

Ethical Software

Tackling ethical and moral challenges while running a business on principles.

Hi, I am Vidit

Experimental Interfaces Prototyper

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Cine Connect

Movie Trivia Game

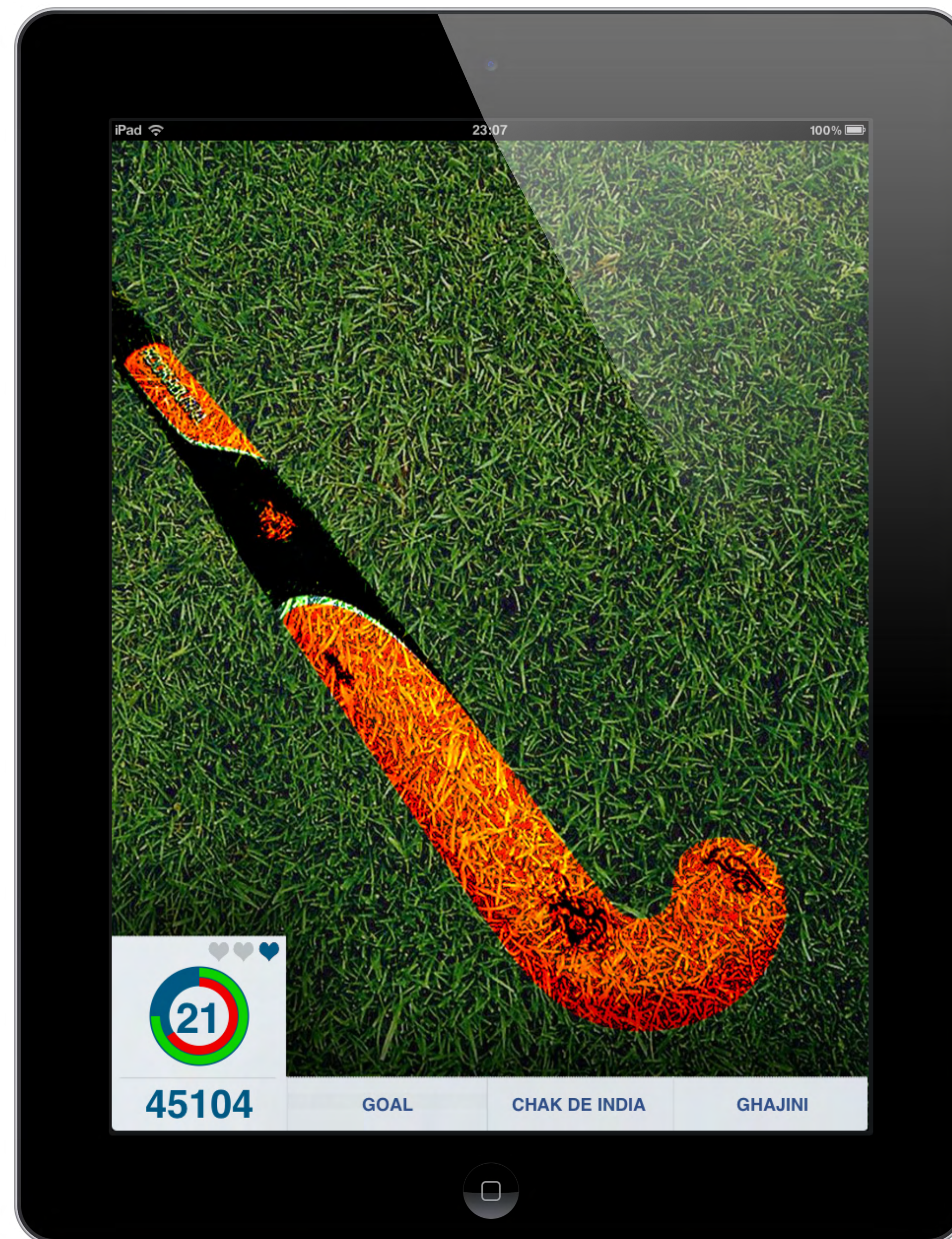
September 2011



Movie Buzz

Another Movie Trivia Game

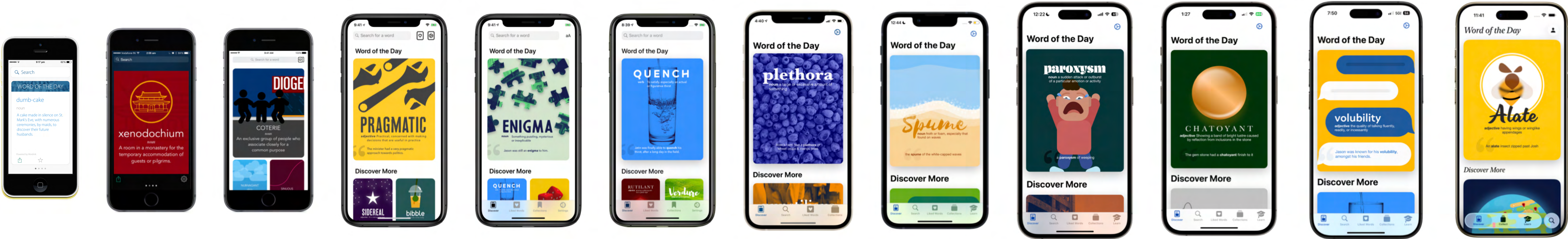
October 2012



LookUp

English Dictionary
May 2014





2014

2018

2021

2025

Life at MDes

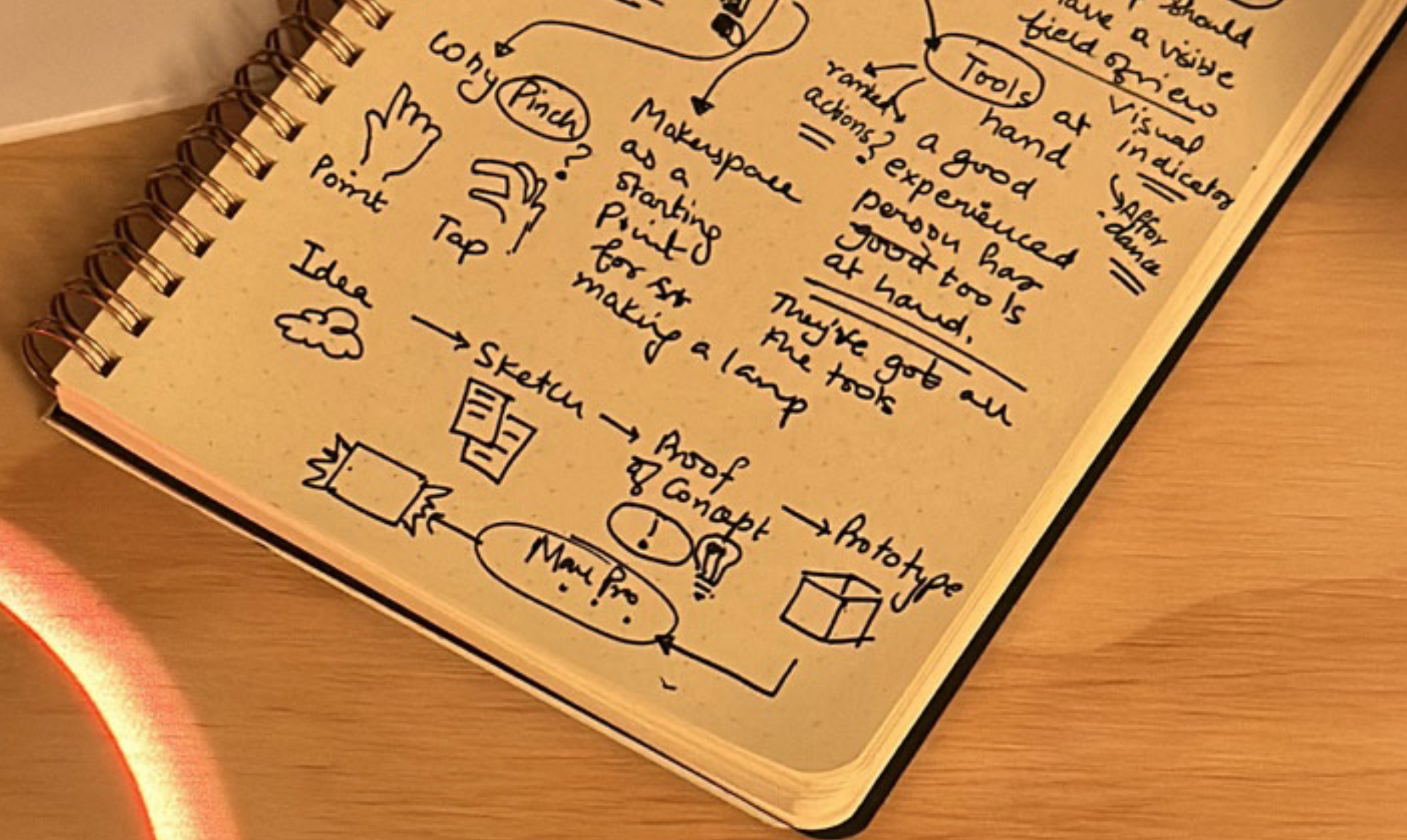
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Share Wagon

A design system and framework for reducing food waste and building a community connection through food sharing.

Vidit Bhargava



$$\int_0^4 x dx$$

Ambient Lamp

A smart lamp that transforms into a student's study tool that helps learn without being distracted by their phones.

More recently...

