

TOMI Best Urban Interactive Solution 2020

TOMI won a new award of "Best Interactive Urban Solution", by Global Business Insights, from the United Kingdom. This award was given for TOMI's innovative way of promoting information and helping citizens in their daily lives.



USER ACTIONS*

32
Thousand

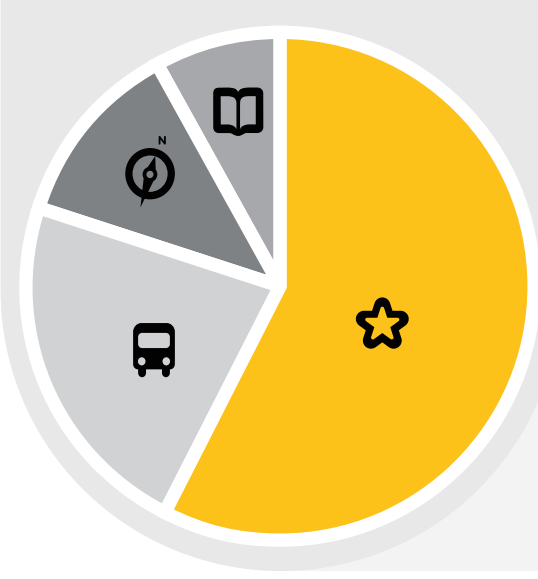
PHOTOS & GIFS SENT

434

CONTENT DISPLAY*

5
Million

MODULES



- 8% NEWS
- 58% EVENTS**
- 12% SEARCH
- 22% TRANSPORTS



- EN 8%**
- PT 73%**
- ES 19%**

In April, the Events Module was in greater demand. TOMI users searched for Exhibitions, Theaters and Others Events, taking place in the city.

TOP CONTENT CATEGORIES

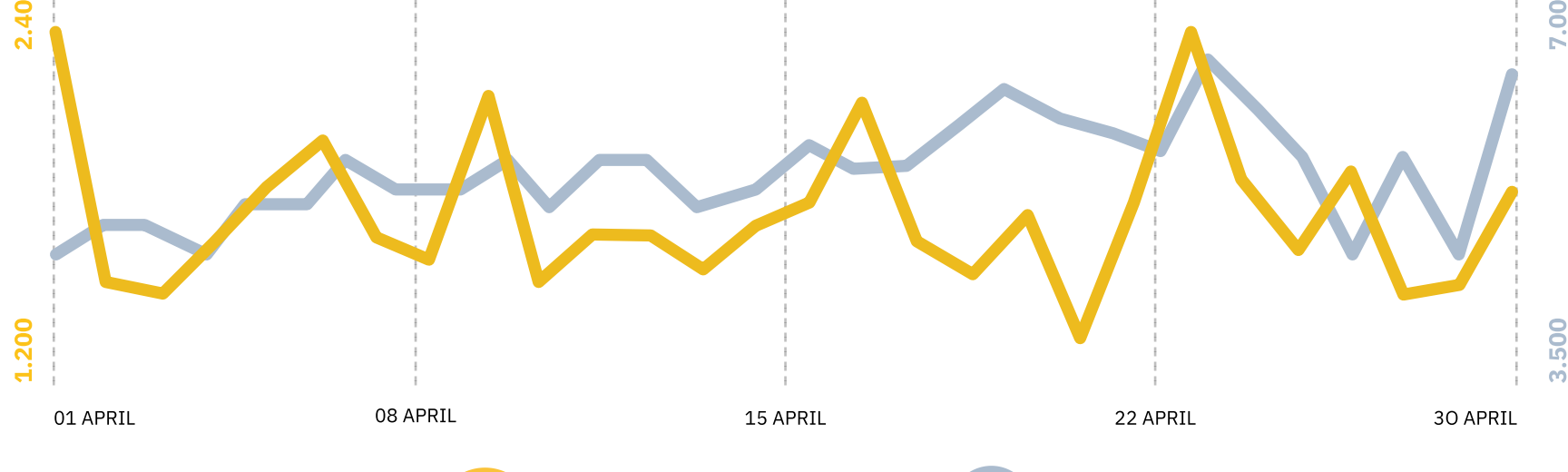
USER ACTIONS
Principais categorias por Módulo

NEWS	EVENTS	SEARCH	TRANSPORTS
Culture	Exhibitions	Where to Eat	Avenida do Mar
Society	Art & Culture	What to Do	Praça do Vale do Lobo
Sports	Literature	Where to Stay	Almancil

