

5.2 Performance Assessment High Fidelity Prototype Presentation: Berkshire Hathaway

By: Greg Arnold

Executive Summary

Berkshire Hathaway, as a multinational conglomerate holding company has a vast reach and can't be mentioned without crediting the brilliant CEO, Warren Buffett. To better represent Mr. Warren and help this great company remain relevant for the years to come, an update to the main website is crucial. The interface at www.berkshirehathaway.com is obsolete and extremely ineffective when compared to modern website technology standards for designing professional websites.

Here in this presentation, I will show what I have devised as a solution to the outdated interface. I have created an organized, more visually appealing, and seamless website interface that meshes with the current branding for Berkshire Hathaway. Replacing a website filled with superfluous links for a homepage with seamless navigation menus, use of a footer, and even image carousel has elevated the websites appeal, and I believe these changes will maintain the professional image that represents the great work done at Berkshire Hathaway.

Problem Statement

- Information dumping is the main concern for the interface, as users can get overwhelmed with all of the information. The interface is very unorganized and can push new clients away, which essentially decreases potential gains for the company. I desire to change this so that potential clients are intrigued and find congruency in regard to professionalism when visiting the website.

Purpose Statement



Objectives: To create a more seamless, updated interface with a more professional image.



Target and their needs: Our targeted users are investors, and their specific need is to be assured that they are making a wise decision to choose Berkshire Hathaway.



Desired Outcomes: Company profits will increase due to more successful engagements with the website.



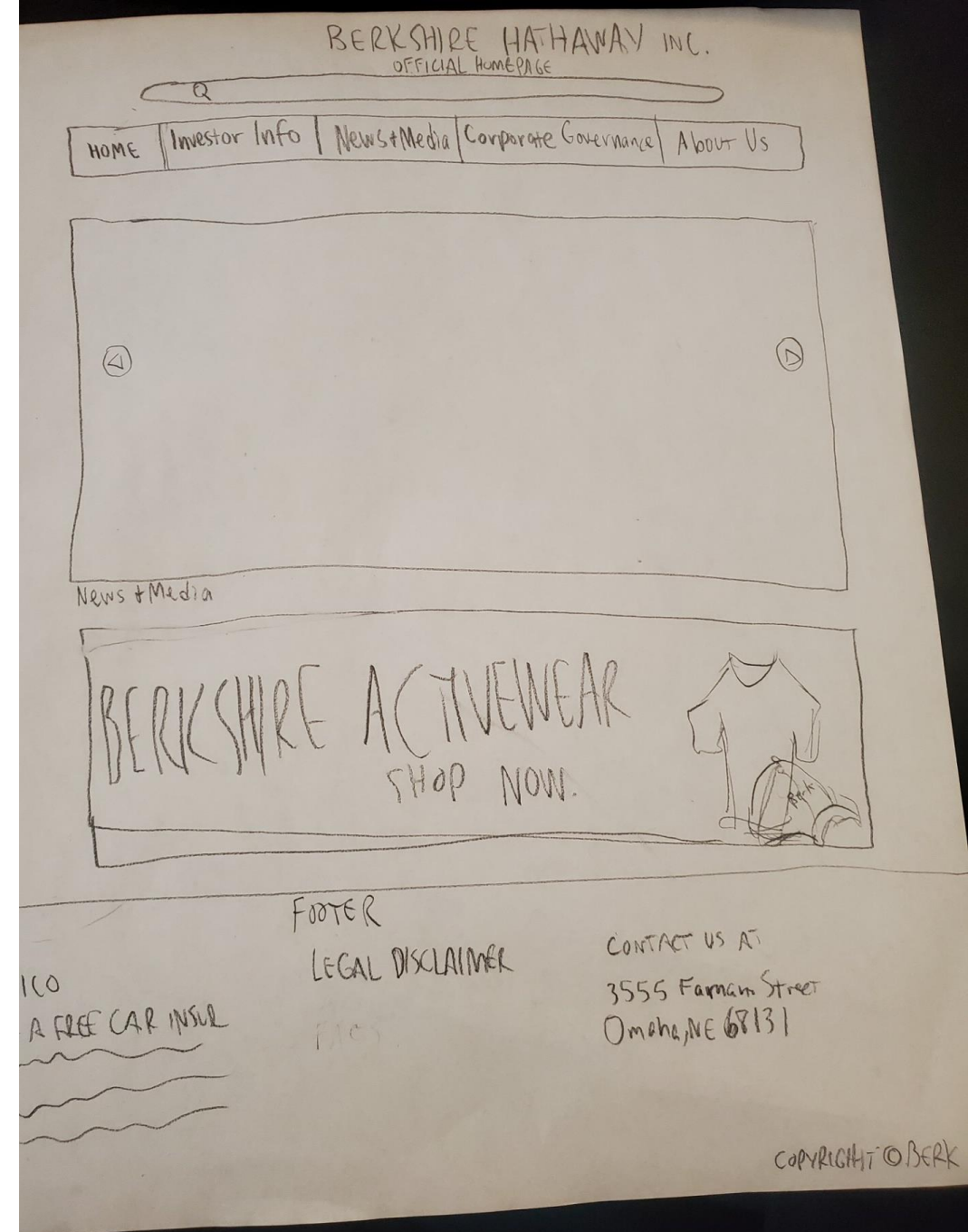
Design Approach: I will approach this by generating prototypes that represent what an up-to-date interface would look like and allow the designs to invoke positive emotion that the current website does not.

