



Don Benito

Bakery Owner in Havana, Cuba, 50 years old

“ I love showing off my family photos to my customers.

MOTIVATION

I miss my family and love showing them off to customers.
Unfortunately, I often run out of memory.

FRUSTRATIONS

Memory and storage space are issues because I download a lot of videos and photos and I don't like deleting any.

BUDGET

Monthly Income	\$535
Rent	\$120
Transportation	\$0
Groceries	\$90
Utilities	\$12
Cell Phone	\$15

PHONE

- BLU R1 Plus
- 10 hours talk time
- 5.57 web browsing
- 4.30 video playback
- 1 GB
- 1 GB data per month

FAVORITE APPS



I own and operate a well-known bakery on Acosta Avenue, a popular tourist and local stop in Havana. At one time, we were the only traditional food shop on the street. My father owned the bakery before me and when I was old enough I began taking over the operations. I am very committed to my business, often working 5am-7pm. We sell meat empanadas and sweet bread made fresh daily. My dad had a tradition of making deliveries by bicycle and I maintain that tradition some 20 years later. Instead of a landline, I own a cellphone for customer orders and personal use. I got married young and my wife now stays at home with our daughter. I'm constantly at the bakery and I miss them during the day, so they frequently send me multimedia messages. Which I love showing to my customers.

My wife's brother in Miami pays for her cellphone. Every month we get a 5 hour Nauta card to access ETECSA wifi spots around town. My wife's phone is what we use to access the internet, send emails and connect on Facebook. I usually download videos and photos from the family in the US and send them to my phone via bluetooth. That way I can show my customers anytime. Occasionally I run out of memory, but I don't like deleting anything.

LIFE OF THE PHONE

