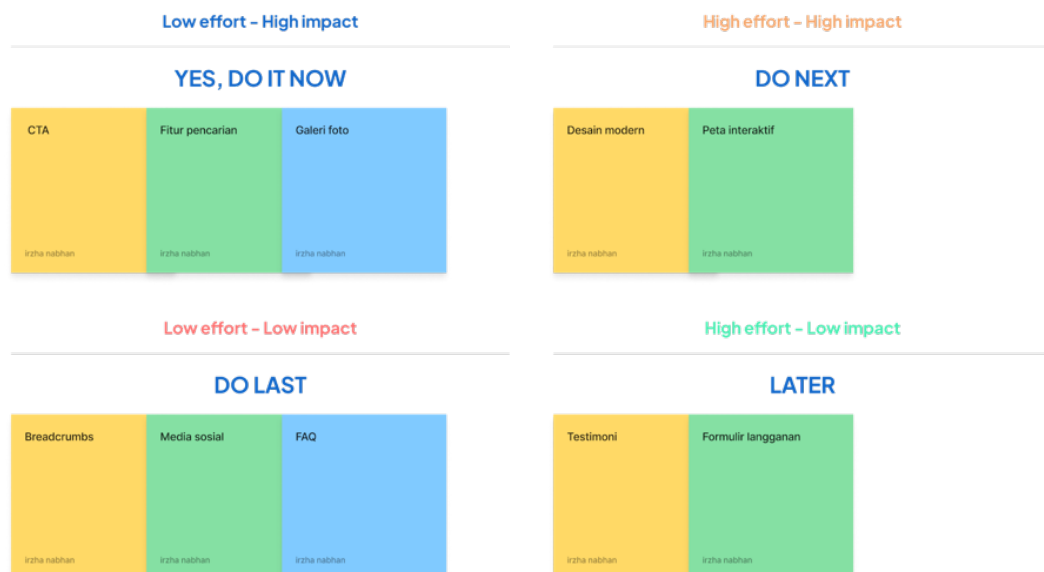

Figure 5. Priority Matrix

Finally, the Information Architecture (IA) was reorganized to form a more systematic and intuitive information structure, to make it easier for users to navigate and find the property information they need efficiently.
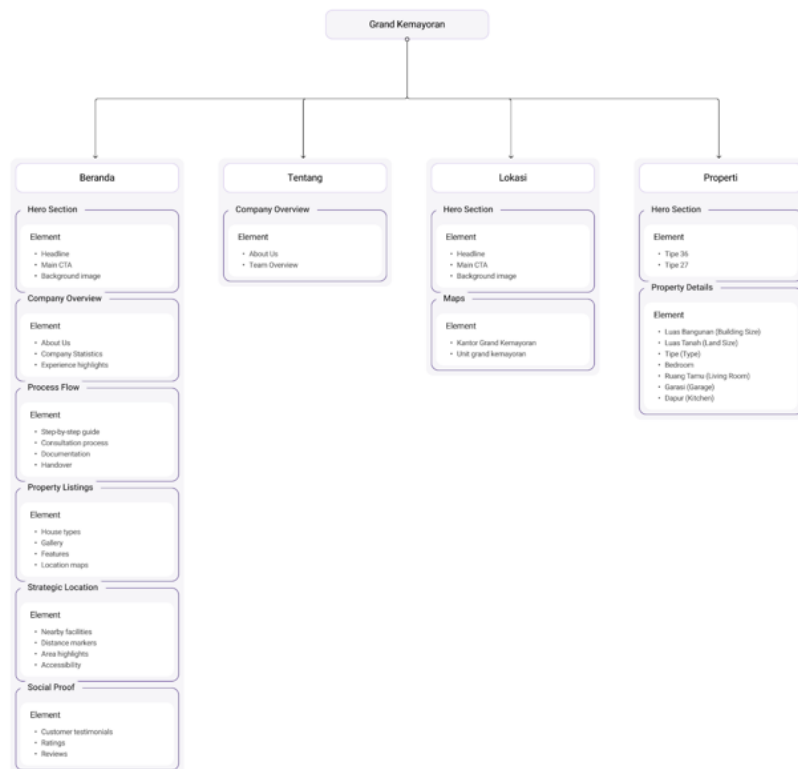
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Figure 6. Information Architecture

