

TOMI cares about the Urban Mobility

TOMI, in partnership with MobLab, created a quiz about urban mobility in cities. The survey can be found in several TOMIs in Portugal. The results will be presented on the Mob Lab Congress, on the 6th of July.

USER ACTIONS*

46
Thousand

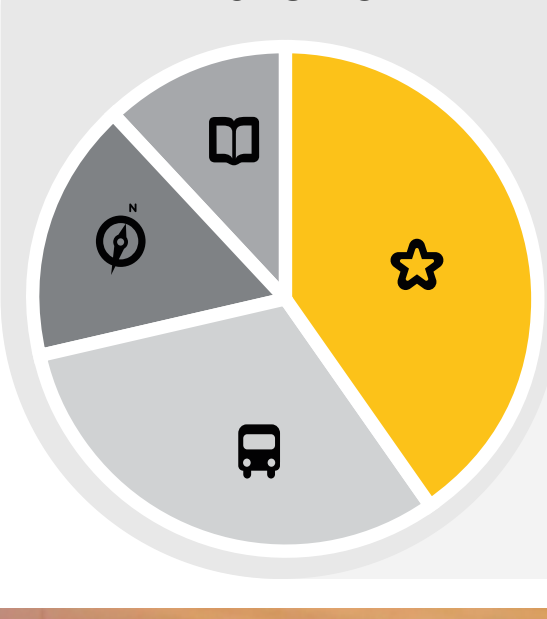
PHOTOS & GIFs SENT

800

CONTENT DISPLAY*

5
Million

MODULES



- 12% NEWS
- 41% EVENTS**
- 16% SEARCH
- 31% TRANSPORTS



In May, the Events Module was in greater demand. TOMI users searched for Art & Culture events, Exhibitions, and Music, taking place in the region of Algarve.

TOP CONTENT CATEGORIES

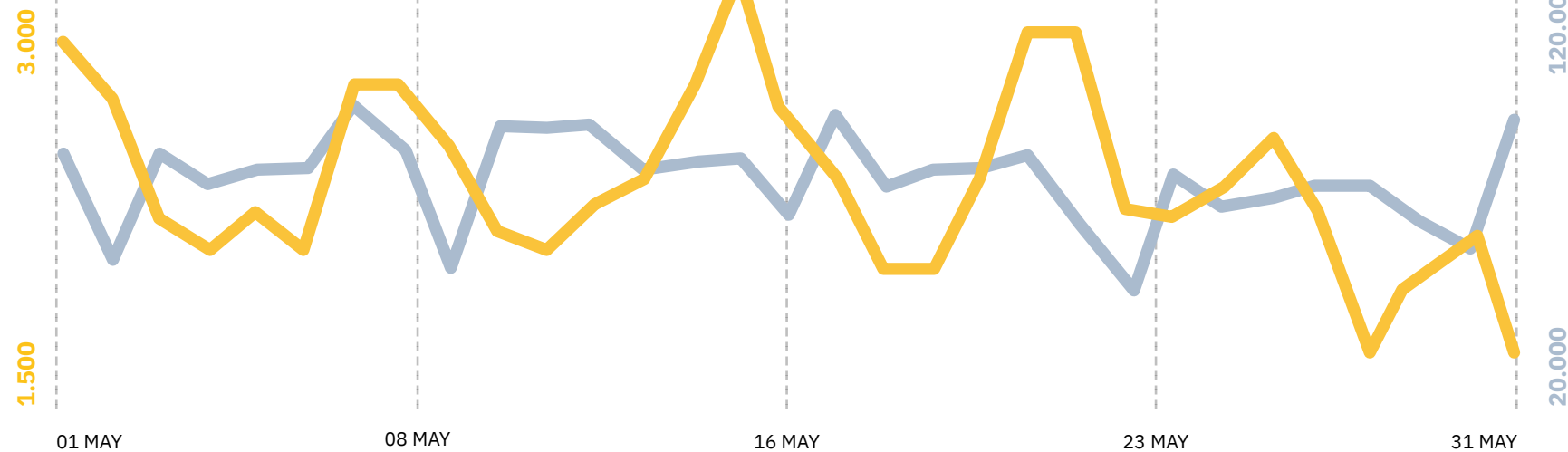
USER ACTIONS
Principais categorias por Módulo

| NEWS | EVENTS | SEARCH | TRANSPORTS |
|---------|---------------|--------------|----------------|
| Society | Art & Culture | Where to Eat | Avenida do Mar |
| Awards | Exhibitions | What to Do | Manta Rota |
| City | Music | What to Do | Avenida Tivoli |

