

國立聯合大學

經營管理學系碩士班

碩士論文

建構臺灣農產品產銷履歷追溯 APP 系統
-消費者使用意見調查分析

Established Taiwanese agricultural Food
Traceability APP system- Consumer`s
suggestion survey analysis

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摘要

隨著全球食物短缺與全球化發展的趨勢，幾乎所有國家都面臨食物安全供應的問題，台灣也面臨一樣嚴酷的處境，在過去二十年內發生系列的食安事件，我們認為：吃安全的食物、喝乾淨的水，擁有良好衛生的環境是做為人的基本權利。

為保證台灣食物的安全，行政院衛福部頒布許多食安法規以規範食品業者，其中農產品溯源系統最近被強調與重視，有效的農產品溯源系統不僅可改善農產品品質與安全，當食安事件發生時，也可快速回溯或者退回問題產品，以保障多數消費者的健康。

由於手機普及與資訊網路無所不在的特性，利用手機實作農產品溯源系統已成目前的發展趨勢，我們可善用之以提供低成本、高品質、輔助人們監控、評估、與修正，而且手機 APP 技術可用來提供個人服務，與各種族群特定需求的服務。其好處包括：降低交易成本、及時搜尋與審核、與讓消費者獲得新鮮安全的農產品；在手機農產品的溯源系統中的資料傳輸與異動包括：農產品資訊的搜尋、蒐集、分析與建議等。

在本論文研究中我們著重於實作一個農產品的溯源系統，並已解決下述相關課題如：透過問卷分析蒐集使用者的需求，完成溯源系統的資料分析與設計，匹配使用者需求與資料提供內容的邏輯，政府開放網路資料庫的取用連結，採用快速雛型設計法完成介面設計，最後，並討論消費者與農產品供應者對此溯源系統平台的使用意願與建議。

關鍵詞：農產品溯源系統、食安事件、問卷分析、快速雛型發展法、APP 應用、MIT APP inventor 2

Abstract

As the food shortage and globalization trend around the world, almost every nations facing the problems of food safety and security. In Taiwan we face same serious situation, since a series of food events have happened in the past twenty years. We believe that to eat secure food, to drink clean water and to have good sanitation are the basic human right for people.

To guarantee the food security and safety in Taiwan, the Health Department of Taiwan Provincial Government had issued various types of regulation and standard to food industries. Among them the food traceability system is stressed recently. The role of an efficient food traceability system is not only to improve food product quality or safety, but also to enable rapid recalls or withdrawals of food products as the event of food crises happening.

To implement the food traceability system by cell phone is a trend, since mobile phones provide a pervasive and fairly ubiquitous infrastructure, which we can leverage to provide cost-effective, high quality aids to behavior monitoring, evaluation, and modification. Additionally, the APP technology can be used to provide personalized services that may otherwise be unavailable to certain target groups, youth, for example, and members of low-income communities. The advantage includes reducing the transaction cost, searching and surveying in real time, and getting fresh and secure agri-product for customers. The data transmission involving for mobile traceability system of agri-product includes: searching, gathering, analyzing, and suggesting of agri-product information.

In this study we focus on implementing a traceability system, and resolving the problems including gathering the user requirements by questionnaire, settle the data analysis and design for traceability system, matching algorithm (information about users' requirements and content), web public data base and app interface design by quick prototype development method. Finally, we also discuss customers' and farms' intention to join and try the new platform.

Keyword: food traceability system, food safety and security, questionnaire, quick prototype development, MIT APP inventor 2.