Develop

The Develop stage is the solution design phase based on the analysis from the Define stage, which includes the creation of User Flow, Wireframe, Design System, Mockup, and Prototype to redesign the ABC Housing website in a structured and responsive manner. User Flow depicts the user interaction flow from the homepage to unit details, designed to make navigation more efficient and intuitive. Users can access information about the property, location, and contact more systematically.
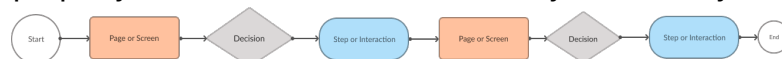

Figure 7. User Flow

A wireframe is structured as an initial visual framework that maps out page layouts, menu layouts, and Call-to-Action (CTA) elements such as "Contact Us" buttons to increase conversions.

Next, a Design System was developed to maintain visual consistency, including a dark green color palette (#1D453E), modern typography (Poppins and Inter), minimalist icons, and user-friendly and responsive designs for buttons and other UI components.
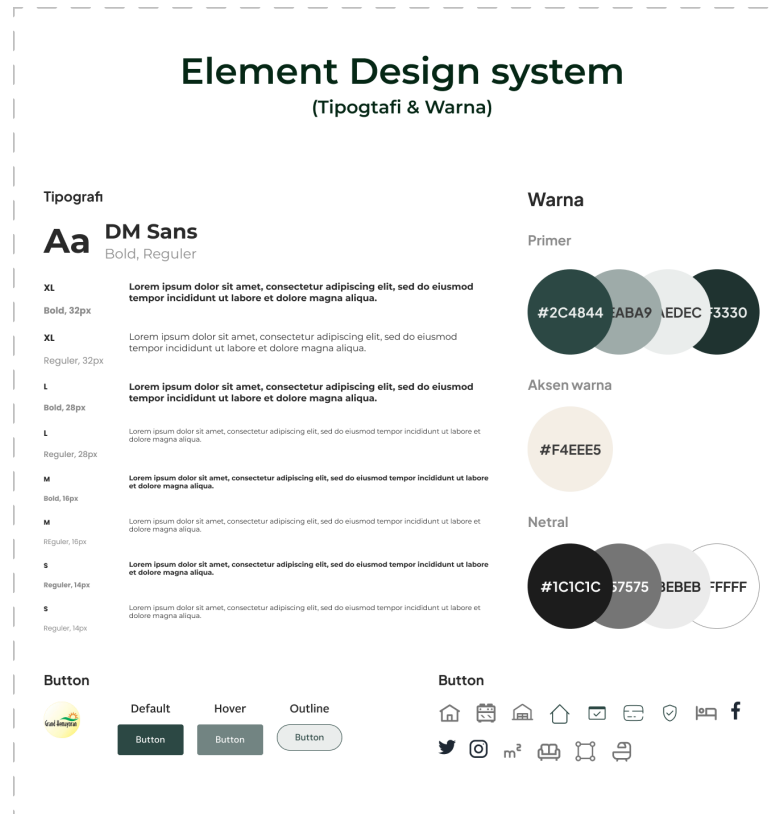
Figure 8. Design System