All Parchis

Search

**design
framework
due at
midnight**



**Email
Mudit
about new
product.**



**Ca
v
Re
abo**

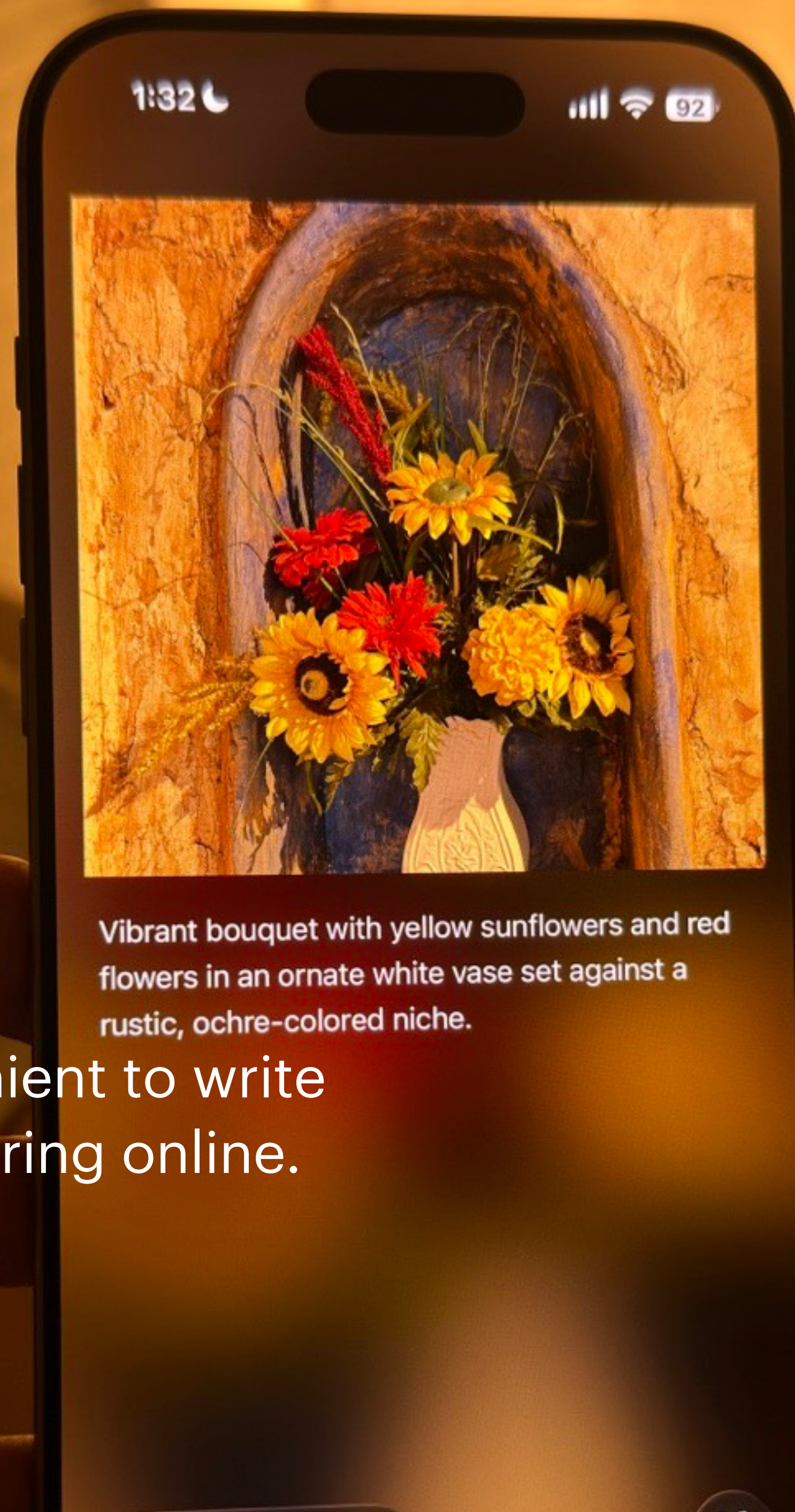


Parchi

Audio Sticky Notes for Vision Pro

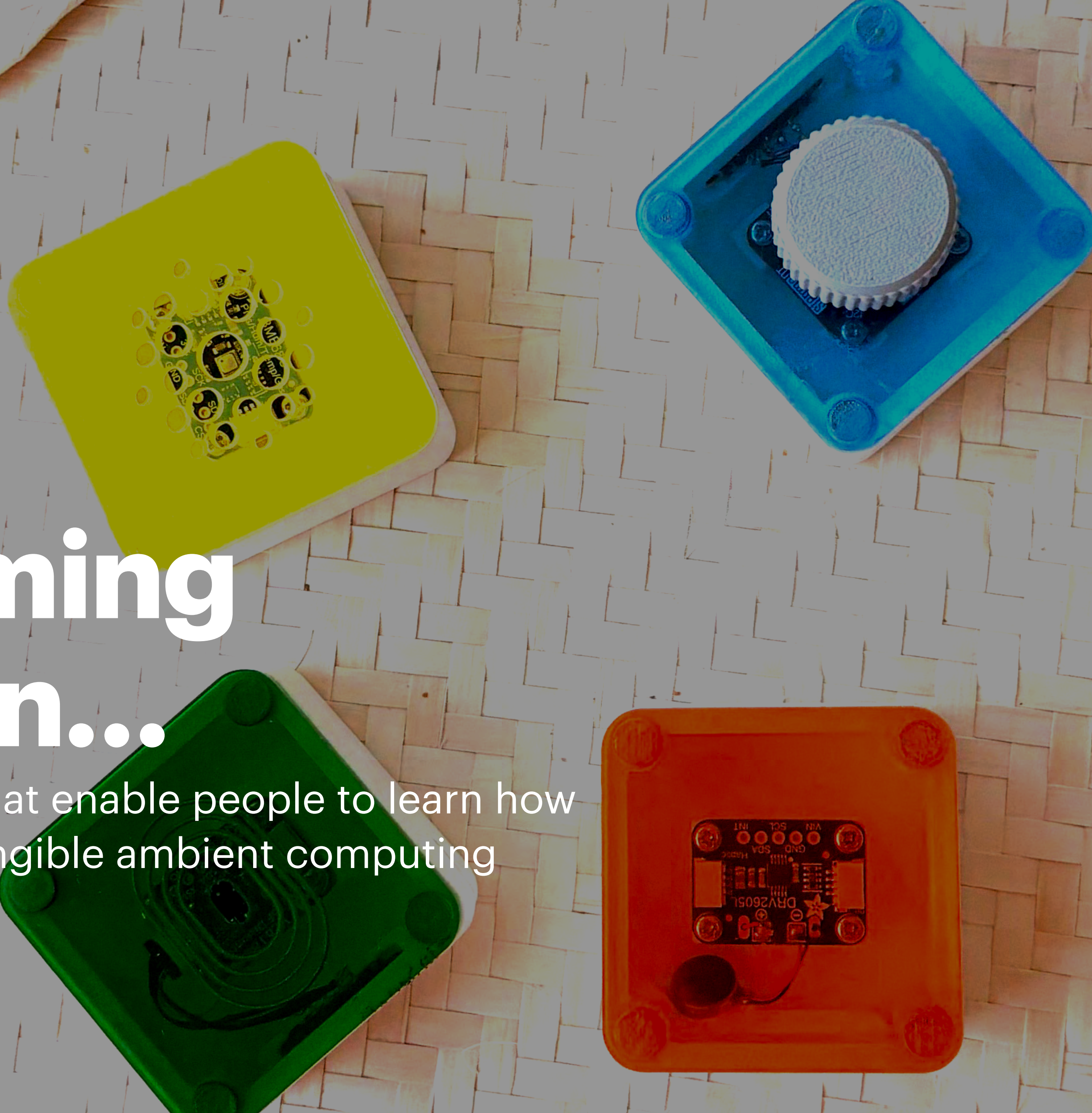
Shiuli

An app that makes it convenient to write alt-text for images when sharing online.



Coming soon...

Modules that enable people to learn how to build tangible ambient computing interfaces.