Development Process – Idea Stage

- Here you can see the bare essentials that I felt the website needed. I wanted it to still be simplistic, but with better visuals and navigation.

I added:

- Dropdown menus
- A carousel
- A clickable ad for the Activewear shop
- A Footer



Berkshire Hathaway Inc. Original Webpage
(berkshirehathaway.com)

BERKSHIRE HATHAWAY INC.

3355 Farnam Street
Omaha, NE 68131

Official Home Page

<ul style="list-style-type: none">A Message from Warren E. BuffettAnnual & Investor Reports <small>(Updated May 1, 2013)</small>Link to SEC FilingsInvestment from Warren & Charlie to Fazio, Crockett and LathamLink to Berkshire Subsidiary CompaniesCorporate GovernanceInvestmentsLetters from Warren E. Buffett Regarding Positions in Major Funds and Berkshire StocksBerkshire Investments	<ul style="list-style-type: none">Press - Berkshire from Web Sites of "Hedge" and from "Money" Magazines <small>(Updated May 1, 2013)</small>Annual Meeting Information <small>(Updated April 10, 2013)</small>Berkshire Hathaway Energy Business DevelopmentsWarren Buffett's Letter to Berkshire Shareholders <small>(Updated May 1, 2013)</small>Charlie Munger's Letter to Warren ShareholdersCockfield: All Types of Potentially Profitable <small>(2) commentators in Berkshire will be the 1911 "Investment" and may be able to play)</small>Common Stock InformationFazio Regarding Berkshire's 2012 Investments in Johnson Common Stock
---	---

GEICO

FOR A FREE CAR INSURANCE RATE QUOTE THAT COULD SAVE
YOU SUBSTANTIAL MONEY
WWW.GEICO.COM OR CALL 1-888-395-6349, 24 HOURS A DAY.

If you have any comments about our WEB page, you can write us at the address shown above. However, due to the limited number of personnel in our corporate office, we are unable to provide a direct response.

[Legal Disclaimer](#)

Copyright © 1978-2024 **Berkshire Hathaway Inc.**

The bulleted home page does not give people who don't know who Warren Buffett is, a good feel for professionalism and being up to date.

Greg

The links are not in Alphabetical order, and listing all of the links here for the users to sort through increases the time it would take them to find what they are looking for, which may frustrate the users.

Greg

Berkshire Hathaway Inc.

3555 Farnam Street
Omaha, NE 68131

Official Home Page

A Message from Warren E. Buffett

Updated May 4, 2024

Annual & Interim Reports

Updated May 4, 2024

Link to SEC Filings

Special Letters from Warren & Charlie RE Past, Present and Future

Links to Berkshire Subsidiary Companies

Corporate Governance

Sustainability

Letters from Warren E. Buffett Regarding Pledges to Make Gifts of Berkshire Stock

Berkshire Activewear

News Releases from Berkshire Hathaway and from Warren Buffett

Updated May 4, 2024

Annual Meeting Information

Updated April 16, 2024

Berkshire Hathaway Energy Investor Presentations

Warren Buffett's Letters to Berkshire Shareholders

Updated February 24, 2024

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

GEICO

FOR A FREE CAR INSURANCE RATE QUOTE THAT COULD SAVE YOU SUBSTANTIAL MONEY
[WWW.GEICO.COM](#) OR CALL 1-888-395-6349, 24 HOURS A DAY

There is no identifiable branding/typeface for Berkshire Hathaway specifically, but there is one for Geico.

