

A background image of a tea plantation with rows of tea bushes. A semi-transparent light green circle is centered over the image, containing the title text.

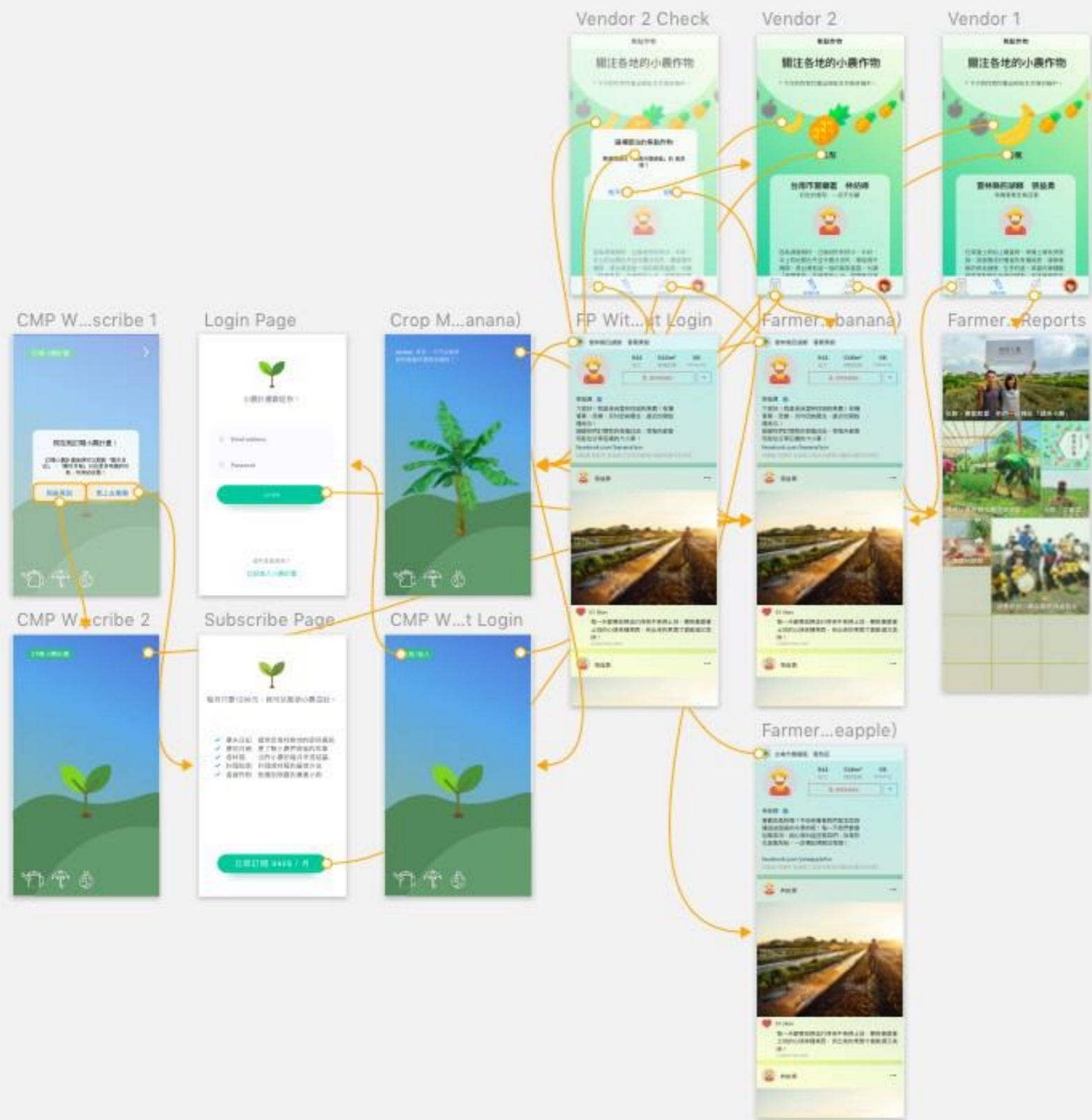
# 小農 計畫

#38 喝一杯水



A close-up photograph of a pair of hands holding a large bunch of dark purple grapes. The grapes are clustered together and have a slightly dusty or waxy appearance. The hands are positioned on either side of the bunch, with fingers gently gripping it. The background is blurred, showing what appears to be a light-colored surface, possibly a table or a wall. The overall lighting is soft and natural, highlighting the texture of the grapes and the skin of the hands.

