



# UNIVERSAL DESIGN PRINCIPLES

BERKSHIRE HATHAWAY INC



# INTRODUCTION

- TASKED WITH REVIEWING THE SITE FOR IMPROVEMENTS TWO REPORTS WERE MADE
- THESE THREE UNIVERSAL DESIGN PRINCIPLES WILL AID WITH THE REMODELING OF THE WEBSITE:
  - EQUAL USE
  - EASY AND INTUITIVE
  - PERCEIVABLE INFORMATION

# EQUAL USE

- FIRST SUGGESTION – MAKE THE DESIGN APPEALING TO ALL USERS
  - AVOID DISCRIMINATING AGAINST UNINTENDED AUDIENCES (EX. DEAF, BLIND, ETC.).
- RESOLUTION:
  - HAVE VIDEOS FOR THE HEARING AND VISUALLY IMPAIRED.
  - LOOK INTO ADDING SOME PICTURES ALONG WITH READING SOFTWARE COMPATIBILITY.

**GOAL: TO MAKE WEB DESIGN APPEALING TO ALL TYPES OF PEOPLE.**

# EASY AND INTUITIVE

- SECOND SUGGESTION – EXPAND ON WHAT IS BEING DONE RIGHT
  - GET RID OF COMPLEXITIES.
  - STICK TO USERS' EXPECTATIONS.
- RESOLUTION:
  - ADD ACTUAL CONTACTS TO SOLVE ANY PROBLEMS THE USERS MAY HAVE.
  - ADD A SEARCH BAR.
  - REMOVE ADS.

**GOAL: TO MAKE WEB DESIGN EASY TO NAVIGATE.**

# PERCEIVABLE INFORMATION

- FINAL SUGGESTION – FIX WHAT IS BEING DONE WRONG
  - PROVIDE CONTRAST BETWEEN THE DIFFERENT ELEMENTS.
  - MAINTAIN LEGIBILITY OF PROFESSIONAL WRITING STANDARDS.
- RESOLUTION:
  - ADJUST THE FORMAT AND TYPOGRAPHY FOR APPEAL AS WELL AS TO FIX ANY TYPOS.
  - LOOK INTO A BETTER COLOR CONTRAST BETWEEN THE BACKGROUND AND FOREGROUND.

**GOAL: TO MAKE ALL INFORMATION EASILY COMMUNICABLE.**

# THE END

- THANK YOU FOR YOUR ATTENTION!

# WORK CITED

- CEUD. (2025). *THE 7 PRINCIPLES*. CENTRE FOR EXCELLENCE IN UNIVERSAL DESIGN.  
[HTTPS://UNIVERSALDESIGN.IE/ABOUT-UNIVERSAL-DESIGN/THE-7-PRINCIPLES](https://universaldesign.ie/about-universal-design/the-7-principles)
- UNIVERSITY AT BUFFALO. (2025, MARCH 5). *THE GOALS OF UNIVERSAL DESIGN*.  
ACCESSIBILITY AT UB - UNIVERSITY AT BUFFALO.  
[HTTPS://WWW.BUFFALO.EDU/ACCESS/BASICS/UNIVERSAL-DESIGN/GOALS.HTML](https://www.buffalo.edu/access/basics/universal-design/goals.html)