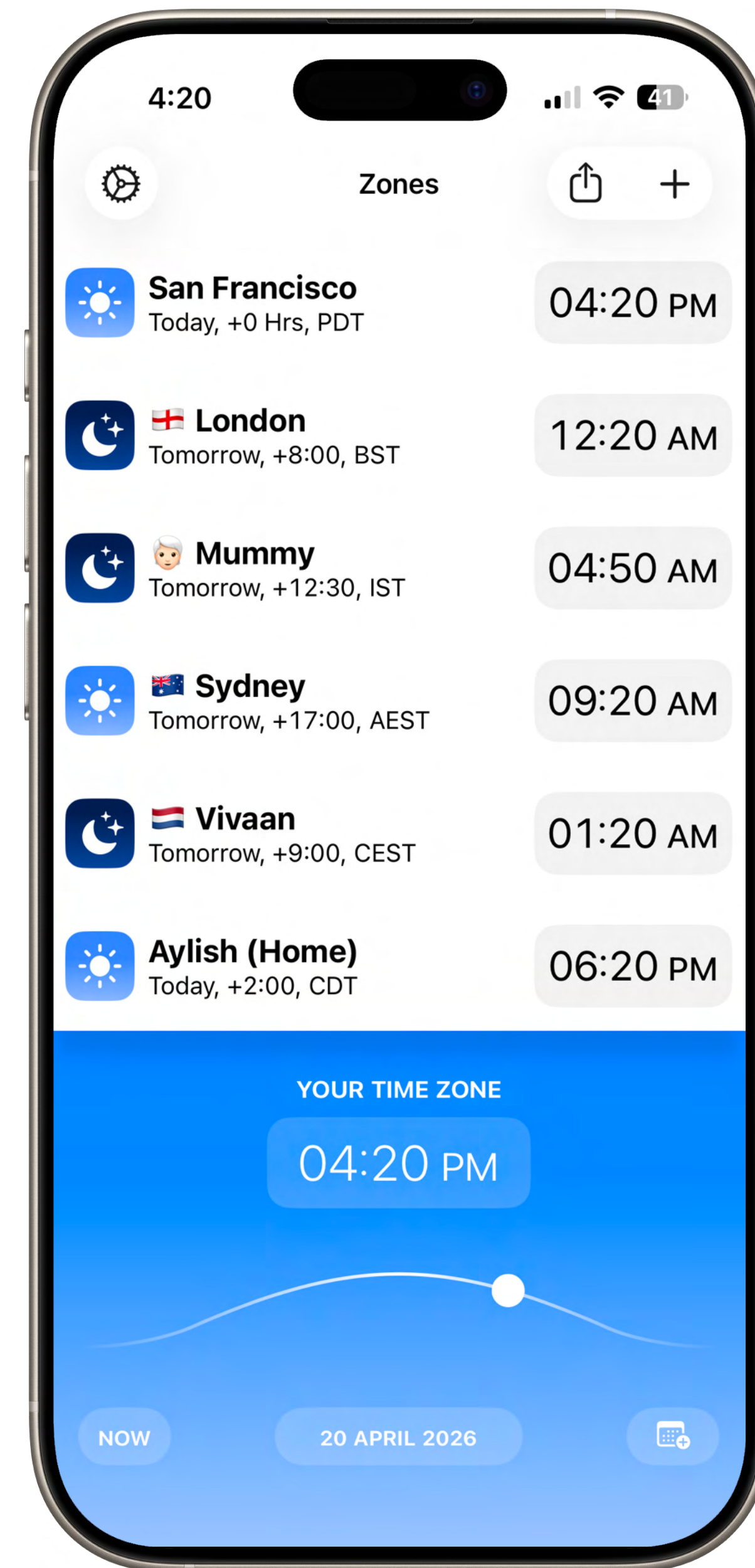
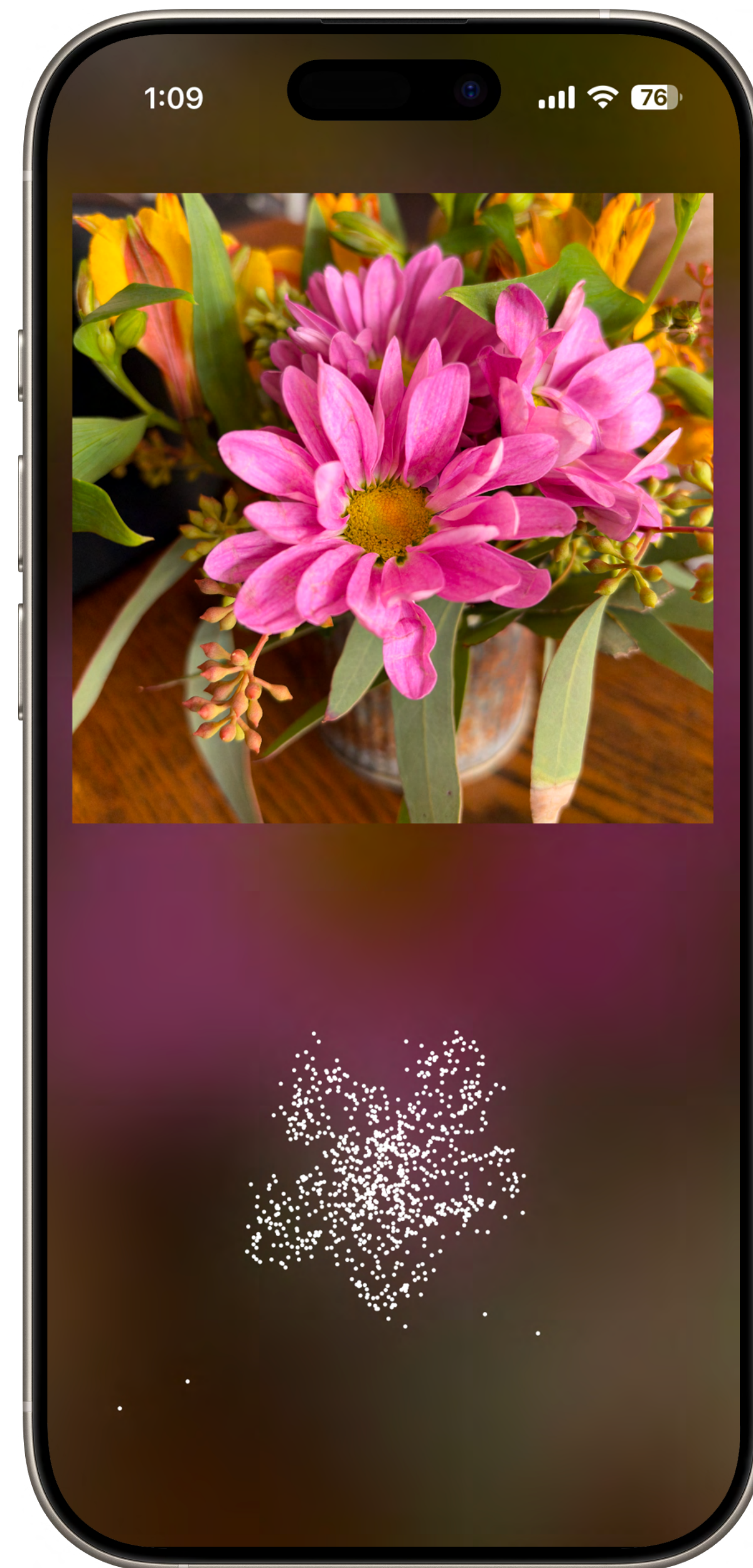
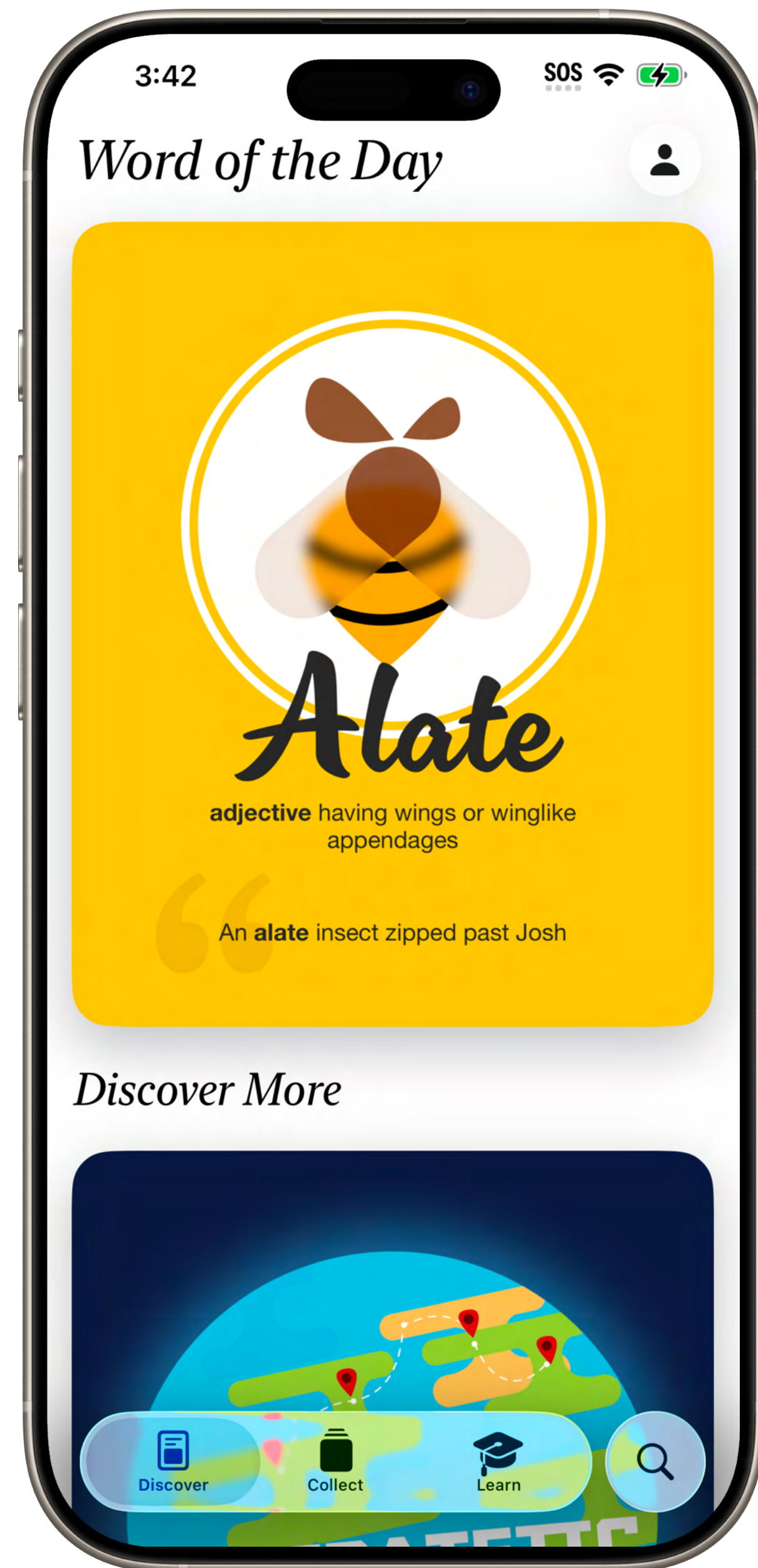


