

National Cheng Kung University
Institute of Creative Industries Design
Master's Thesis

從消費者到投資者的旅程：設計適合年輕人的金融AI助手，推動可持續購物、儲蓄與投資
**The Journey from Consumer to Investor: Designing a
Financial AI Companion for Young Adults to Help with
Sustainable Shopping, Saving, and Investing**

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July 2025