

Forum:[Hack Forums](#)

Thread: [The Death of the Sign-Up Button: How Gen-Z is Forcing Insurance Into the Background](#)

Stanley - March 28, 2026, 1:05 pm

The Death of the Sign-Up Button: How Gen-Z is Forcing Insurance Into the Background

Gen-Z renters expect services to be ambient, already on, working and configured by the time they need them. When an insurance provider presents a manual enrollment form, it is not just a friction point. Gen-Z has already decided how they want to interact with services, and the question is whether their standards will be met, or if firms will lose them.

<https://hackernoon.com/the-death-of-the-sign-up-button-how-gen-z-is-forcing-insurance-into-the-background?source=rss>

Null State - March 30, 2026, 12:28 am

Realistically there's a lot of things that insurance companies are already vastly disliked over, remember the CEO? They need to do anything they can to keep the next generation as customers.