Finally, the design is realized in the form of High-Fidelity Mockups and Prototypes that follow the principles of Material Design, facilitating the validation process and technical development by the developer team before the further implementation stage.
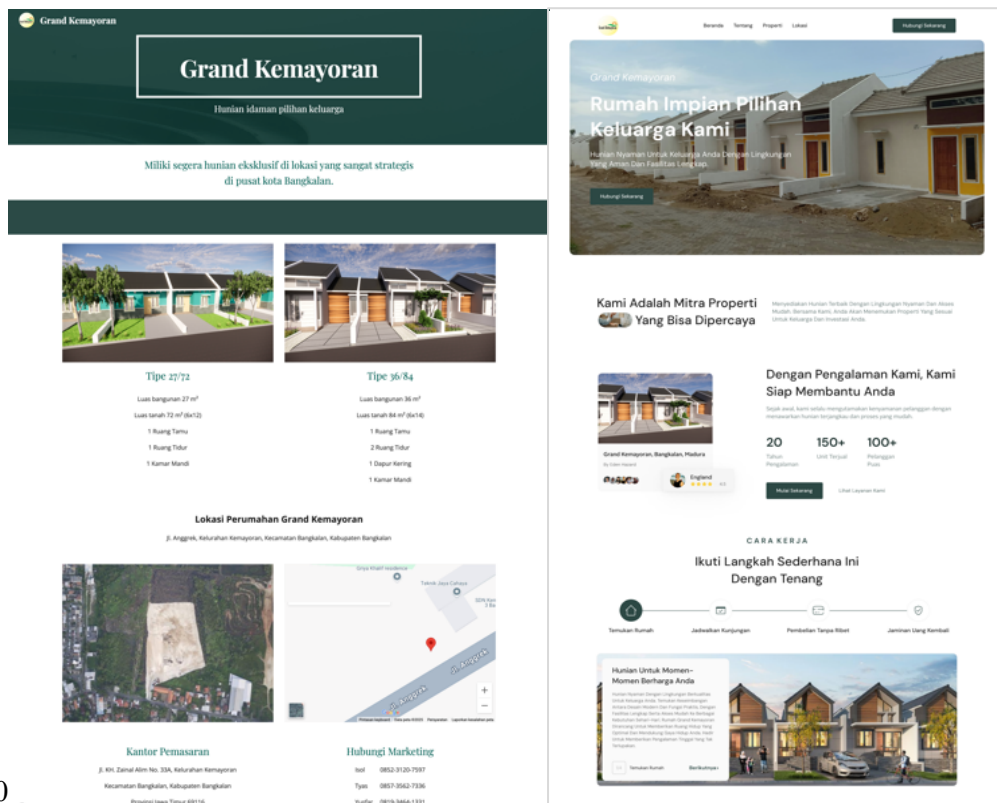
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Figure 8. Before   Figure 9. After

Deliver

The Deliver stage is the final stage of the Double Diamond method that focuses on delivering the final design solution in the form of a high-fidelity prototype and its evaluation to users. In this study, testing was conducted to measure three main indicators in user experience, namely engagement, user experience, and user satisfaction, using the usability testing method and the System Usability Scale (SUS) instrument. This approach aims to ensure that the design developed is not only visually appealing, but also functional and meets user needs as a whole.

Usability testing was conducted on 6 participants selected based on user personas from the Define stage, covering ages 21–35 years, professional backgrounds such as students, young employees, to prospective young families. The prototype was tested using the Maze platform to quantitatively monitor user interactions, and Google Meet for observation and short interviews. After completing the assigned tasks, participants were asked to fill out the SUS questionnaire via Google Form to measure their perceptions of ease of use and overall satisfaction.

Three test scenarios were arranged based on the priority of user needs: (1) finding property information, (2) viewing housing locations, and (3) contacting developers. The test results showed that all participants successfully completed all tasks (100% success rate) without significant obstacles (0% drop-off), although a relatively high misclick rate was found in the second and third tasks. This indicates that in general the information is easy to access, but there are still some improvements that can be made to the navigation labels or button placement to make it more intuitive. In terms of *engagement*, the time required for users to complete each task ranged from 7.2 seconds to 17.7 seconds, indicating that users were able to complete tasks quickly and efficiently. The relatively fast but still explorative duration indicates that the information structure has been arranged logically and is able to maintain users' attention without frustrating them.

Table 1. Engagement Results

Task	Avg. Duration	Interpretation
Task 1	17.7 seconds	Indicates active exploration, the user is engaged in a search for information.

