



Carlos

Bus Driver in Iztapalapa, Mexico City, Mexico, 33 years old

“ I love music! Streaming Spotify while I work is important, but I use too much data.

MOTIVATION

I want to find a girlfriend and get married before I turn 40, so I've been saving money and thinking about downloading a dating app.

FRUSTRATIONS

I run out of data by the end of the 2nd week of the month listening to music. I could download music on my phone, but I'd have to remove pictures of family and friends to make room.

BUDGET

Monthly Income	\$332
Rent	\$170
Transportation	\$10.80
Groceries	\$113
Cell Phone	\$17
Utilities	\$36

PHONE

- Motorola G
- 19 hours talk time
- 9 hours web browsing
- 10 hours video playback
- 8 GB, No SD
- 2 GB data per month

FAVORITE APPS



I live in Mexico City. My neighborhood is very dangerous and it is not safe to own expensive items, especially if you carry them around, like your phone. I use my phone all day. I drive buses for six hours a day. I need my phone to check the current traffic reports as well as communicate over WhatsApp with friends and family. I enjoy sending funny photos and videos to friends and family during the day. Since I'm usually out all day, I configured WhatsApp to only download files when I'm home and connected to wifi.

I love listening to music while I work. I plug my phone in to the bus' stereo system and stream Spotify while driving. I use a lot of data on Spotify. It consumes 40 MB per hour, so I use 240 MB of data per day. In a week, I've used 1.2 GB playing music. By the end of the 2nd week of the month, I either have to buy more data or play local radio stations that have a lot of ads. I don't like the local radio stations because of all the commercials. For this reason, I'm thinking about paying for Spotify premium, which would give me up to 3,333 songs offline, but I would have to erase family pictures and videos to make space on my phone.

In my freetime I watch YouTube videos or connect on social media, like Facebook. I want to get married soon, so I'm trying to save money and date. It is important to me to find ways to save money, manage my photo and video storage and access music offline.

LIFE OF THE PHONE

