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International Teaching Aid **Competition 2023**

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
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FAMILY FIRST: INSURE THE LIFE!

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ABSTRACT

Family First: Insure the Life! is a comprehensive insurance application that aims to simplify the process of obtaining life insurance coverage. It provides a single platform where users can access all the relevant details about life insurance policies from various companies. One of the main problems users faced is the time wasted in seeking the best life insurance packages for themselves and their family members. Our application addresses this issue by collecting and displaying information from all insurance companies. This allows users to easily compare different insurance options in one place, saving them time and effort. Another problem users encounter is when they have already found the best insurance package but are suddenly presented with another package, which leads to confusion. Our application aims to streamline this process by providing a clear overview of all available life insurance packages. Users can view the details of each package and make informed decisions without being overwhelmed. Our objectives are twofold. Firstly, we prioritize centralizing information by providing comprehensive details about various life insurance providers, policies, and coverage. Secondly, our app focuses on enabling users to compare prices and plans. Users can view and evaluate the prices and features of different insurance plans side by side, allowing them to select the most suitable option based on their needs and budget. One of the unique features of our product is that users do not need to individually search for insurance companies that match their preferences. Our target market consists of families with children who have limited budgets but require insurance coverage. We assist them by facilitating cost comparisons, tailoring coverage to their needs, maximizing benefits, and simplifying the decision-making process. Our application serves as a valuable resource

for families, ensuring they can obtain necessary life insurance coverage while staying within their financial means.

Keywords: life insurance, comparison apps, insurance coverage, centralized life insurance information

BACKGROUND

Family First: Insure the Life is an application that will collect and show all the information about life insurance that users want to know from each insurance company. There are many types of life insurance packages with different companies in this country. This application helps the user to choose the package suitable to the budget they have for a month. This application is for a user to be more flexible to choose a package of insurance that was compared with the details provided. Also, this application helps the user to approach their insurance agent to get more details about the package and there is no more wasting time to make an appointment to explain more about the package. This application can also be downloaded on any kind of smartphone. It is free to use. This application is easy-to-use because all users can understand the requirement when they need to sign up for the application account. We only need a few personal details such as name, age, salary, marital status with or without children, and their password so that we can secure the account. Next, when the account was created, they just needed to wait for the application load and show a few packages of life insurance. After that, the user can choose the suitable and the best package with their capability to pay monthly as their commitment. Lastly, when they have already chosen and clicked the best package for them, they will be directed to an insurance agent for more inquiries and details.

PROBLEM STATEMENT

Becoming an adult, we have plenty of things that we must take care of. We have parents to take care of, a wife, and children. As responsible people in our life, we must always be cautious and always be prepared for what will happen next in our life. To protect our family, we must insure our life with life insurance. In this country, many types of insurance are available. The problem will be faced when the user wastes time seeking the best insurance packages to secure her/himself and their family member. The other problem is when the user has already found the best insurance package but suddenly stumbled upon another better package. Awareness of life insurance is still low (Zakaria et al., 2016) and choosing the right life insurance can be a tedious process. Thus, this application will help users in their journey to choose the best life insurance for them.

OBJECTIVES

Our primary objective is to centralize information on life insurance packages in a platform

where users can access comprehensive information about various insurance providers, policies, and coverage details. This centralized approach simplifies the process of researching and comparing insurance options. In addition, this app aims to enable users to compare the prices and features of different insurance plans. This allows users to evaluate their options and select the plan that best suits their needs and budget.

NOVELTY

The novelty of Family First: Insure the Life! is the uniqueness of the application itself which contains very user-friendly and artistic features that can help the users to choose. Users do not need to search one by one for insurance companies that match their preferences because this application displays all the insurance packages available by each company.

COMMERCIALIZATION POTENTIALS

Family First: Insure The Life shows that we targeted many types of age groups in society starting from ages as young as 18 years. Specifically, the target market for life insurance consists of individuals and families who prioritize financial security and want to protect their loved ones in the event of their own death. Life insurance provides a financial safety net by paying out a lump sum or regular income to beneficiaries upon the policyholder's death. It helps ensure that dependents can maintain their standard of living, cover expenses, and meet long-term financial goals even in the absence of the insured individual.

BENEFIT TO COMMUNITY

The main benefit of this application is users can search the insurance packages that are suitable and affordable. Besides, users gain much knowledge about life insurance through this application, and they can save time in seeking an insurance agent face-to-face.

FEEDBACK FROM COMMUNITY

We have done an online survey on Google Forms for this target group and audience from a few institutions. The majority said they don't even know about life insurance and how important life insurance is in their life. They mostly are not aware of this because they do not have any knowledge about this. There are 75% of respondents who are very eager to know more about insurance and they feel very helpful with the application we have introduced to them. After they tried the application, they felt very interested to get to know more about life insurance. They said the application is an easy-to-use application because with just a few details they will know which package is suitable for them. They also think that this application can help many people to know about life insurance.

CONCLUSION AND REFLECTION

In conclusion, the Family First: Insure the Life! application offers a centralized platform for users to access and compare insurance packages from different companies. The application's user-friendly interface and unique features make it convenient for users to find the most suitable insurance plan based on their preferences and budget. The app has the potential to benefit the community by increasing awareness and knowledge about life insurance, particularly among students and workers with limited budgets. The positive feedback received from the target audience confirms the application's effectiveness in simplifying the insurance selection process and empowering individuals to make informed decisions. Overall, the Family First: Insure the Life! application has the potential to contribute to the well-being and financial security of individuals and their families through accessible and informed insurance choices.

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