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Abbreviation	Description
ISEP	Instituto Superior de Engenharia do Porto
4 Ps	Product, Price, Place, Promotion
AI	Artificial Intelligence
API	Application Programming Interface
BT	Bluetooth
BMC	Business Model Canvas
CAC	Customer Acquisition
CPR	Cost per Acquisition
CTR	Click-Through Rate
CSS	Cascading Style Sheets
DC	Direct Current
DWC	Deep Water Culture
EPS	European Project Semester
GDPR	General Data Protection Regulation
HTML	HyperText Markup Language
ICT	Information and Communication Technology
IMC	Integrated Marketing Communication
IoT	Internet of Things
IP	Ingress Protection
KPI	Key Performance Indicators
LCA	Life Cycle Analysis
LED	Light Emitting Diode
NM	Nanometer
NSPE	National Society of Professional Engineers
PDCA	Plan, Do, Check, Act
PET	Polyethylene Terephthalate
PLA	Polylactic Acid
PLC	Product Life Cycle
QR	Quick Response
RoHS	Restriction of Hazardous Substances
SDG	Sustainable Development Goal
SWOT	Strengths, Weaknesses, Opportunities, Threats
USB	Universal Serial Bus
WEEE	Waste Electrical and Electronic Equipment
Wi-Fi	Wireless Fidelity
EU	European Union
SUS	System Usability Scale

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