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Glossary 3

Glossary

Abbreviation	Description
3D	3 dimensional
4Cs	Customer Value, Cost, Convenience, and Communication
4Ps	Product, Price, Place, and Promotion
6-V	Value, Velocity, Visibility, Verifiability, Virtuality, Vulnerability framework
ADHD	Attention-deficit/hyperactivity disorder
ADA	Americans with Disabilities Act
AR	Augmented Reality
B2B	Business-to-Business Marketing model
B2B2C	Business-to-Business-to-Consumer model
CE	Conformité Européenne
CT	Computed Tomography
CSS	Cascading Style Sheets
D4S	Design for Sustainability
EBD	Evidence-Based Design
EMC	Electromagnetic Compatibility Directive
EPS	European Project Semester
HTML	HyperText Markup Language
HVAC	Heating, Ventilation, and Air Conditioning
ISEP	Instituto Superior de Engenharia do Porto
LCA	Life Cycle Assesment
LVD	Low Voltage Directive
MCDAS	Modified Child Dental Anxiety Scale
MRI	Magnetic Resonance Imaging
PET	Polyethylene Terephthalate
PESTEL	Political, Economic, Social, Technological, Environmental, and Legal analysis
PVC	Polyvinyl Chloride
SWOT	Strengths Weaknesses Opportunities Threats
USB	Universal Serial Bus
USP	Unique Selling Proposition
VR	Virtual Reality
ROMI	Return on Marketing Investment
RoHS	Restriction of Hazardous Substances Directive
ROI	Return on Investment
KPI	Key Performance Indicators
VAT	Value Added Tax
VOC	Volatile Organic Compounds
WBS	Work Breakdown Structure

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