**Implementation of the Double Diamond Model in the Design and Evaluation
of the Ruang Warna Tutoring Website User Interface**

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ABSTRACT

The Ruang Warna Tutoring Institute is a non-formal educational institution located in Jember Regency, East Java, which was established in 2018, initiated by several Jember students to improve the quality of education in Jember Regency. The purpose of this study is to apply the Double Diamond model as a guide to designing the user interface of the Ruang Warna Tutoring Institute website. The results of the evaluation carried out using the Heuristic Evaluation method with aspects of visibility of system status, match between system and real word, user control and freedom, consistency and standards, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help and documentation showed a severity rating of 1 which is included in the cosmetic category, which means there is a problem but no improvement is needed. Meanwhile, the results of the evaluation carried out using the Think Aloud method produced a number of negative responses and suggestions for improvement. From these results, it can be seen that this study has succeeded in achieving its main objective, namely providing the best solution to the Ruang Warna Tutoring Institute business process.

Keywords : *User Interface, User Experience, Interface, Design, Double Diamond, Heuristic Evaluation, Think Aloud Evaluation, Website, Ruang Warna Tutoring Institute*