Finding Property Information		
Task 2 View Housing Location	15.8 seconds	Efficient and fast enough, shows focus and interest
Task 3 Contacting the Developer	7.2 seconds	Very fast, indicating good accessibility of information

In terms of user experience, in addition to the success rate, the analysis also includes misclick rate and drop-off metrics. The first task had a misclick rate of 38.5%, while the second and third tasks recorded 60.9% and 53.8%, respectively. While these numbers indicate minor challenges in selecting certain UI elements, this did not prevent participants from completing the task, meaning that the interaction flow remained fairly clear and not confusing overall.

Table 2. User Experience

Task	Success Rate	Misclick Rate	Drop-off
Task 1 Finding Property Information	100%	38.5%	0%
Task 2 View Housing Location	100%	60.9%	0%
Task 3 Contacting the Developer	100%	53.8%	0%

Meanwhile, user satisfaction measurement was conducted using the System Usability Scale (SUS) instrument consisting of 10 statements with a Likert scale of 1–5. After the calculation, the average SUS score obtained was 87.5, which is included in the Excellent (Grade A) category. This score reflects a very high level of satisfaction with the tested prototype, with positive assessments especially in the aspects of ease of use, clarity of navigation, and user trust in the system.
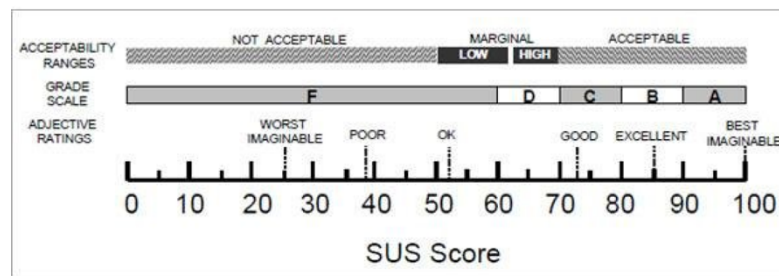
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Figure 10. SUS Score Classification Graph

Interpretation of the SUS score shows that the ABC Housing website in the prototype version has met the usability principles very well. Not only is it able to present information clearly, this prototype also succeeds in creating a pleasant and convincing experience for users, which is the main goal of the UI/UX redesign process.

Discussion

This study reinforces the effectiveness of the Double Diamond Framework as an iterative design method capable of generating user-centric digital interface solutions. By progressing through the four stages—*Discover, Define, Develop, and Deliver*—the researcher was able to capture user aspirations, map out needs, create prototype solutions, and evaluate the design using the System Usability Scale (SUS**)**. This approach led to a redesign of the *Grand Kemayoran* website that is not only more functional but also enhances key UX indicators such as ease of navigation, user engagement, and overall satisfaction.

These implications strengthen the findings of Ramadhan & Kunci (2024), who found that the Double Diamond method improves usability and user satisfaction in the *Halal.Me* application, especially for specific needs like food preferences. Similarly, the research aligns with the findings of Ayunitasari et al. (2024)**,** who demonstrated that applying the Double Diamond framework in mobile e-commerce and booking service apps resulted in high user satisfaction levels (SUS score of 83.916, categorized as "excellent").

Additionally, this study supports Usmanto (2022)'s argument on the importance of deep understanding of user needs in achieving usability and satisfaction. In the context of information system design, such as the Final Project Management System (SIMTA) studied by Mujahidah et al. (2024), this approach consistently shows relevance in delivering effective and user-adaptive designs. Beyond validating the Double Diamond as a design method, this research contributes to the literature by integrating quantitative evaluation tools like SUS into the UX testing process. Through SUS, the study evidences a significant improvement in users' perception of website

usability post-redesign. This confirms the findings of Evina Maknun & Andhyka Kusuma (2024), who used a combination of SUS and UEQ to evaluate a plant disease detection app and obtained average usability scores above 90.

Thus, this study reinforces the argument that metric-based evaluations such as SUS are crucial in assessing UX design success and should be strategically combined with iterative design methods like Double Diamond. This integrative approach opens the door for theoretical development in Human-Computer Interaction (HCI), particularly in constructing quantitative, user-centered evaluation frameworks.

