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CSCI 1300: User Interfaces and User Experience

Redesigning a Website:

A Practice in Interface Analysis, Prototyping, and Responsive Web Design

For this capstone, I extended the Responsive Redesign assignment with substantial design and development components. The objective and process of the assignment were to choose one page of a website to analyze based on usability/accessibility standards, redesign the webpage following design principles learned in the course, implement wireframes and prototypes of the page, and then finally build and deploy the redesigned version of this webpage.

The design of this project was extended by paying attention to the simplicity and efficient use of space on the original website. Ensuring that careful thought was put into the design and user experience of the website. Several sketches and simple hand-drawn wireframes were used to explore and contrast different layouts and prioritize certain aspects of the user experience. The critical focus for user experience was its layout's responsiveness, where any page's display is shown nicely on any sized device. Many different styling rules were implemented with numerous media queries. It was later tested on several browsers and different screen widths and devices. A primary concern here was surrounding the display of the navbar in mobile view, where a hamburger menu icon shows up to toggle the display of said navbar. This collapsing navbar feature saves on space and complexity for each page. It was also important to provide the user with buttons and collapsible lists that were responsive, as seen on the "Reports," "Letters," and "Subsidiaries" pages. Other details that were changed to save on space include font size and line spacing.

The development of this project was extended by going beyond the original requirement of the Responsive Redesign assignment of just redesigning one page. This project went from embodying elements of a responsive redesign to being a prominent example of it. The Berkshire Hathaway website, as redesigned in this project, could be a fully functional standalone website for the company. It incorporates company data from the past five years and even goes as far as to display working links to reports and subsidiary company websites. This was mainly done by building on top of the CSS already implemented for the original assignment.

This work resulted in a clean, dynamic, and responsive webpage that is fully functional and loaded with recent company data from Berkshire Hathaway. The site is intuitive and learnable, as the conceptual model has been extended to consider a broader range of user-centric design elements and principles.

[This is a link to the result of this capstone work.](#)

[This is a link to the original assignment submission.](#)

Usability/Accessibility Issues with Original Webpage

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- [A Message from Warren E. Buffett](#)
 - [Annual & Interim Reports](#)
Updated November 5, 2022
 - [Link to SEC Filings](#)
 - [Special Letters from Warren & Charlie RE: Past, Present and Future](#)
 - [Links to Berkshire Subsidiary Companies](#)
 - [Corporate Governance](#)
 - [Sustainability](#)
 - [Information Regarding Warren E. Buffett's Annual Contributions to Five Foundations](#)
 - [Berkshire Activewear](#)
 - [News Releases from Berkshire Hathaway and from Warren Buffett](#)
Updated December 19, 2022
 - [Annual Meeting Information](#)
Updated October 20, 2022
 - [Berkshire Hathaway Energy Investor Presentations](#)
 - [Warren Buffett's Letters to Berkshire Shareholders](#)
Updated February 26, 2022
 - [Charlie Munger's Letters to Wesco Shareholders](#)
 - [Celebrating 50 Years of a Profitable Partnership](#)
(A commemorative book first sold at the 2015 Annual Meeting and now for sale on eBay.)
 - [Common Stock Information](#)
 - [Facts Regarding Berkshire's 2021 Investments in Activision Common Stock](#)
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Figure 1: Actual Berkshire Hathaway Landing Page

Usability Guideline	Problem
Usability	As a landing page, this page is actually reasonably usable. It's main goal is to provide links to other pages that contain information about the company. It does that very well because it's very simple.
Learnability	This page isn't very learnable, since many of the links have ambiguous titles that don't explain what they link to very well.
Memorability	This page is memorable, but only for how bare bones it is. Otherwise, it is not memorable. The plain style and use of hyperlinks makes it hard for a user to distinguish the steps they take on the website to get to any other given page.
Conceptual Model	The conceptual model of this website is as straightforward as can be, but this does not mean it is good. In fact, it proves that the website was poorly designed and difficult to navigate as a result.