「讓友善栽種的小農  
可以用他們所滿意的售價售出高品質作物。」



# 原型介紹影片



合作關係





務農紀錄  
服務費

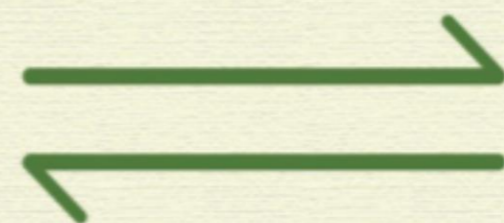


穩定客源(採購)  
曝光量  
接近市場  
包裝、行銷  
檢驗輔導、補助金



free >>

虛擬作物  
農夫日記



訂閱費



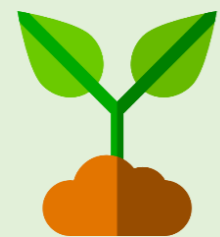
食材箱 食譜  
營養成分

小農月報



# 原型測試

# 主頁面是虛擬作物，搞不清楚計畫目標



修正：

將主頁面改為小農日記，切合計畫訴求



# APP上未付費的功能很少，不會想加入



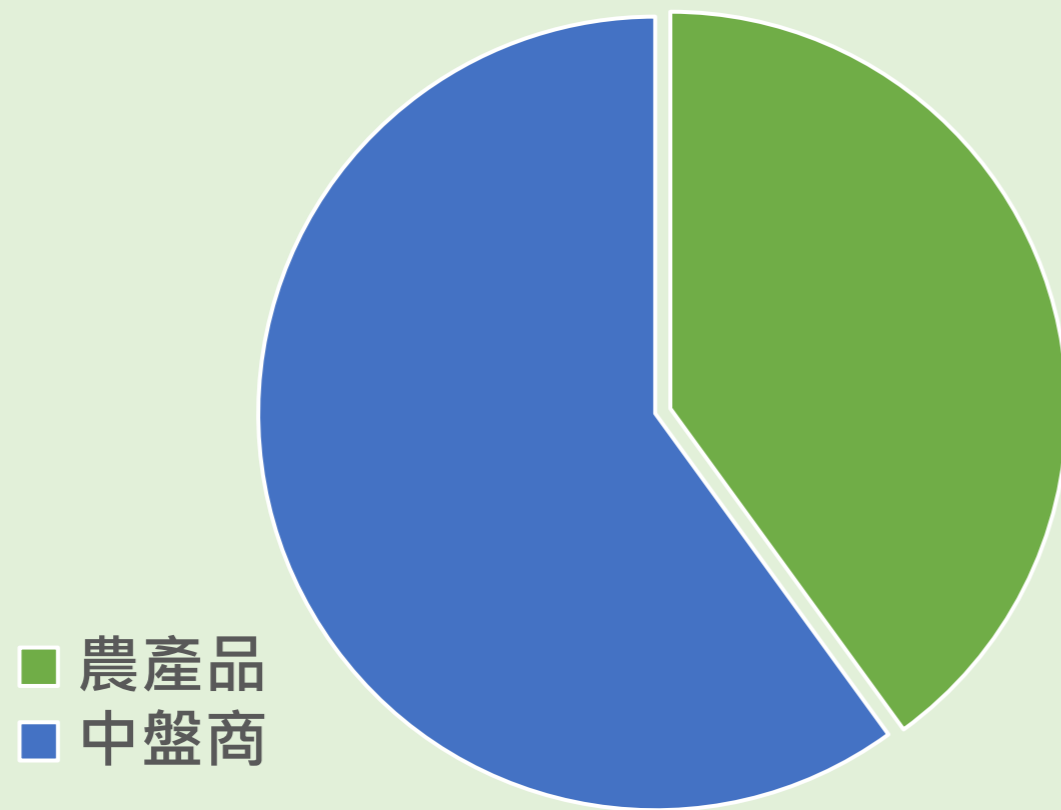
修正：

讓使用者在加入計畫之前能更認識小農

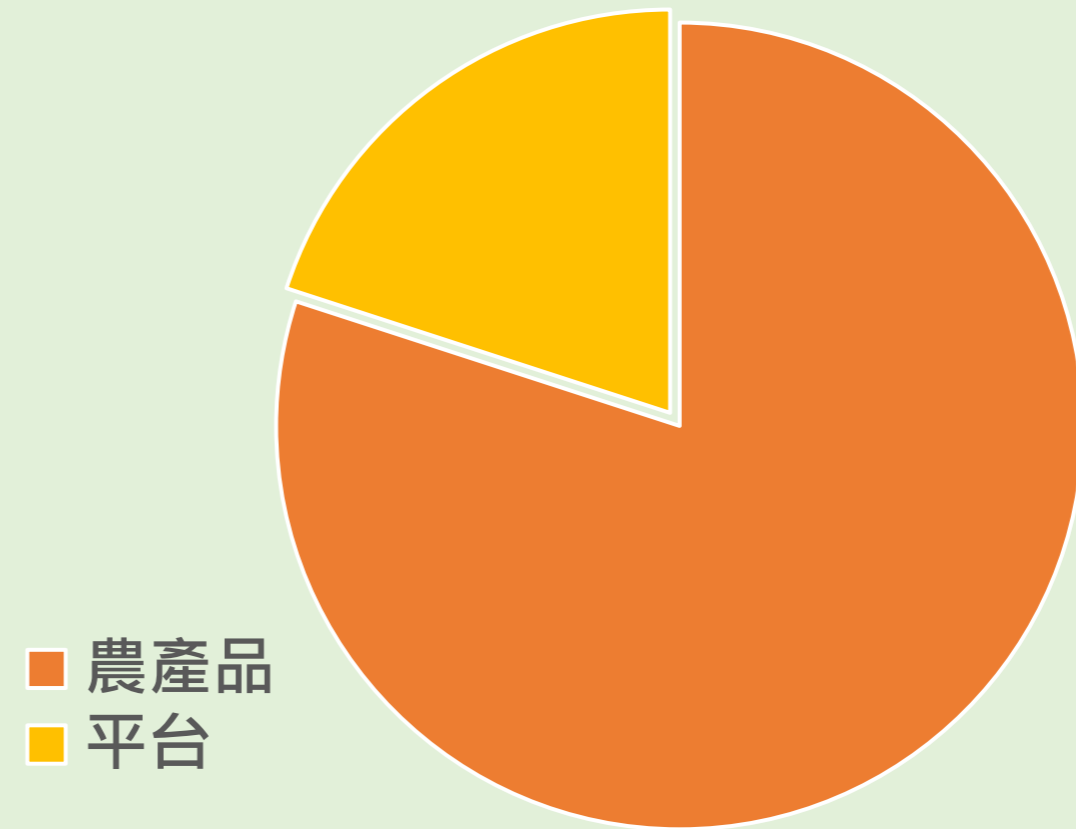
可以免費瀏覽「小農日記」和「虛擬作物」的功能



# 我付的錢會不會都是被平台拿走？



傳統果菜市場



小農計畫