Greg

Depending on your mobile device, the listings may not be readable without using the magnification feature.

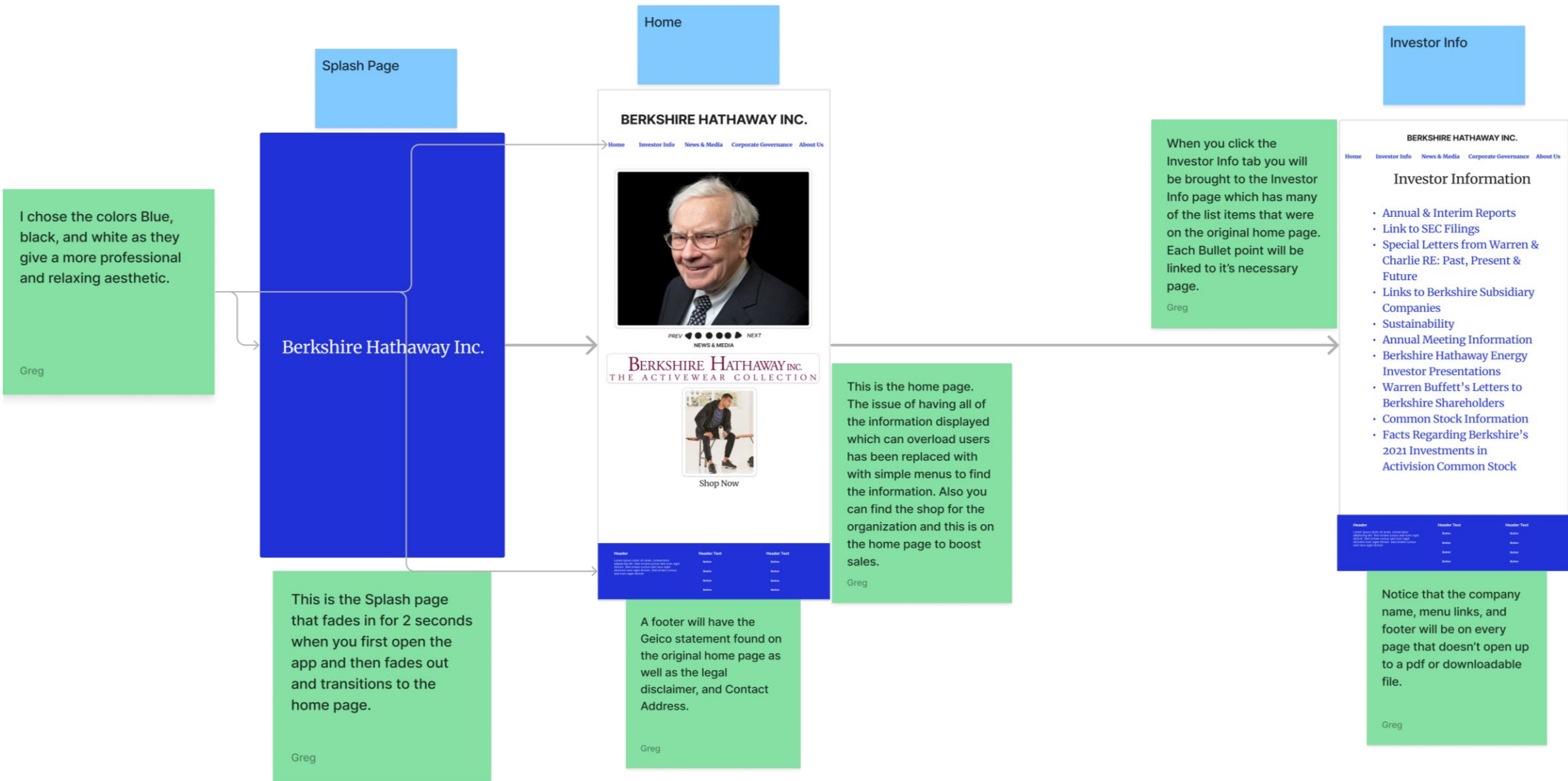
Greg

There is no Home button.

