

# Glossary Of Terms

## - *Business Terms*

1. LLB: Acronym for Lifelog Badge(s).
2. LLI: Acronym for Lifelog Item(s).
3. Advertising Revenue: Earning money by displaying ads on a platform or website, with revenue often tied to the number of impressions or clicks.
4. Cost Estimation Tool – A Cost Estimation Tool is a software application or system designed to help businesses, organizations, or individuals calculate and project the costs associated with a particular project, product, service, or endeavor.
5. Monetization: The process of generating revenue or profit from a product, service, or asset.
6. Freemium Model: Offering a basic version of a product or service for free and charging for premium features or content.
7. Revenue Model: A strategy or plan that outlines how a business intends to generate income, often through various monetization methods.
8. Subscription Model: A monetization strategy where customers pay a recurring fee to access a product or service on an ongoing basis.

## - *Technical Terms*

1. API (Application Programming Interface): A type of software through which two software applications can communicate with each other by exchanging information.
2. Data Visualization: It is the practice of representing complex/large amounts of information by transforming it into an easily understandable format usually through graphics.
3. Geotagging: The process of adding geographical data, like coordinates of locations that the users would like to add to their LLIs<sup>[2]</sup>.
4. Recommendation Engine: A system that employs algorithms to suggest new LLI<sup>[2]</sup> based on user data.
5. Model: A program that can make decisions given an input based on prior data.