Figure 2: Usability Issues

Wireframes and UI Style Guide

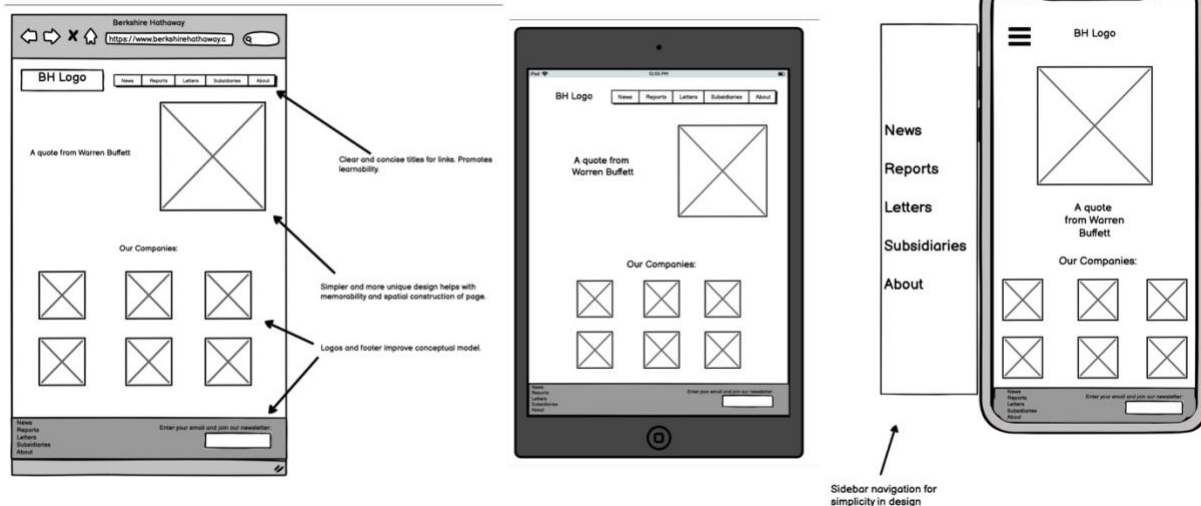


Figure 3: Responsive Low Fidelity Wireframes

BERKSHIRE HATHAWAY

UI Style Guide

Colors



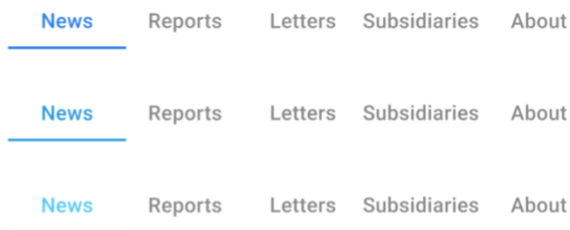
Fonts

Berkshire
PT Serif

Berkshire
Tenor Sans

Berkshire
Amethysta

Tabs



Icons



Figure 4: UI Style Guide

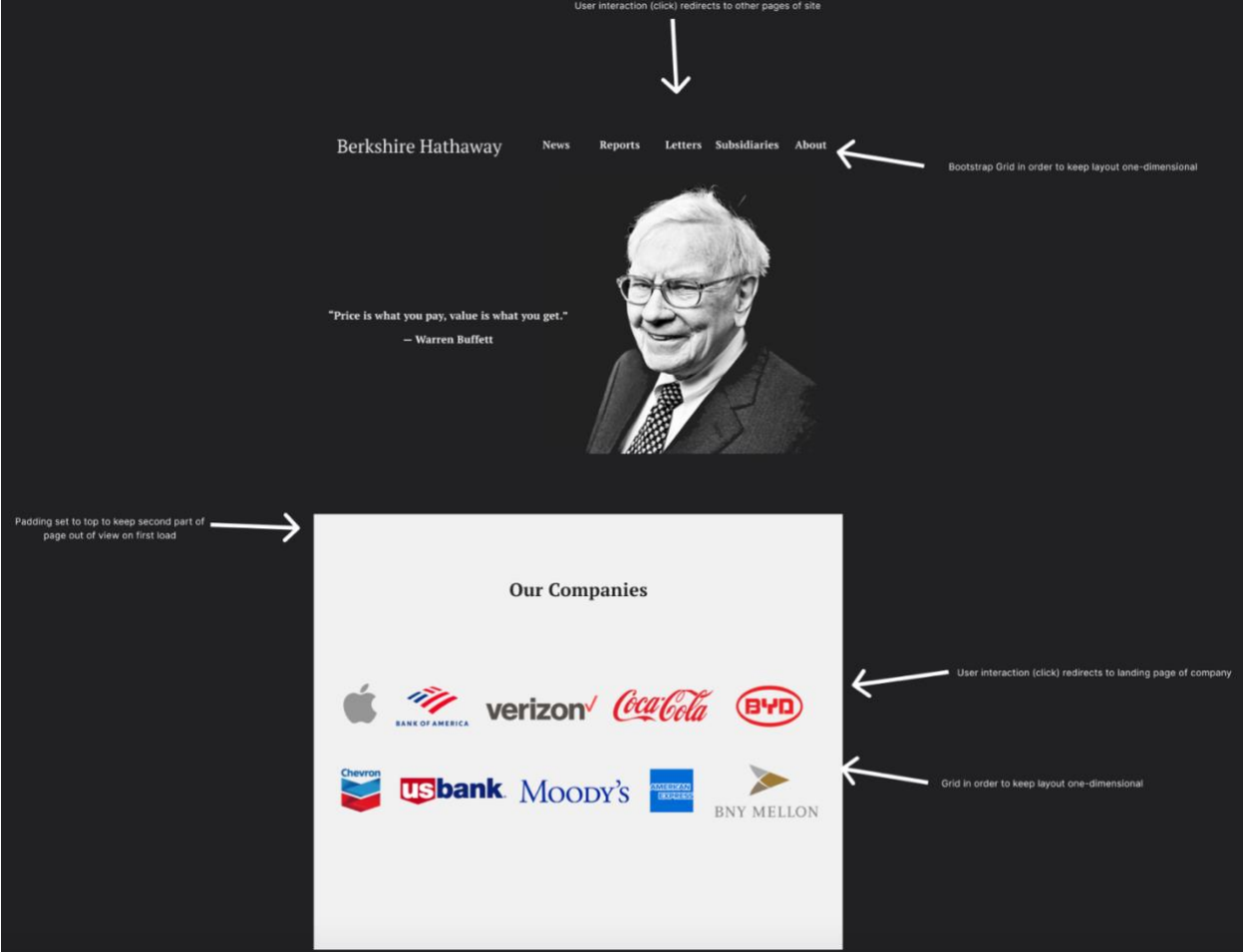