Greg

Development Process: Low Fidelity Prototype

Berkshire Hathaway Inc. Prototype (LF)

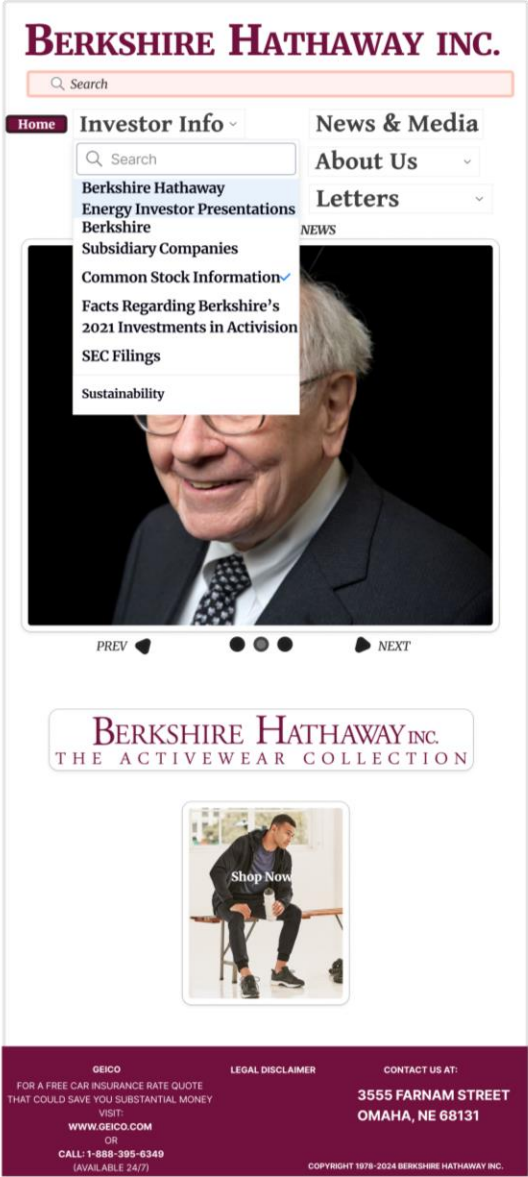


Proposed Design

Colors: Purple, White, and Black.



Berkshire Hathaway Inc. Prototype (HF)



Fonts: Bookish & Gentium Book Basic.

The purple is the same color that is already utilized by the company across all of their branding. The fonts used were for display purposes only as they closely resemble the logo font used on the original website.

Conclusion

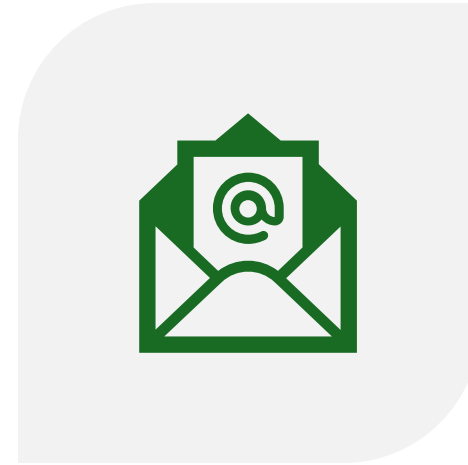
- A professional image must be consistent in a business that plans to scale their business. Inconsistencies such as cutting corners on web design can make all the difference when a potential investor or client wants to learn more about your business. All of the right criteria may be present on a website, but if the website is outdated, the user may discredit the website and consider other companies. To grow the userbase, seamless and updated web interfaces are paramount in this ever-growing technological age we are in.



Questions or Feedback?



THANK YOU FOR ATTENDING, AND I
LOOK FORWARD TO WORKING WITH
YOU.



FEEL FREE TO CONTACT ME AT
GREGARNOLDJR@GMAIL.COM FOR
ADDITIONAL QUESTIONS.