**Scenario 1: Gaps**

C2: No, they sent it via email later in the day, I’ve brought it along. Here are the key headlines:

500 leaflets at £0.79 each, at total of £395.00

Boxing and delivery is £25.00

VAT is at 20%

Overall cost including VAT is: £504.00

**Scenario 2: Gaps**

C1: A QR code is a type of barcode that stores information in a graphical grid of black and white pixels. It can be used to link to a website, app or any digital address or file.

**Scenario 3: Gaps**

C1: VR and AR are short for virtual and augmented reality. VR uses a headset to place you in a 3D world while AR adds graphical objects into our world by overlaying them on a smartphone screen or AR glasses.

**Scenario 4: Gaps**

C1: By a pain point, I mean potential problems, difficulties and frustrations that any user might face when engaging with a problem or service. This includes current, new and potential clients.