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

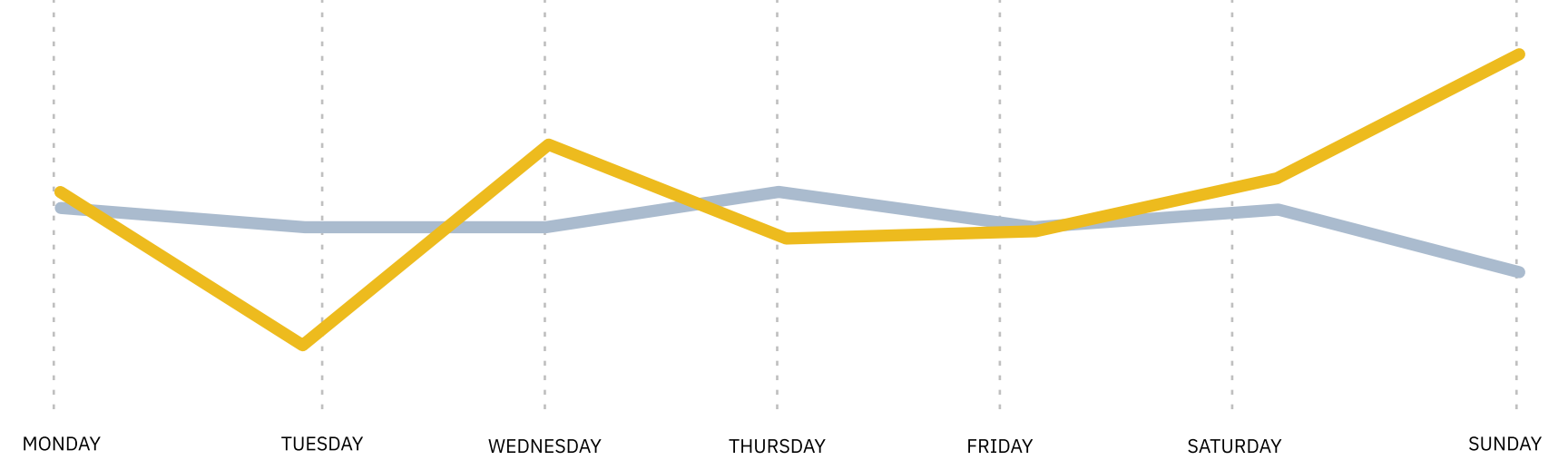
PEDESTRIANS*
Monthly Pedestrians Evolution



WEEKLY TREND

USER ACTIONS
Average User Actions Count by Week Day

PEDESTRIANS
Average Pedestrians Count by Week Day

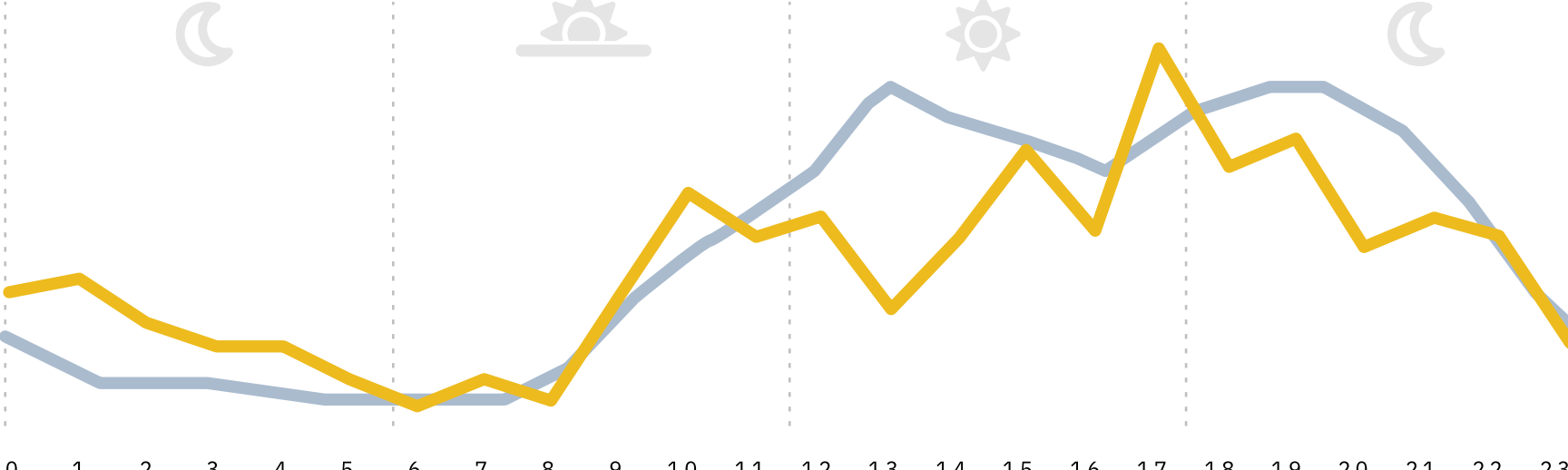


In April, the flow of pedestrians was similar during the week, with a slight decreased on Sundays. Regarding the user actions, there was a higher trend during the weekends, while on the working days the trend was stable.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pedestrians Evolution



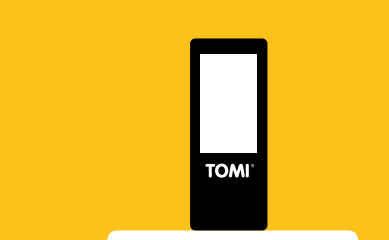
In April, there were recorded two peaks of pedestrians between 1 pm and 2 pm, and between 6 pm and 8 pm. There were registered more user actions between 8 am and 11 am, and between 1 pm and 3 pm, and 4 pm and 6 pm.

