

Results

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Expected Findings

- During the preparation of this research proposal, I conducted a preliminary round of face-to-face interviews using 21 open-ended probing questions using a convenience sampling of NCKU students on campus between ages 19 and 29, a total of 12 respondents. The interviews lasted between 9 and 21 minutes and were conducted to get some initial feedback on my research idea, the respondents' daily routines, app usage, feelings towards financial questions, including investing, relationship with nature, and environmental sustainability. These preliminary conversations led me to emphasize more on the financial journey, i.e., to consider the importance of the shopping, savings, and payments apps students already use daily, which could serve as an entry point to becoming an investor. I expect my future research findings to confirm this initial idea and offer diverse ways and examples of what that path could look like in practice.

Prototypes

- Sustainability is hard. Green Filter helps you find companies that are making a true effort and build closer relationships through shopping, savings, and investing. Green Filter helps you find companies that are making a true effort to become sustainable and build closer relationships through shopping, savings, and investing
- Gather requirements and build a prototype for the next-generation investment app for young adults. Improving the user experience for young adults getting started with (green) investing. What would a "Tinder for (Green) Investments" look like? How can we make the logistics of investing so easy to use and take into account my values?
- My thesis core message is : everyone should change from consumer to sustainability investor (define these terms in the thesis). how to do this? can help you become from consumer to investor i believe there's space for a product like that. your green investing

friend find the companies tackling certain problems and invest in them using crypto
business can be a force for good

‘Shopping-as-Investing’

- Consumer purchases are an indicator of demand. If demand trends down, companies will stop producing this product.

‘Investment-as-Product’