

ABSTRACT

APPLICATION DESIGN (UI/UX) INSURANCE PRODUCT MARKETPLACE

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Humans have unpredictable events in the future such as accidents, natural disasters, illness, and even death. Seeing these events can certainly cause a risk of loss of life and non-life, so we need a guarantee that can overcome or reduce that risk. One way to overcome or reduce uncertain risk is to use insurance. There are still many people who have not used or participated in insurance due to several things such as lack of understanding of insurance products, having to contact an agent or have a bank account, and the amount of premium payments being high and having to commit to paying. From the questionnaires that have been conducted, the complicated insurance claim process becomes the highest obstacle when choosing insurance with 54.9% followed by difficulties in comparing companies and types of insurance by 52.9%, lack of understanding related to insurance by 37.3%, and insurance premiums that unreachable by 35.3%. Based on the problems and information that has been described, a marketplace insurance application is designed that provides insurance products and works to collect various types of insurance by ensuring the security of user documents (data security), and ease of payment (instant payments) so that users can make transactions quickly, easy, and convenient. The application design prototype design project has been able to assist users in completing insurance transactions. The design of the application already has a good appearance and is easy to use by users. From the results of the tests that have been carried out, both the mobile application prototype and the website get a total success rate of above 90% in terms of purchasing insurance, making claims, comparing insurance, and using the robo guide feature.

Keywords : *Application, Marketplace, Insurance*