Figure 5: Desktop High Fidelity Wireframe

Final Result

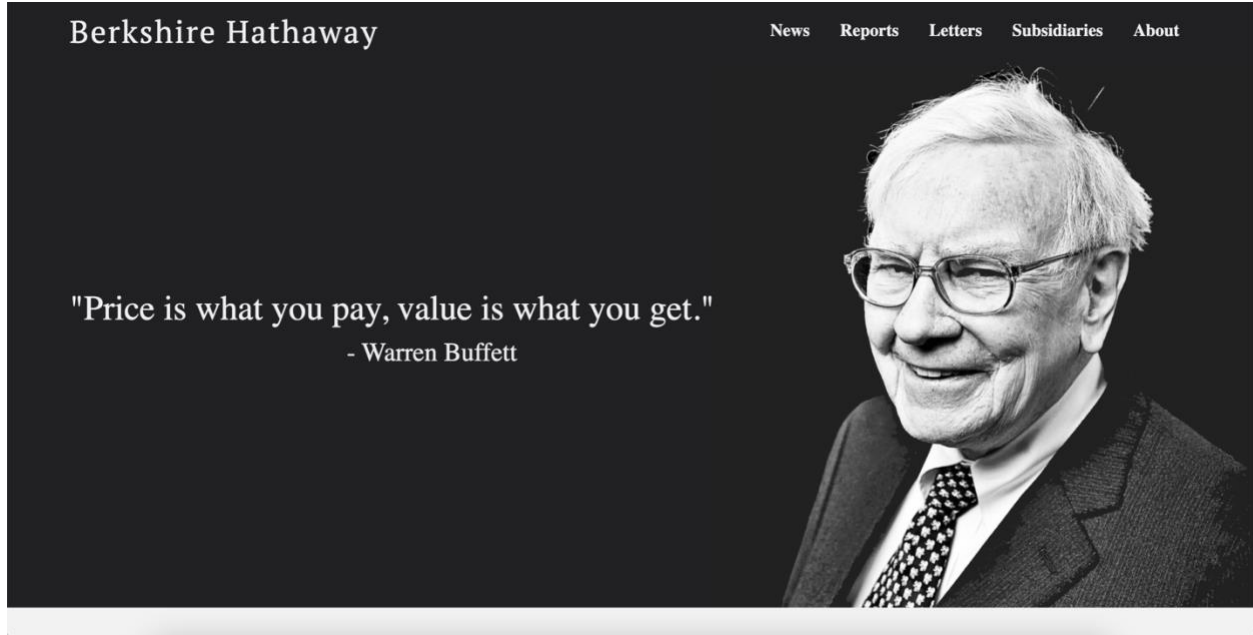


Figure 6: Homepage

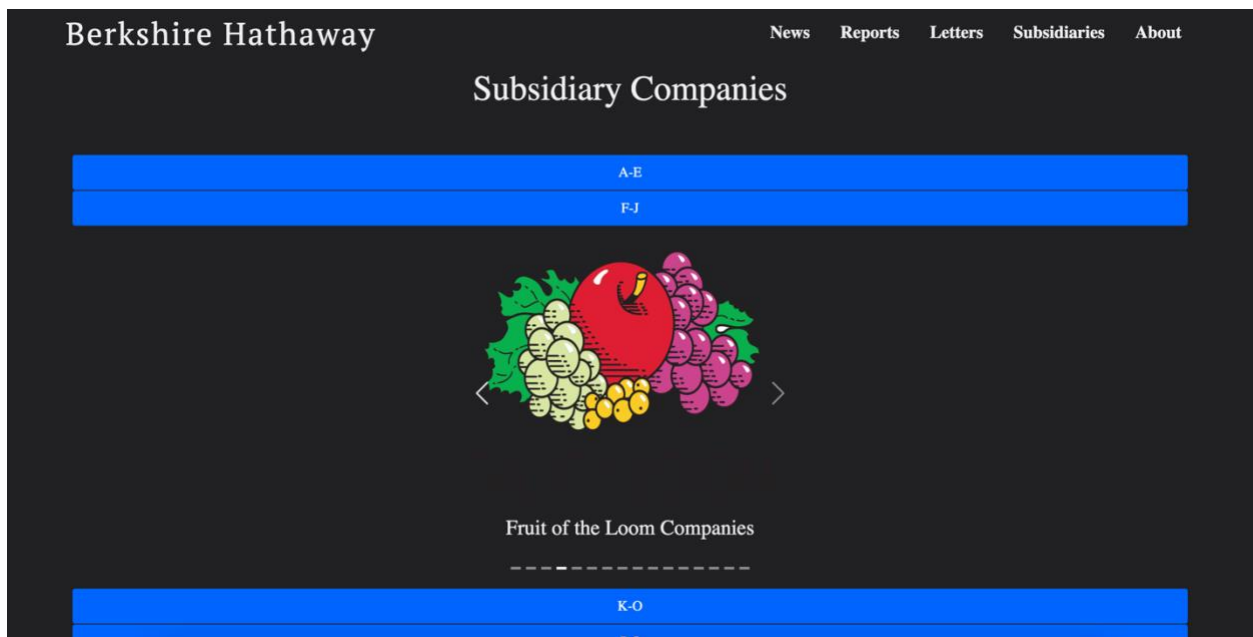


Figure 7: Subsidiary Page



Annual & Interim Reports

2022

2021

Q1 Q2 Q3 Annual

2020

2019

2018

Berkshire Hathaway

[News](#)

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[Subsidiaries](#)

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Figure 8: Reports Page as Seen on iPhone 12 Pro



Letters from the Chairmen

Warren's Letters

2021

2020

2019

2018

Thoughts on the Past and Future

Charlie's Letters

Berkshire Hathaway

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Our Newsletter

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Figure 9: Letters Page as Seen on iPad Mini