TOMI keeps an high engagement level

During the month of November, TOMI kept with a good engagement level with the user actions, photos/ GIFs sent and content displayed.

USER ACTIONS
1.19 thousand

PHOTOS / GIFS SENT
2.01 thousand

CONTENT DISPLAY
9.12 thousand

MODULES

- 10% NEWS
- 19% EVENTS
- 36% SEARCH
- 35% TRANSPORTS

During the month of November, there was a higher demand for the Search Module. TOMI users were looking for What to Do, Art & Culture and Where to Eat around the city.

TOP MODULES

	NEWS	EVENTS	SEARCH	TRANSPORTS
1º	Society	Music	What to Do	Policlinico Buceo
2º	Culture	Theater	Art & Culture	Parque Batlle
3º	City	Culture	Where to Eat	Museo Dámaso Antonio Larrañaga

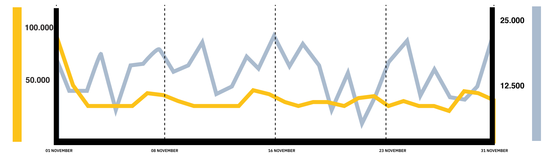
General theme of the month of November:

November, is a month of anticipating the Christmas season.

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pesdestrian Evolution

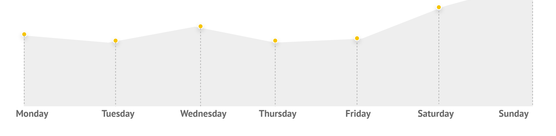


PEAK OF PEDESTRIANS ON SUNDAYS

During the month of November, there was a peak on Sundays, while the rest of the days had a similar trend of pedestrians.

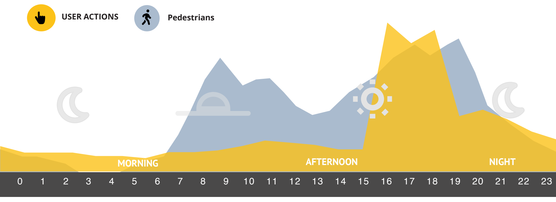
WEEKLY TREND

Daily trend weekly for the month



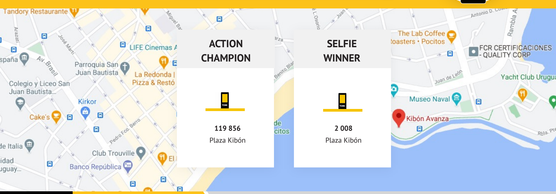
DAILY TREND

USER ACTIONS · Pedestrians



THE PODIUM
LOCATIONS

BY LOCATION



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MAIN AWARDS AND HONORS
Smart Cities USA, UK and Latam awards — Citizen's engagement, E-Gov & urban innovation
Award UI & UX — Best interface
Accessibility & inclusion — Design for society & disability inclusion
DOOH media — Best innovation
Tourism — Best service