THE PODIUM

USERS ACTIONS
TOMI With Most User Actions

PHOTOS & GIFS SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION



Faro Câmara Municipal

12.337
User Actions

SELFIE WINNER



Vilamoura Praça dos Artistas

94
Photos & GIFs Sent

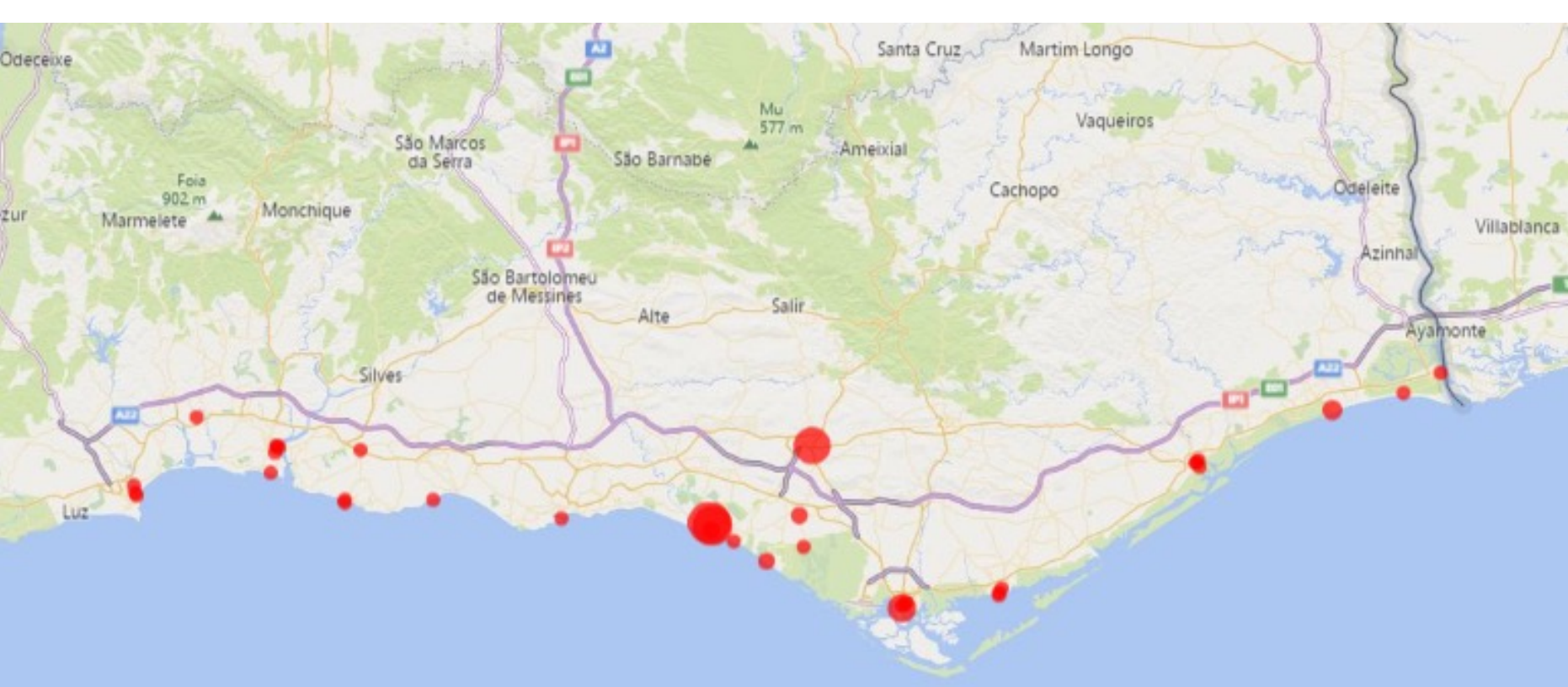
April Overall Analysis:

April was marked by the reopening phase in Portugal, although the region of Algarve did not follow the opening phase at the same pace as the rest of the country, as it registered a higher number of Covid-19 cases.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

HEATMAP

PEDESTRIANS
Average Pedestrians Counted by TOMI



SUBSCRIBE NEWSLETTER

Trademark. Patented internationally. Registered design.

<p>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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