Using emerging technologies and education to empower people and communities

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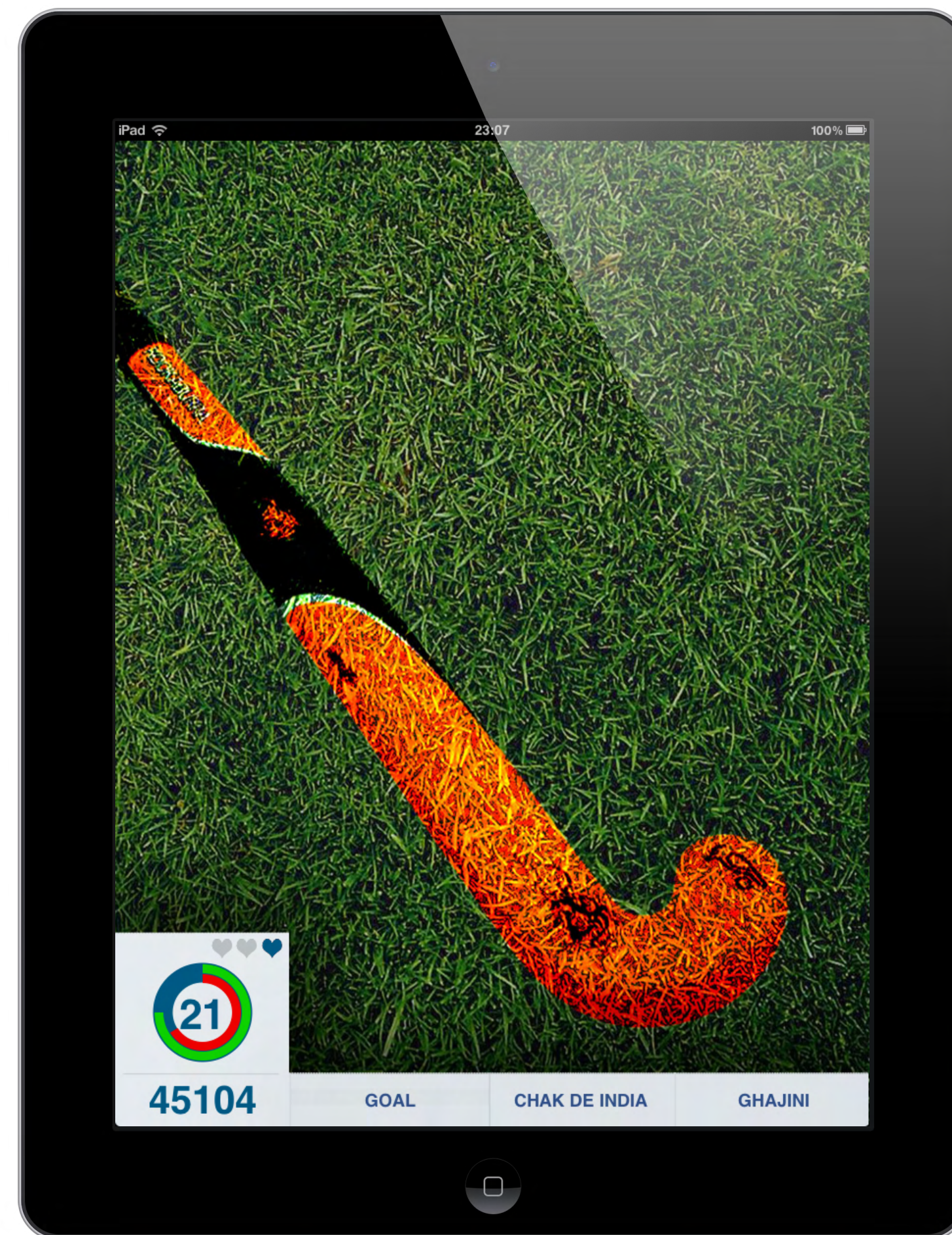


SQUIRCLE
APPS





2011



2012



2014



**Cine Connect
(Hindi)**
2011



**Cine Connect
(English)**
2011



Movie Buzz
2012



LookUp
2014



**Places
(Stickers)**
2016



**Festivities
(Stickers)**
2016



**Nerd Lingo
(Stickers)**
2017



VectorPad
2019



Zones
2022



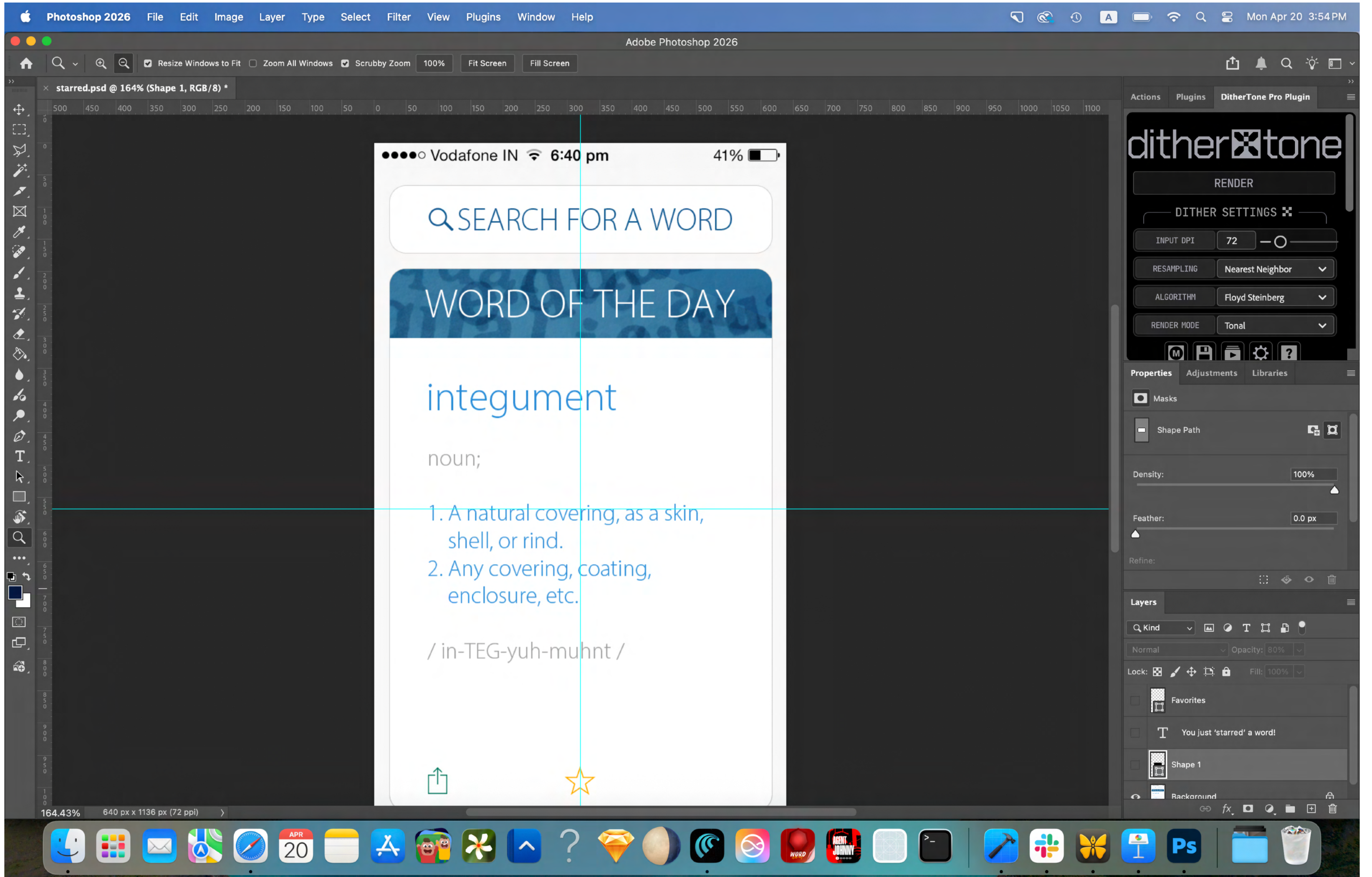
Parchi
2024



**Word of the Day
by LookUp**
2024



Shiuli
2025





~1M

People served through our products

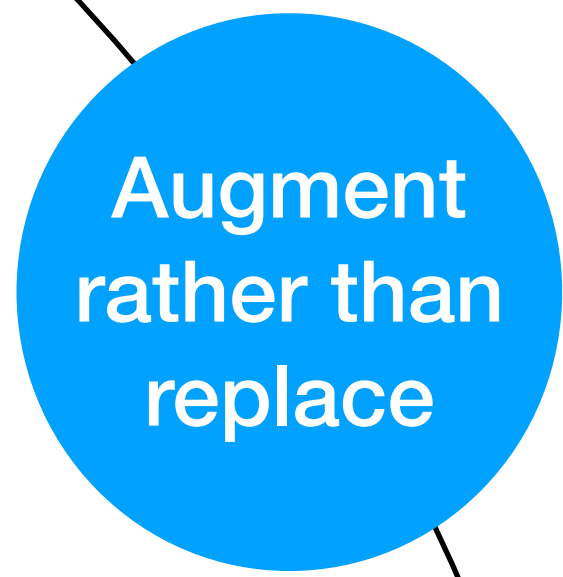
\$500,000+

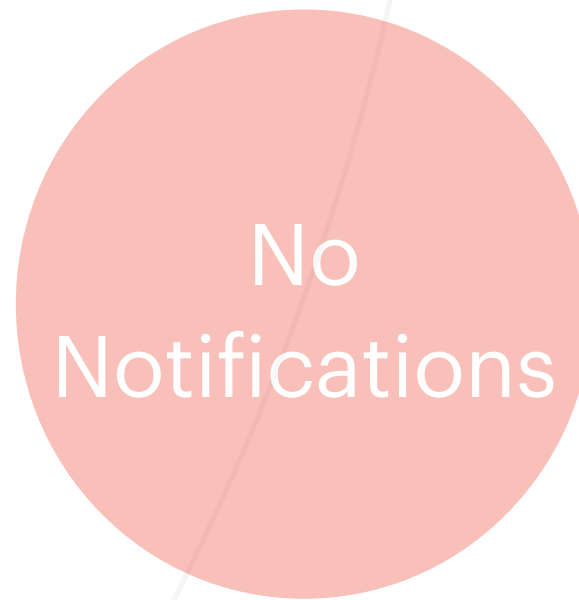
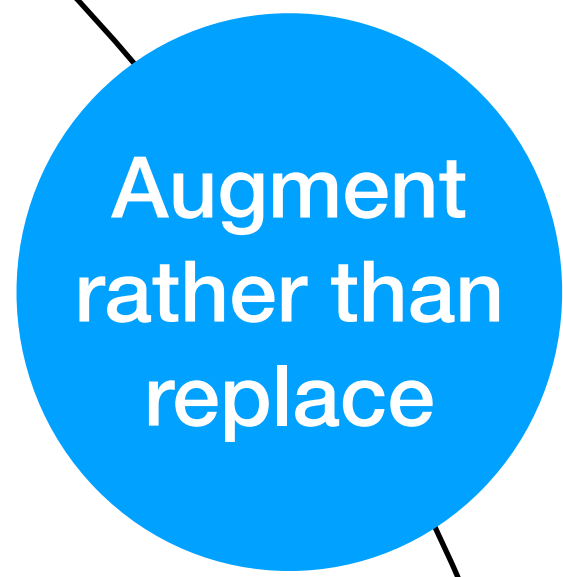
Sales

