UI Activity

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Web selected: <https://berkshirehathaway.com/>

Layout page link: <https://wireframe.cc/KdPb0q>

Issues with the UI:

1. **Inconsistent text formatting**: Links and regular text are not clearly differentiated, and there's inconsistent use of text sizes and styles. This can confuse users about what is clickable and what is not.

**Solution**: Implement consistent styling for links, headings, and body text. Use clear visual cues (like underlines or different colors) to indicate clickable elements.

1. **Uncategorized content:** The information presented is all over the place, this triggers the user to have to skim through every single element on the session which presents a terrible user experience. **Solution:** The content can be formatted in a hierarchical way, so that elements are organized in categories for an easier navigation.
2. **No clear navigation structure:** The site lacks a proper navigation menu or structure, forcing users to scan through a long list of links to find what they need.

**Solution: I**mplement a clear navigation menu (Navbar) at the top of the page, possibly with dropdown options for subcategories. This would help users quickly access different sections of the site and improve overall user experience.

1. **Outdated UI elements:** Despite the artistic side of things being minimal, The website appears to be using a very basic HTML structure with no modern styling or layout techniques. This creates a dated look that may not inspire confidence in users, especially for a major corporation.

**Solution:** Luckily when it comes to UI’s in web development, there is a great variety of frameworks that simplify the process of creating a visually appealing aesthetic.

1. **Violates nearly every single UX Principle:** Interfase does not present itself as Desirable, Credible and most importantly Findable. The page layed out does not present itself well as the presentation for a corporate entity.

**Solution:** To address the UX issues, redesign the interface with a clean, modern visual style that aligns with the brand's identity, improving desirability and credibility. Streamline navigation with a clear, intuitive menu and prominent search functionality to enhance findability.