COMSATS UNIVERSITY ISLAMABAD

ATTOCK CAMPUS

ASSIGNMENT NUMBER 1

Name: Vareesha Shuaib
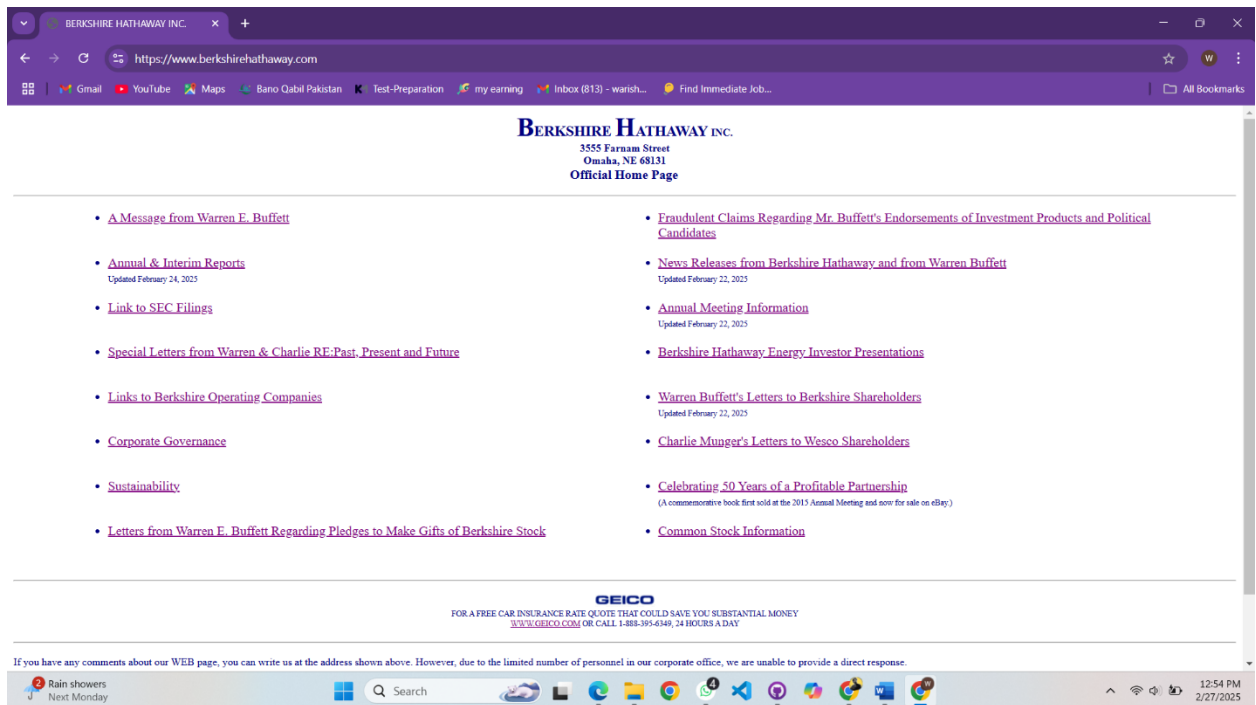
Reg no: SP22-BSE-018

Subject: Human Computer Interaction

Berkshire Hathaway

1. Background

Berkshire Hathaway Inc. (/ˈbɜːrkʃər/) is an American multinational conglomerate holding company headquartered in Omaha, Nebraska. Originally a textile manufacturer, the company transitioned into a conglomerate starting in 1965 under the management of chairman and CEO Warren Buffett and vice chairman Charlie Munger (from 1978 to 2023). Greg Abel now oversees most of the company's investments and has been named as the successor to Buffett. Buffett personally owns 38.4% of the Class A voting shares of Berkshire Hathaway, representing a 15.1% overall economic interest in the company.[4]

2. Screenshot

3. Shortcomings:

- **Minimalist to a Fault** – While minimalism is good, this site lacks engaging visuals and structure.
- No Responsive Design – The website doesn't scale well for mobile users.
- **Lack of Navigation** – There's no clear menu; users have to scroll and manually look for links.
- **Plain Text & Styling** – The fonts, colors, and overall layout are very basic, making the site feel uninviting.
- **No Visual Hierarchy** – Key information isn't emphasized, making it hard to scan.
- **No Call-to-Actions (CTAs)** – There are no buttons or prompts guiding users.

