ABSTRACT

In the digital era, technological transformation is a key element in improving the efficiency and effectiveness of business operations, especially in highly regulated industries such as the financial sector. The insurance industry lags behind in digitalization compared to other financial sectors. This causes several obstacles in service, such as operational inefficiencies that cause high operational costs. To remain competitive and relevant, insurers need to adopt digital transformation. This research aims to develop a web-based insurance product sales system using the ICONIX Process software development method. This method emphasizes simplification of the design process with a focus on user needs as well as a clear and detailed analysis of requirements. The development of this system follows the stages of requirements formulation, analysis, design/design, as well as implementation and testing. This system has main features such as user management, product management, document template management, submission data management, submission verification, as well as a digital signing system and document authenticity verification. This insurance product sales system consists of a front-end application developed using the JavaScript programming language with the Vue3 framework, as well as a back-end application developed using the TypeScript programming language with the Express.js framework. The database management system uses PostgreSQL with Prisma's Object-Relational Mapping (ORM). The system was tested using the black-box method, with 65 test items with a 100% test result indicating that the system worked well for all test scenarios tested.

Keywords : Digital Insurance, ICONIX Process, Black-Box Testing