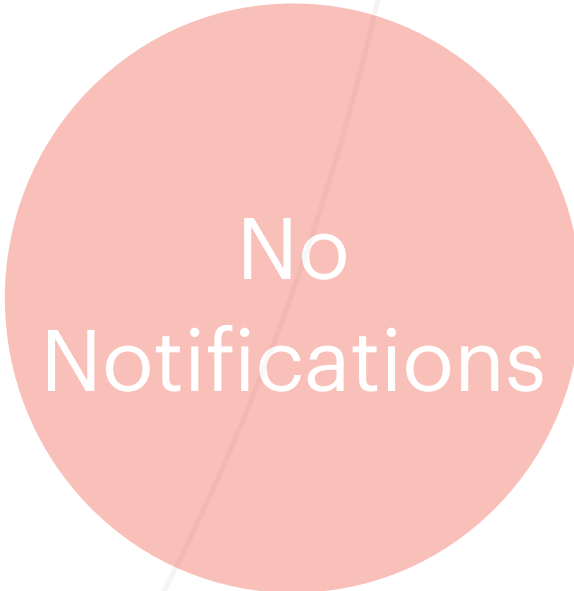
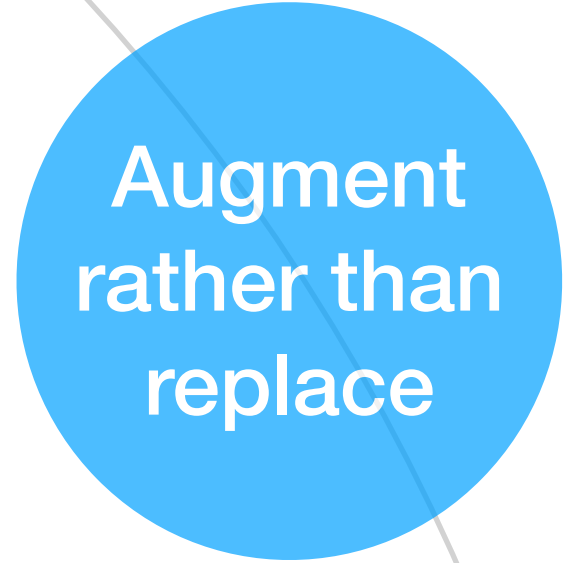
**“Sharing the words of the day helped me
build a better relationship with my
girlfriend”**

- A happy LookUp user

Designing on Principle







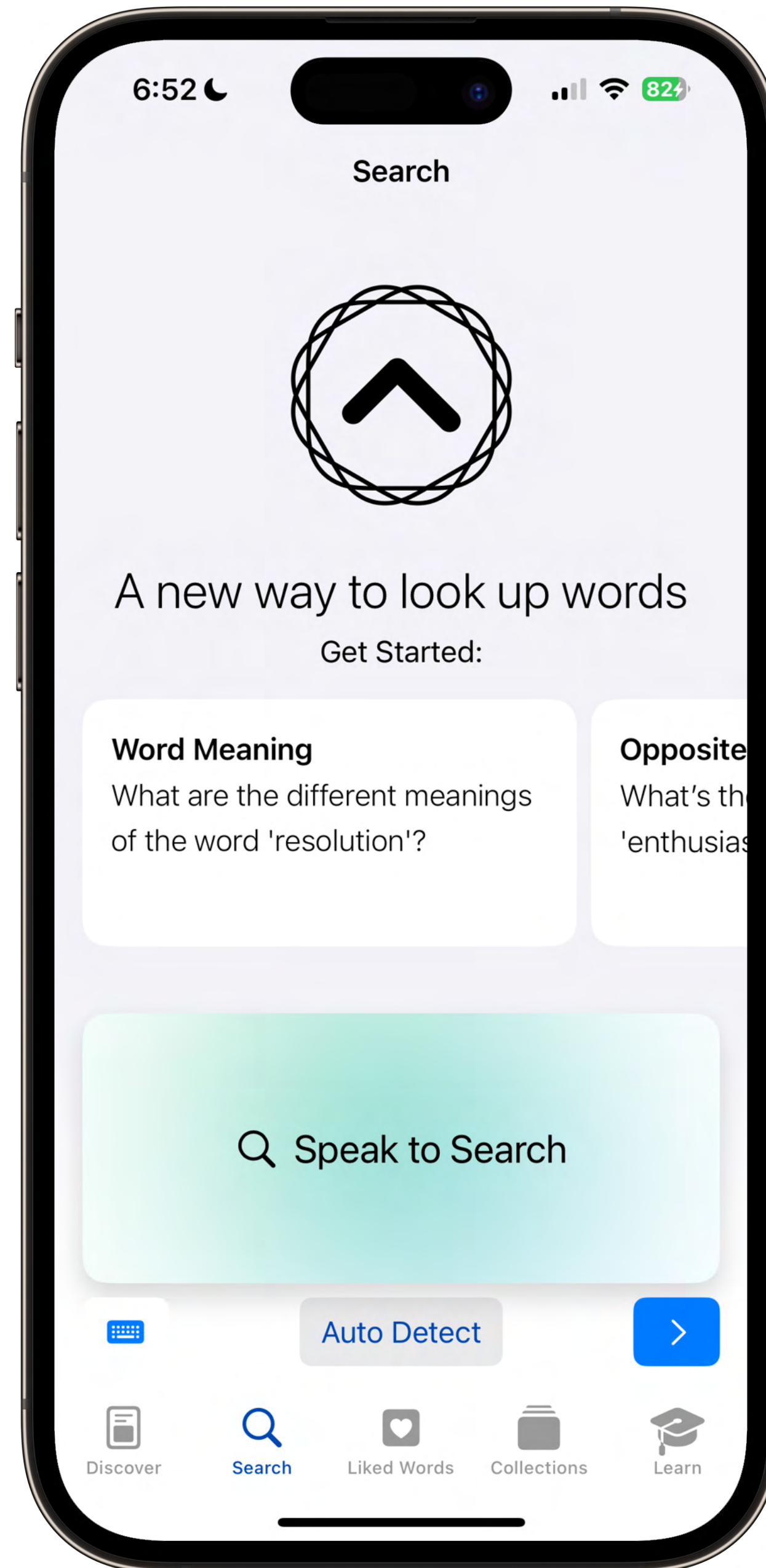
Navigating challenges when Designing on Principle

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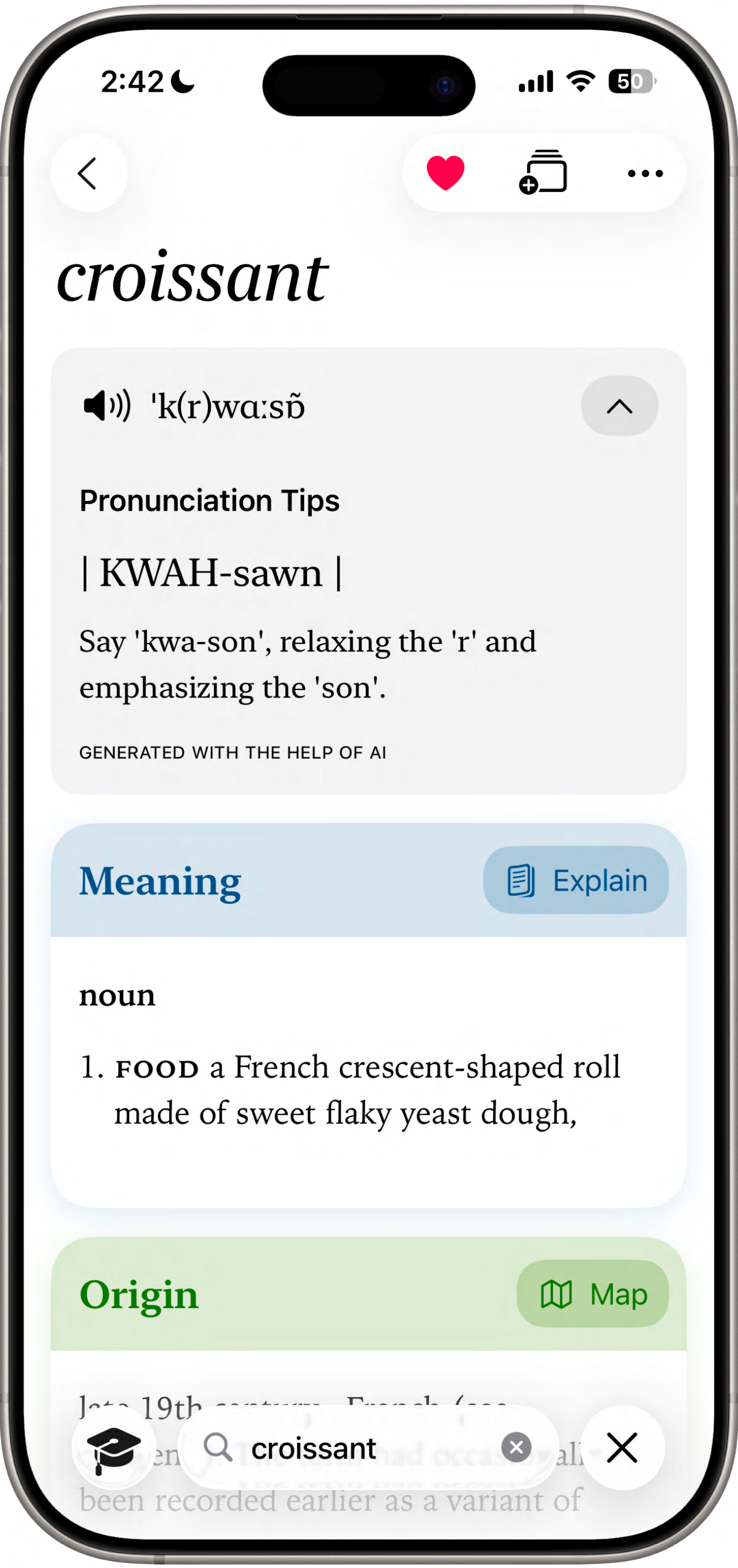
Smart Search vs Bespoke Solutions

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Make → Show → **Learn**



**People just wanted easier
pronunciations...**



2:42

50



croissant

 'k(r)wa:sɔ̃



Pronunciation Tips

| KWAH-sawn |

Say 'kwa-son', relaxing the 'r' and emphasizing the 'son'.