- **No Modern Features** – The website lacks images, animations, or interactive elements.
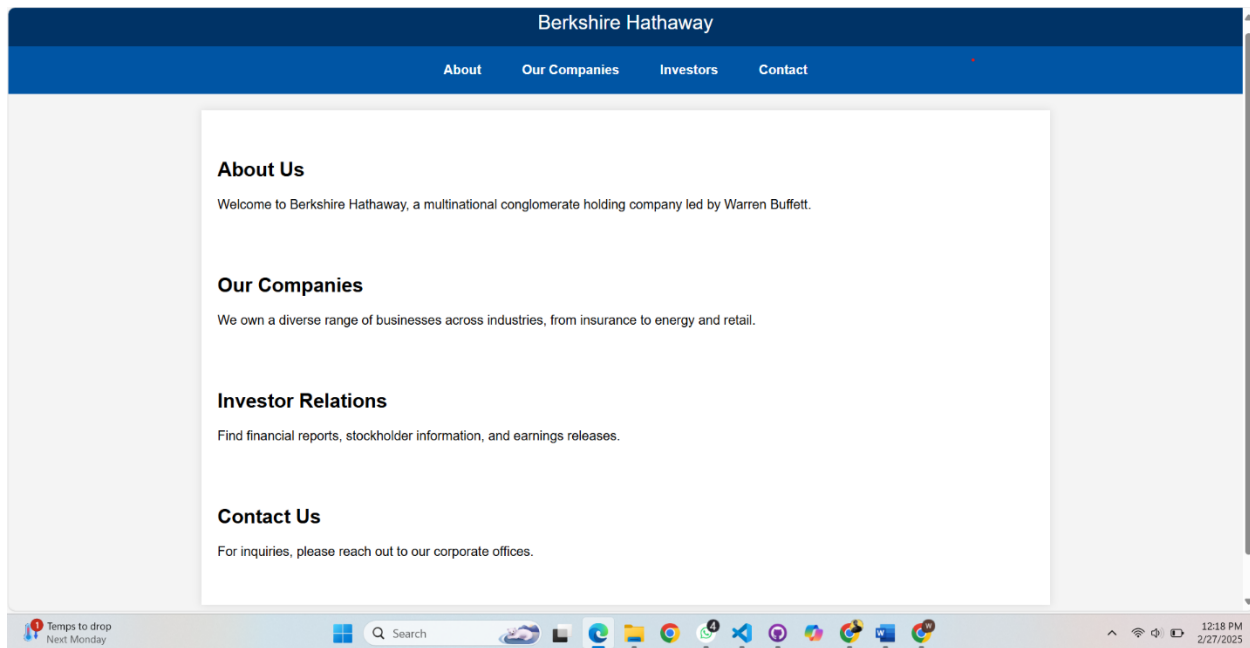
4. Possible Enhancements:

- **Use a modern layout** – A structured and visually appealing homepage.
- **Make it mobile-friendly** – Ensure responsive design for all devices.
- **Improve navigation** – Add a header menu for quick access.
- **Use proper typography & colors** – A modern font and readable contrast.
- **Add visual elements** – Images, icons, and background styling.
- **Introduce CTAs** – Buttons for user engagement.
- **Enhance usability** – Clear sections and content organization.

5. Redesign into Good design:

- **Redesign using HTML/CSS:** Berkshire-Hathaway.html

6. Good Design Screenshot:

7. Enhancements:

- **Modern & Clean Layout** – Uses structured sections for clarity.
- **Responsive Design** – Works on both desktop and mobile.
- **Clear Navigation** – A well-organized navigation bar.
- **Engaging Typography & Colors** – Professional fonts and a consistent blue theme.
- **Improved Readability** – White background with well-spaced text.
- **User Guidance** – Sections are clearly defined with headings.