`Another theoretical contribution lies in the interdisciplinary intersection between digital marketing and UX design. By focusing on the property sector as a case study, this research underscores the strategic role of UI/UX design in influencing consumer decisions indirectly—by enhancing perceptions of professionalism, information accessibility, and user comfort. This shows that design is not merely aesthetic but serves as a critical instrument in effective digital communication and marketing strategies.

`The theoretical implications are expected to enrich academic references in UX design and also provide a foundational framework for curriculum and teaching module development in the fields of information technology, digital business, and visual communication. This study can serve as a reference for academics evaluating UI/UX design model effectiveness and for structuring practical, project-based learning approaches.

Practically, the study demonstrates that the Double Diamond method can significantly improve corporate website effectiveness in attracting attention and building consumer trust, particularly in the property industry. The user-centered redesign of the *Grand Kemayoran* website not only enhanced its visual appeal but also improved navigation, clarified product information, and sped up the information search process.

`These findings echo those of Akbar (2023) and Septiawan et al. (2023), who emphasized the importance of user interface redesign in increasing user interest and satisfaction for fumigation service websites and academic portals. In the case of *Grand Kemayoran*, what was once a plain and unattractive website has become a professional, persuasive digital platform that better communicates property information and enhances prospective buyer engagement.

For UI/UX design practitioners, this research offers a strong reference for applying structured, user-driven design methods. The use of

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Figma to build a high-fidelity prototype, SUS for usability evaluation, and a data-driven iterative approach derived directly from user input can be considered a best practice for digital design projects in both private and public sectors. This aligns with findings from Permana (2023) and Rahman & Indah (2024), who emphasized the importance of prototypes, task scenarios, and quantitative evaluations in creating effective, user-friendly interfaces.

For students and academics, this study serves as a comprehensive case study on how digital design theory can be applied in real-world scenarios. It provides a clear example of how the design process can begin with problem identification, followed by field data collection, solution development, and design validation using quantitative data. This adds value to curricula in digital business, information technology, and visual communication design, which increasingly emphasize project-based and problem-based learning. For end-users or consumers, this research has a direct impact by improving access to information, product clarity, and overall comfort in using the website. A well-designed website not only serves as an information medium but also as a strategic communication tool that builds user trust and loyalty. This supports the website's role as a key touchpoint in modern digital marketing strategies, as outlined by Chaffey & Chadwick (2019) in the digital marketing funnel framework.

Finally, this study is also relevant for business decision-makers and stakeholders looking to understand the importance of investing in digital design. With results demonstrating improved user experience and quantified satisfaction increases, the research provides a strong justification for strategic investment in digital transformation.

This study also highlights the importance of cross-disciplinary collaboration among designers, system developers, end-users, and business stakeholders. This collaboration is reflected in the co-creation phase of the Double Diamond framework, which emphasizes input from multiple parties in the design process. These implications are especially relevant in today's professional world, where cross-sector collaboration is increasingly essential. Lastly, practical benefits are also evident for customers or potential buyers. With the improved website design, consumers can more easily access relevant information, navigate to find desired units, and contact developers. A well-designed website fosters trust and comfort, ultimately influencing purchasing decisions. This shows that UX not only affects digital experiences but also real consumer behavior.

CONCLUSION

The application of the Double Diamond method has proven effective in the UI/UX redesign process of the ABC Housing website systematically through four stages: Discover, Define, Develop, and Deliver. This process allows for in-depth identification of user needs and problems, formulation of data-based solutions, to comprehensive design development and testing. The results of usability testing using the Maze platform showed a 100% task success rate, efficient interaction duration, and minimal obstacles in navigation, reflecting increased engagement and user experience. In addition, the satisfaction evaluation using the System Usability Scale (SUS) with six participants produced an average score of 87.5, which is included in the "Excellent" category. This score indicates that users feel satisfied, comfortable, and confident using the redesigned website. Overall, the Double Diamond method successfully creates user-friendly design solutions, as well as improving three main aspects of digital interaction, namely engagement, user experience, and user satisfaction.

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