Descriptive Wireframe BerkShire Hathaway Redesign

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IASC 1P02

**Rationale**

The page by Berkshire Hathaway has many flaws in its design. The entire C.R.A.P. design theory is clear to not have been used when designing the website. There is no contrast between the elements-that saying there really aren’t any elements-the only repetition they used was through their point form links. The alignment in the website was somewhat alright only because they made it easy to navigate. Proximity in its respect had no impact since no elements were used. In terms of color theory, hues were not used differently in a creative way by blending with other elements to please the eye. Only two colors were used in Berkshire, white and blue. Although these two colors accompany each other well, there was a lack of the color itself. Although the company is one of finances and you’d assume they want a professional website of simplicity and elegancy, there just isn’t enough. There are no images used in the website either which mean no alt tags. For those that are visually impaired, this website is not fit. Overall the website just seems like it was done with no effort and care for the company.

Item #1

Description: Banner

Font: N/A (whichever the original was from the first website)

Color: Blue

Alignment: Center

Media: Company Info

Interactivity: N/A

Item #2

Description: External links

Font: Arial 20px

Color: White

Alignment: Center

Media: Links to other information about the website

Interactivity: Yes

Item #3

Description: content

Font: Arial 15 px

Color: Black

Alignment: Auto

Media: Company description

Interactivity: N/A

Item #4

Description: Ad

Font: Arial 10 px

Color: White

Alignment: Center

Media: Ad for Geico

Interactivity: N/A