GENERATED WITH THE HELP OF AI

Meaning

 Explain

noun

1. **FOOD** a French crescent-shaped roll made of sweet flaky yeast dough,

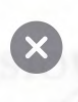
Origin

 Map

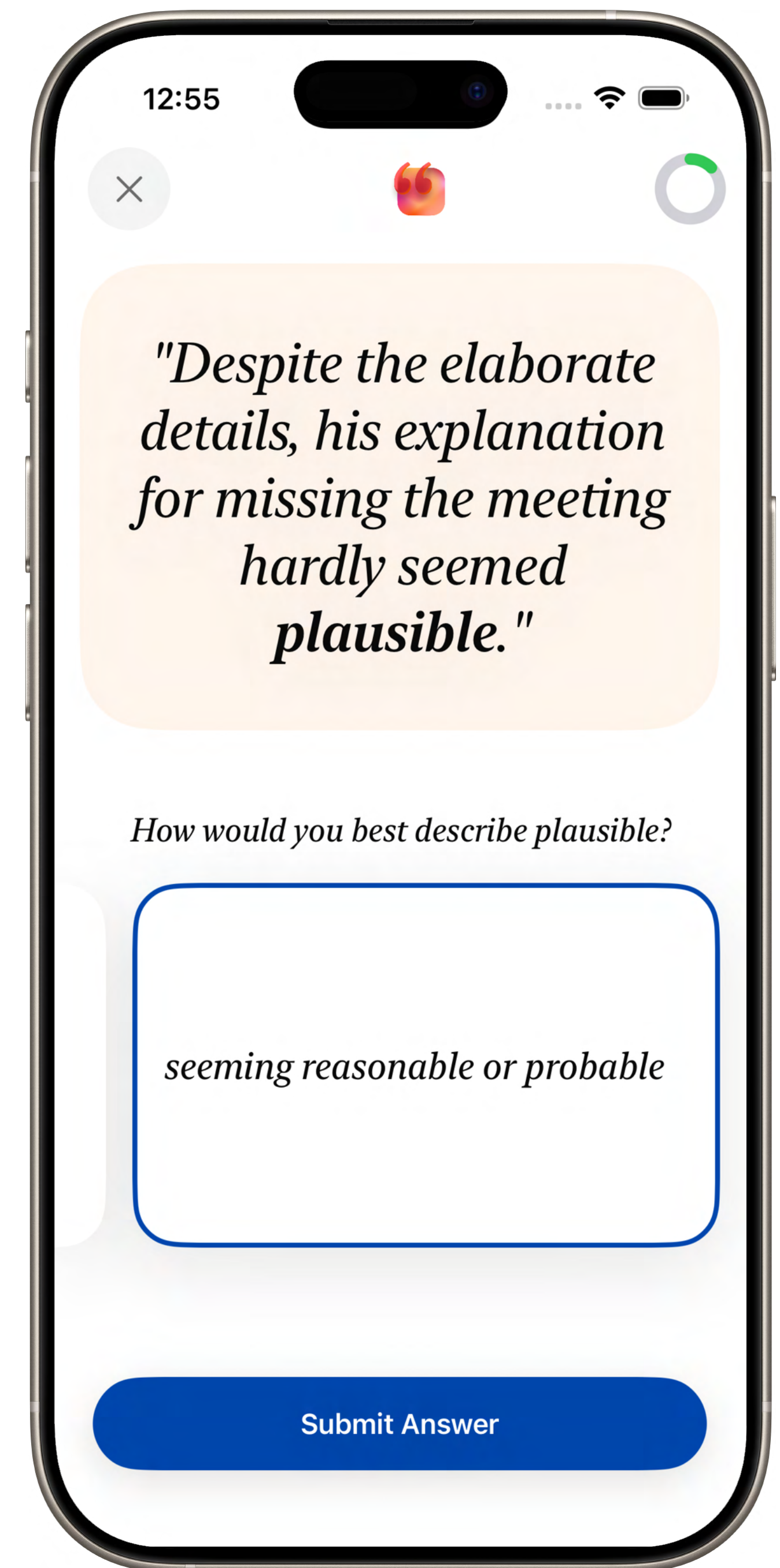
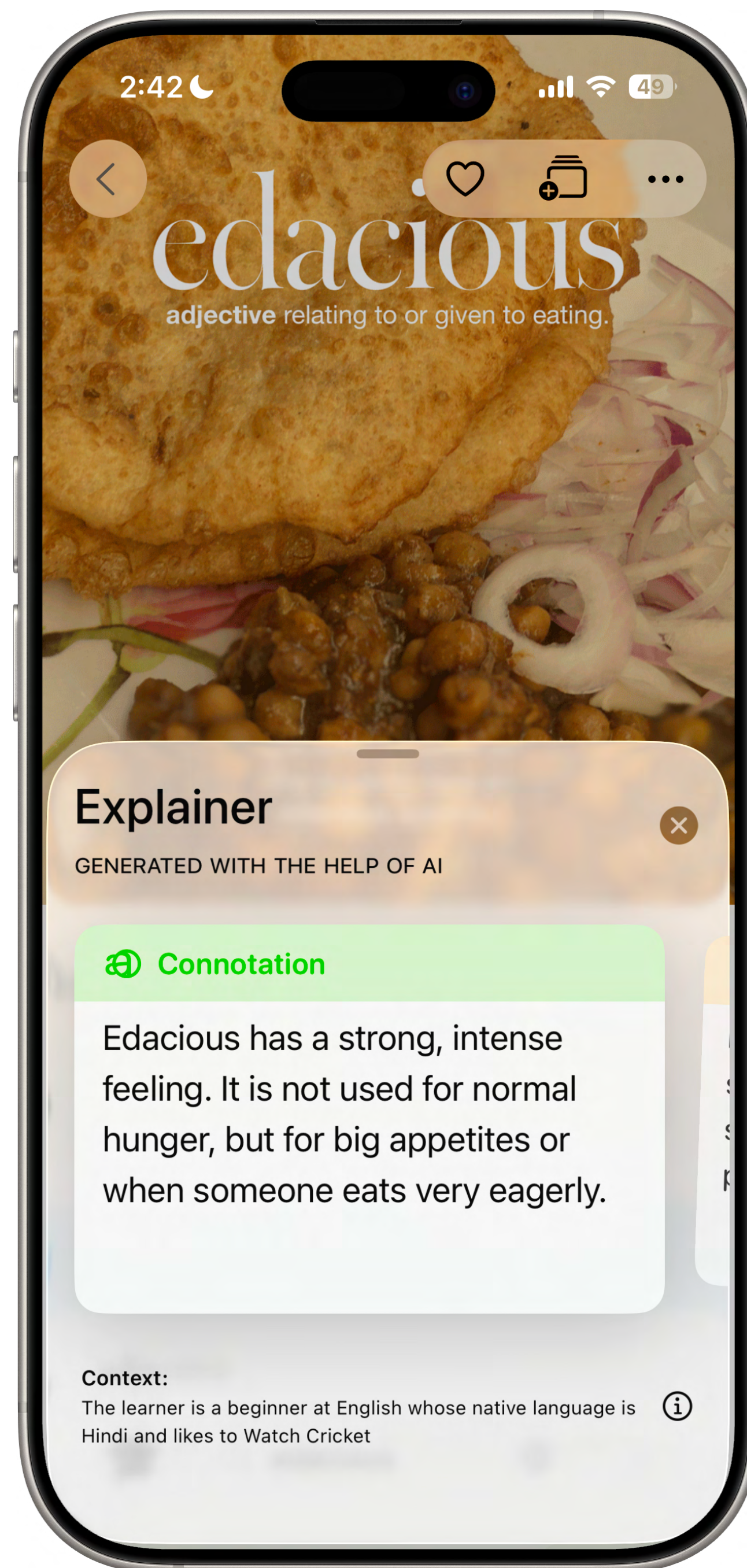
late 19th century French (from...



