

# Time is Money - Smart calculator for iPhone tells you how much your purchases cost in lifetime.

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IOS application created by Victor Melo, a former student of the Apple Developer Academy in Porto Alegre, Brazil, focuses on making people aware about how much time they need to spend in their lives to be able to pay for their purchases.

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*Time is Money Calculator* is an indie app aimed at making people aware of how much their spending actually costs them. Monetary value hardly gives us this dimension, especially considering that today we can purchase using credit card. However, for a large part of the population, the salary received is generated directly by hours of work. This means that by spending that money on a product, we are exchanging those hours worked for that product.

Thus, the application emerged as a tool that allows perceive exactly how many hours you need to work to pay for any monetary amount, in a customizable way for each user's routine. Using information like weekly working days and hours, and monthly salary, the application calculates how many hours it will take to work to pay a lunch, a new outfit or even a car or a house.

According to Victor Melo, the developer who conceived and created the project: "The idea for the application came from my desire to know how long I would have to work to pay for my purchases. When I talked to acquaintances, they also showed that interest. However, when searching for a solution, I found none. That's why I created Time is Money, an application with the goal of raising awareness, focusing on delivering a unique experience."

Through the design of a work table, it is possible to have a proportion of the amount of work required to pay for a certain amount. "I always try to use visual elements to transmit information. If you need to work a whole month to pay for a product, it is good to assess whether you really need it ", added Victor.

In the month of its launch, Time is Money Calculator was twice in 2nd place in the list of top paid apps in the finance category, and in 68th place in the category of top paid apps in the App Store Brazil.

Time is Money is available for iOS and iPad for \$0.99.

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