T4.2 IFC’s Market Research Framework

Jobs, pains, gains
- Affiliations, communities
- Dreams & aspirations
- Tasks & priorities
- Challenges & frustrations
- Agents: Insurance as a career and interactions with agency and clients
- Entrepreneurs: Business characteristics and motivations for starting

Trusted sources & practices
- TRUSTED SOURCES
  - Where does she turn to when...
    - Learning more, seeking information
    - Making a decision or comparing
    - In a crisis
    - Advisors
    - Channels / Endorsers
    - Media / Platforms
    - Brands

- INSURANCE
  - Insurance perceptions and experiences
  - Distribution channels
  - Competitors and alternatives

Pathways
- Journey through the customer’s day
- Journey through the agent’s day
- The insurance purchase journey: key stages & touchpoints from perspective of both customer and agent

Physical, Economic, and Sociocultural Context