croissant



been recorded earlier as a variant of



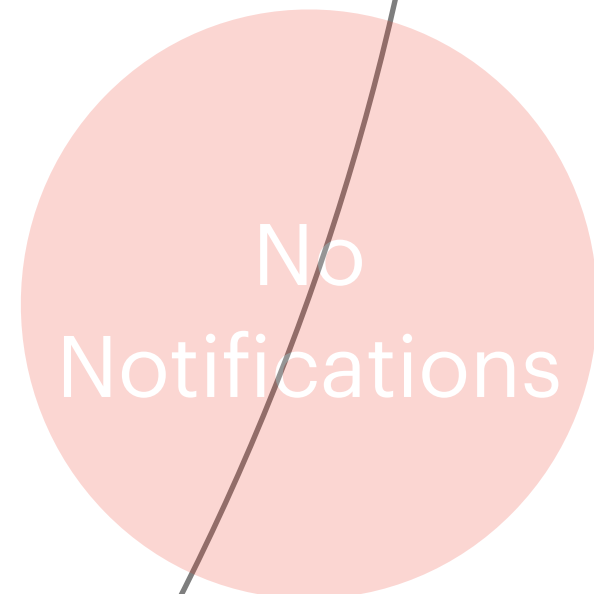
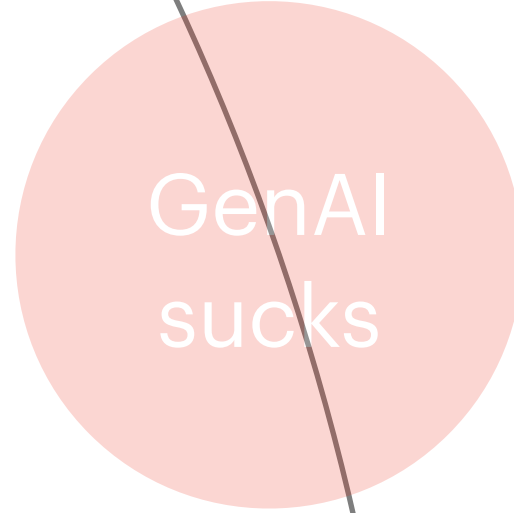
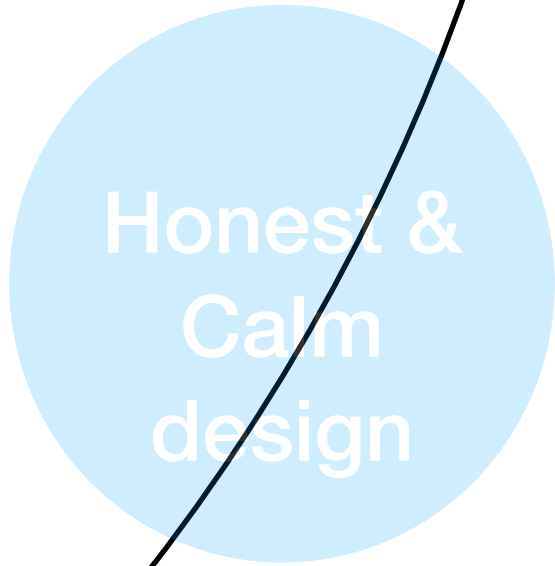
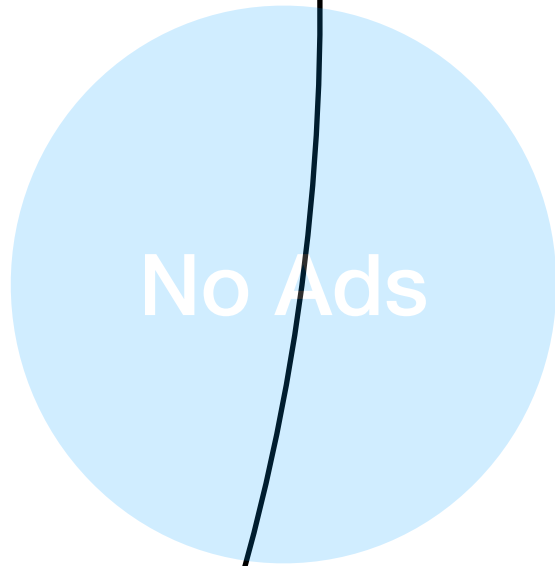
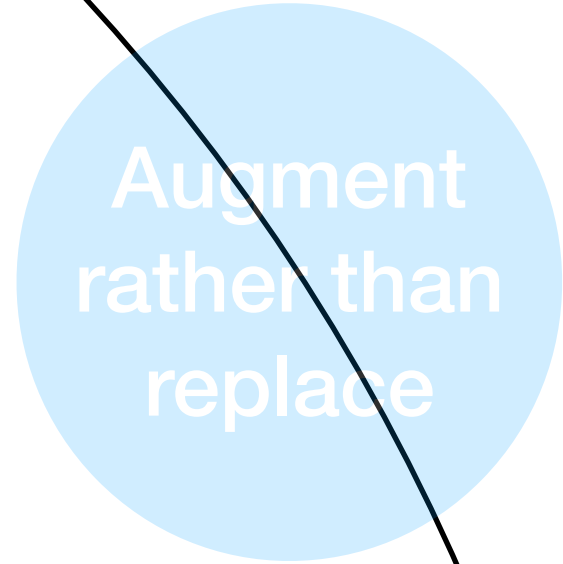
Changing business models

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Proceeds per Day

Area ▾ Days ▾ 





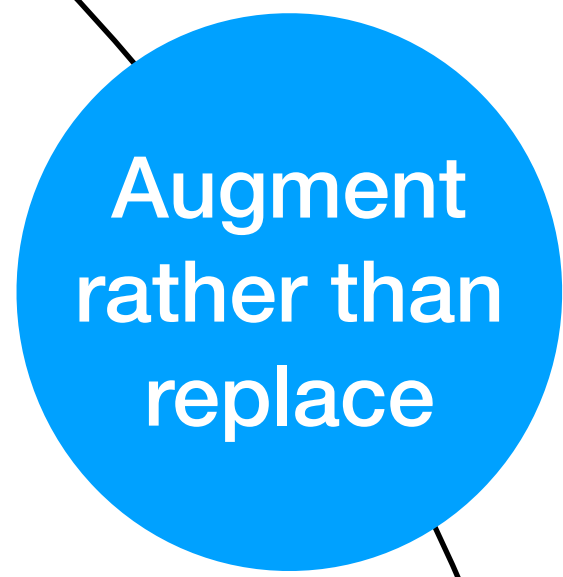
**Preacher • Prosecutor •
Politician • Scientist**

Preacher • Prosecutor •
Politician • **Scientist**

Weekly check-ins

**What works • What doesn't •
How can we change?**

The bulk of our downloads were
coming from **browsing**



**“We track what we are doing,
not what our customers are”**

— Ken Case

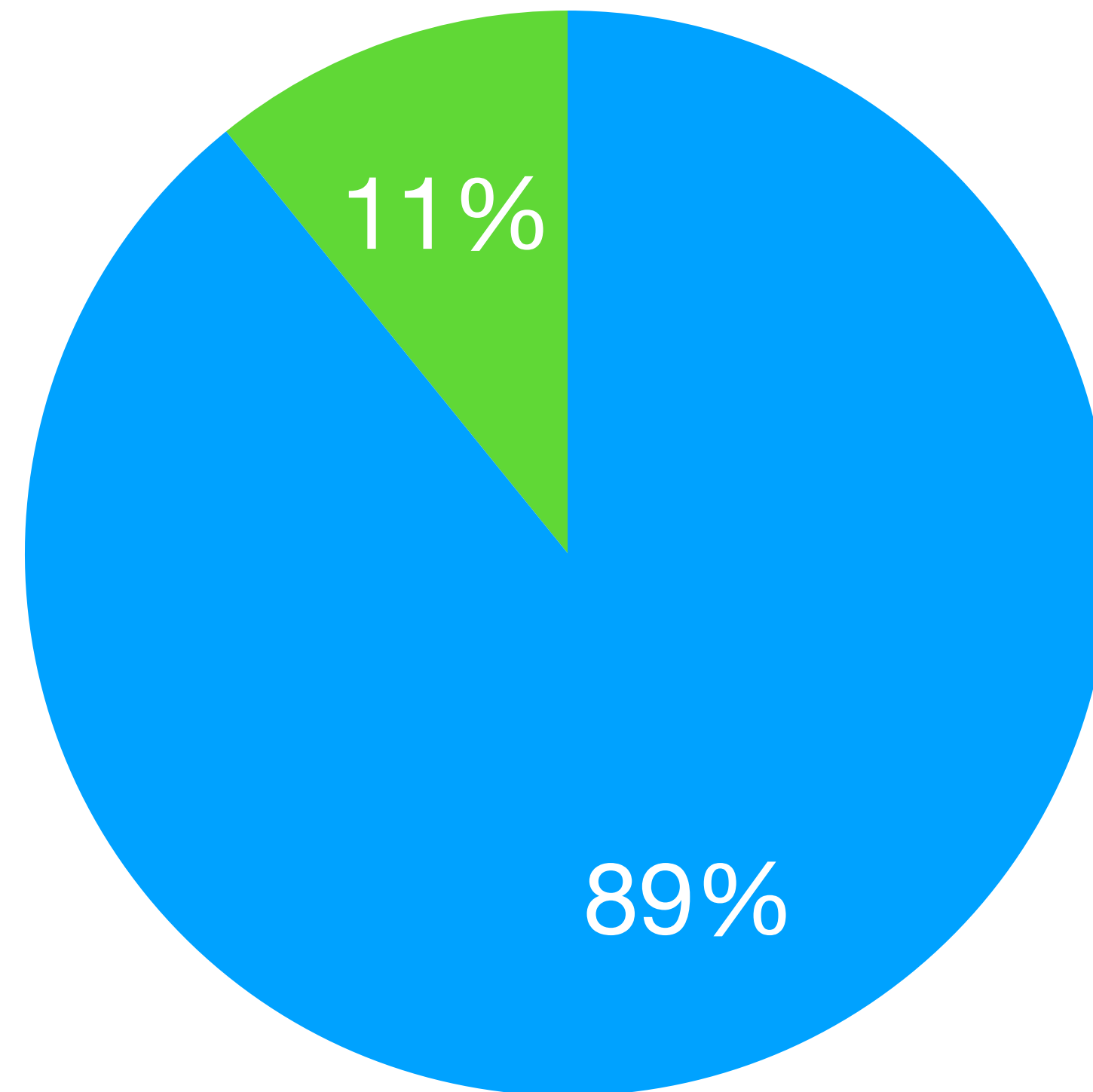
Track purchases against our ad-campaigns, but not what people do elsewhere.



