Angelo Ocampo (Low income persona)

<https://nextcity.org/daily/entry/street-vendors-have-a-lot-to-teach-us-about-how-urban-space-works>

Background information

* + Angelo Ocampo is a 40 year old street vendor who lives in a suburban area of Manila with his wife and two kids. He earns about 9,000 pesos monthly from his job as a street vendor which requires him to travel to the city on a daily basis. Angelo always take one of the cheapest options of transportation, a jeepney. He had encountered situations intruded by unwelcomed hoppers like kidnappers and robbers a few times when he was on jeepney. However, this is his only economic option. Because his family cannot afford living in the center of Manila, they have a house far out in suburban area. Angelo travels to the heart of Manila early in the morning until late in the night to get more buyers on the street for his vendor business. His commute often takes upto hours one way or more time to time. He takes jeepney to the retailer to pick up daily goods and drags his vending cart to a sweet spot in cities. Traveling with a vending cart also comes with inconvenience. The condition of public transportation is cramped and uncomfortable. He is used to his lifestyle, but he would greatly appreciate if government were to improve public transportation system.

Additional and General information about low incomes in Philippine

* + In 2015, some 22 million Filipinos—more than one-fifth of the population—still live below the national poverty line.
  + Most poor Filipinos have low levels of education and live in large households headed by individuals who are self-employed or work in agriculture as laborers or **smallholder producers**. The poorest households are those **dependent on agriculture** as their main source of income and most of them live in the countryside, in areas prone to disasters or in the conflict-affected areas of Mindanao.

<https://www.worldbank.org/en/news/press-release/2018/05/30/philippines-poverty-rate-declines-more-well-paying-jobs-and-opportunities-needed>



Mid income persona - w

* + Background Info:
    - A household income of approximately ₱11,915 to ₱49,526 per month or ₱142,975 to ₱594,317 annually. The bigger your family is, the higher your income should be in order to fit into this classification.
    - If you’re single, and your income immediately falls in this range, it’s safe to say that you belong in the middle class, as long as you can freely choose your lifestyle without compromising your daily essentials such as food, transportation, shelter, and etc.
    - Overall household and moving expenses on the average is 66.2% of your monthly income, the lesser the better.
    - Approximately 21.9% of your income can be considered as your discretionary fund which you can spend on luxury items, vacation, non-essential goods and services, or investment and savings. In other words, it’s extra money you can pocket after paying your bills and spend on all your necessities.
    - <https://www.imoney.ph/articles/middle-class-sector-philippines/>
  + Persona:
    - Nicole Mendoza is a 32 year old single women who lives in the city of Manila. She is a call center employee who wakes up at 7 in the morning to get to her office by 8:30 AM. Since she lives on her own and doesn’t have anyone to look after, she earns about 17,000 pesos monthly. She is able to take care of her daily necessities but is paying off her bills with the same amount of money earned every month. She has a tight budget everyday when grocery shopping or paying for the transportations. Despite the economic pressure, she still manages to support her living. When she first got her job, she used to take the jeepney but started to take buses to work once she witnessed burglary in a jeepney on her way back home from work. Although taking buses on a daily basis is a big investment for Nicole, as a single woman in Manila, she priorities her safety.
    - The only main problem she had with the transportation.

Client persona (Researchers) - Matthew Moore / Britney Penson

Britney Penson

Researcher Persona

* Income of approximately 70,000 $ a year
* Age group of 30
* A professor of history department at University of Alabama, whose major interest is public policy of Philippine.
* Looking to implement an application that collects data about transportation and traffic through real time feedback platform.
* Looking to get a fund from university to conduct on-site study in Manila.