

**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，推動可持續消費

**The Journey from Consumer to Investor: Designing a  
Financial AI Companion for Young Adults to Help with  
Sustainable Consumption**

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