Browsers



Dedicated



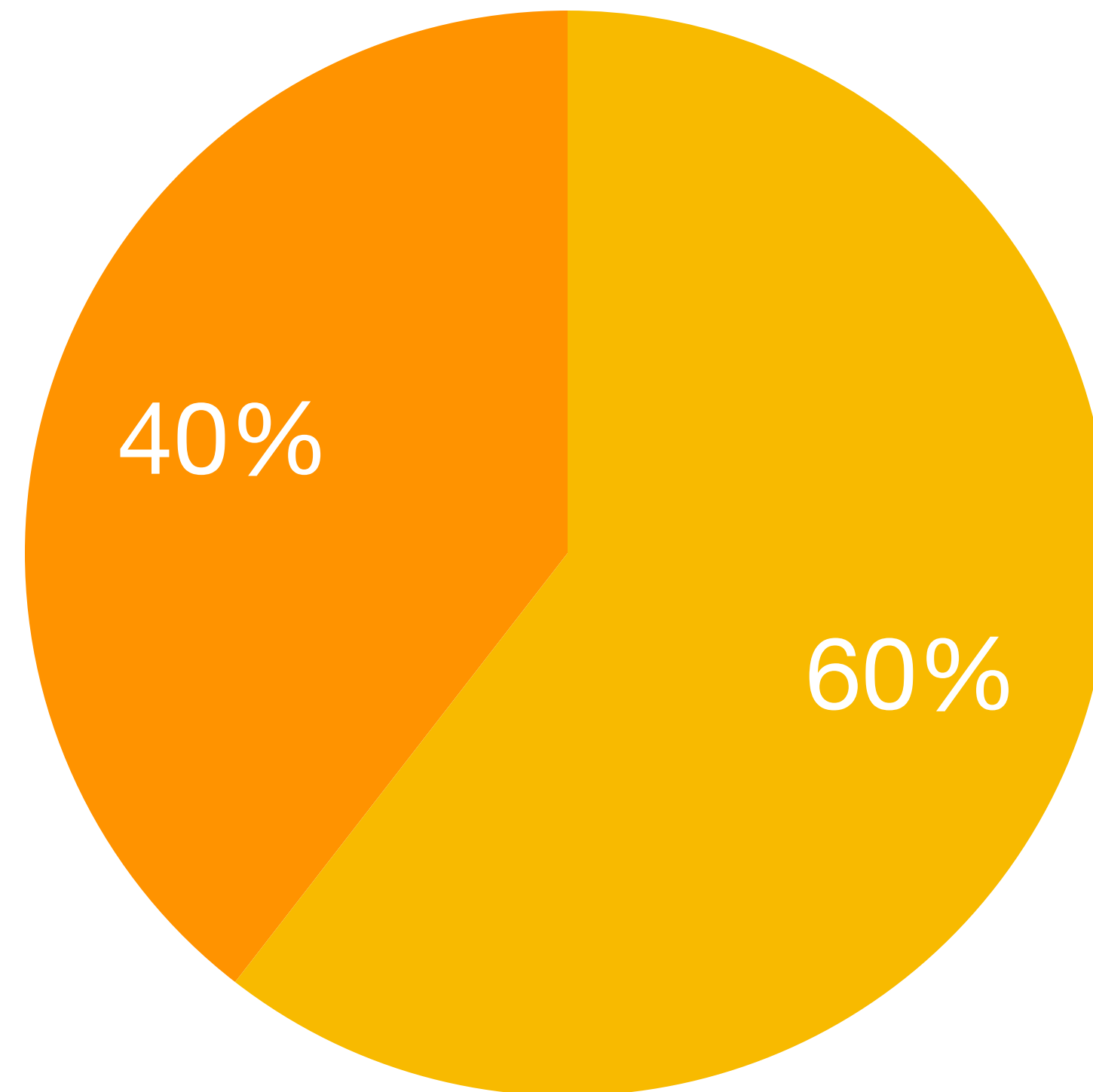
Product Views in 2023



Browsers



Dedicated



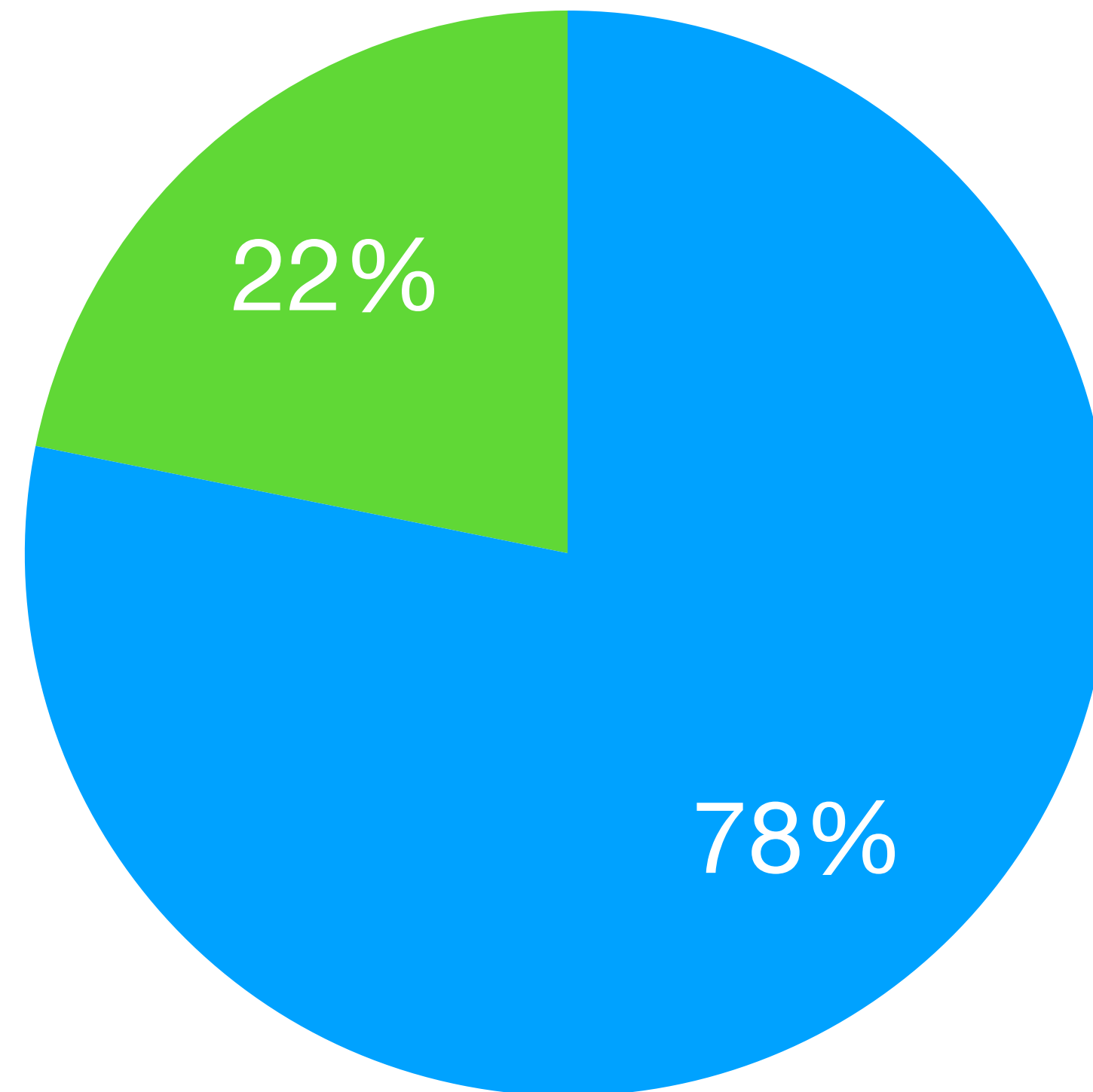
Revenue in 2023



Browsers



Dedicated



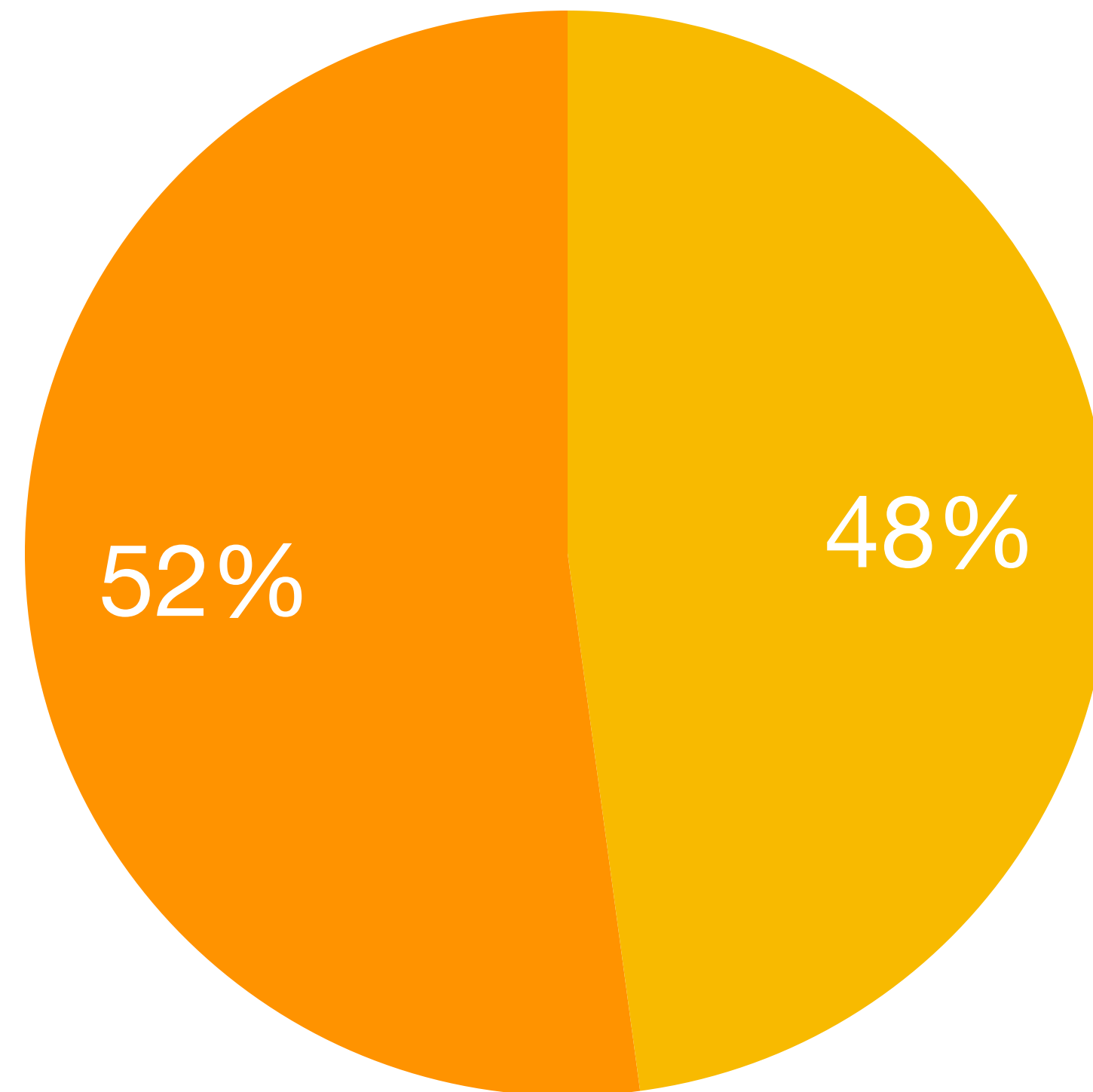
Product Views in 2026



Browsers



Dedicated



Revenue in 2026

Things I learnt along the way

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Make → Show → Learn
everything.

Be a scientist. Not a preacher,
prosecutor, or politician.

Strong principles. Loosely held.

Adapt, learn and change; in service of
your core believe.

Let's chat

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Email: viditb@berkeley.edu

or you can Slack me on the Berkeley MDes slack.