

Justification for the Cancellation of the Consumer-Centric Mobile Application Deliverable

The TRACE-RICE project aimed to enhance transparency and traceability in the rice supply chain through the development of innovative tools and technologies. Initially, the deliverable included the development of a consumer-centric mobile application to provide detailed information about the origin, quality, and agricultural practices associated with rice products. However, this deliverable has been canceled due to the integration of the same functionalities into the QR code labeling system, which proved to be a more efficient and accessible solution.

Reasons for Cancellation

1. Redundancy of Information Delivery

- The QR code labels, implemented as part of the TRACE-RICE traceability system, already provide comprehensive information to consumers. By scanning the QR code, users can access details regarding:
 - Rice origin and production location.
 - Agricultural practices and sustainability reports.
 - Quality attributes and certifications.This integration rendered the mobile application redundant, as the same data is readily accessible through a simpler, more universal platform.

2. Improved Accessibility and Usability

- QR code technology is platform-independent, allowing any consumer with a smartphone and a QR code scanner (built-in or downloadable) to access the information without needing to install a dedicated application. This approach enhances user convenience and broadens accessibility to a larger audience.

3. Cost and Resource Efficiency

- Developing and maintaining a mobile application would require significant additional resources for design, updates, and technical support across multiple platforms (iOS, Android, etc.). Redirecting these resources to improve and expand the QR code label functionality ensures better allocation of project funds and efforts.

4. Alignment with Consumer Behavior Trends

- Consumer trends indicate a preference for quick and easy access to product information without the need for dedicated applications. The QR code solution aligns with these preferences, allowing users to instantly obtain details with minimal effort.

5. Enhanced Focus on Core Deliverables

- By consolidating traceability and consumer engagement efforts into the QR code system, the project can focus on delivering other high-priority outcomes, such as improving traceability workflows and ensuring the reliability of data integration along the supply chain.

Conclusion

The decision to cancel the mobile application deliverable and prioritize the QR code labeling system ensures that the TRACE-RICE project achieves its goals of

transparency, accessibility, and sustainability in a more streamlined and consumer-friendly manner. This adjustment reflects a pragmatic and cost-effective approach to meeting project objectives while addressing consumer needs effectively.
