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UI	:	User Interface
UX	:	User Experience
AR	:	<i>Augmented Reality</i>
UCD	:	User Centered Design
SWOT	:	Strength, Weakness, Opportunity, Threats.
TOR	:	Term Of Refrences.
5W + 1H	:	What, When, Where, Why, Who , How
B2B	:	Business to Business
B2C	:	Business to Consume