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

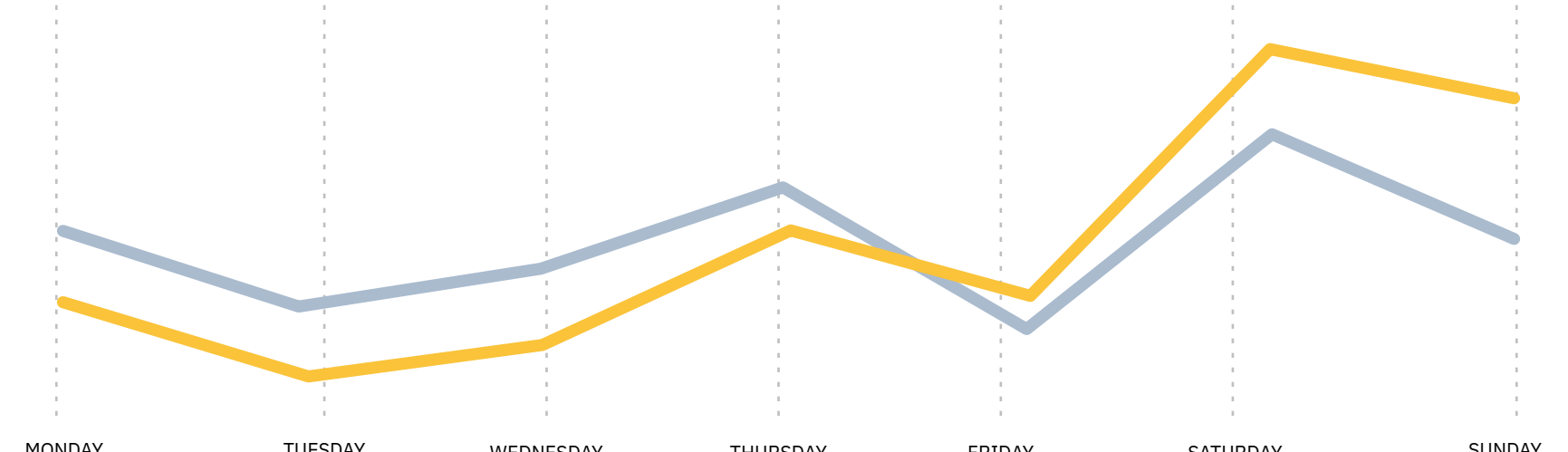
PEDESTRIANS*
Monthly Pedestrians Evolution



WEEKLY TREND

USER ACTIONS
Average User Actions Count by Week Day

PEDESTRIANS
Average Pedestrians Count by Week Day

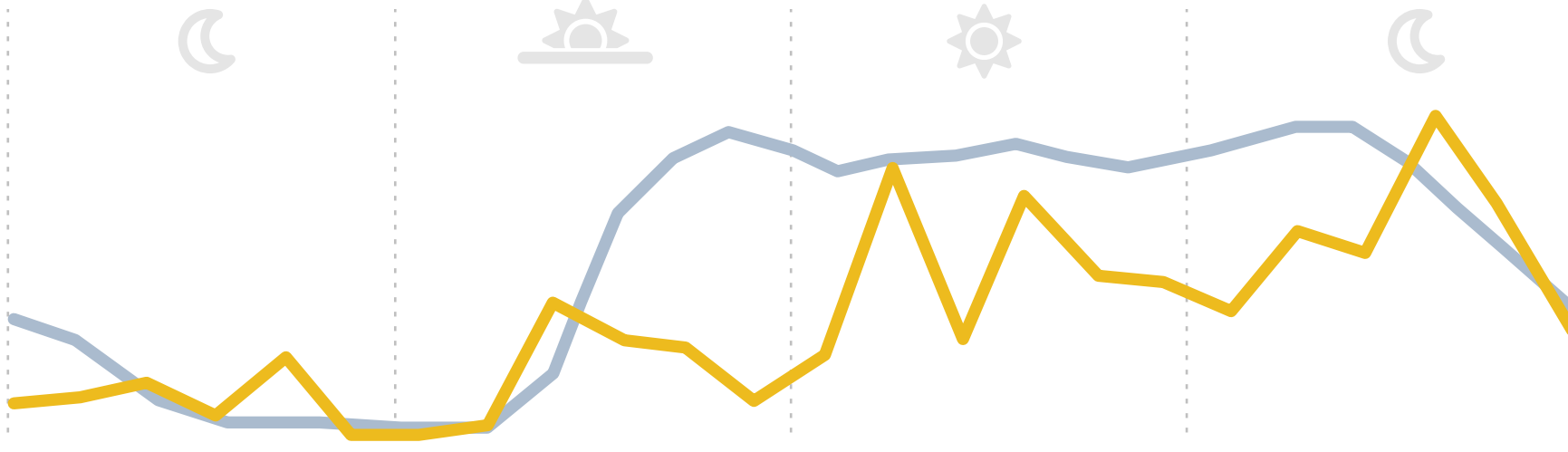


In May, there was a greater flow of pedestrians on Thursdays and Saturdays. On Fridays, there was the lowest pedestrian flow of the week. Regarding the user actions, there was a higher trend during the Thursdays and the Weekends, while on the rest of the days the trend was stable.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pedestrians Evolution



In May, there was a steady pedestrian trend from 10am to 8pm. Regarding the user actions, there were recorded several peaks throughout the day, since 8 am until 10 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

14.580
User Actions

SELFIE WINNER

Vila Real de Santo António

201
Photos & GIFs Sent

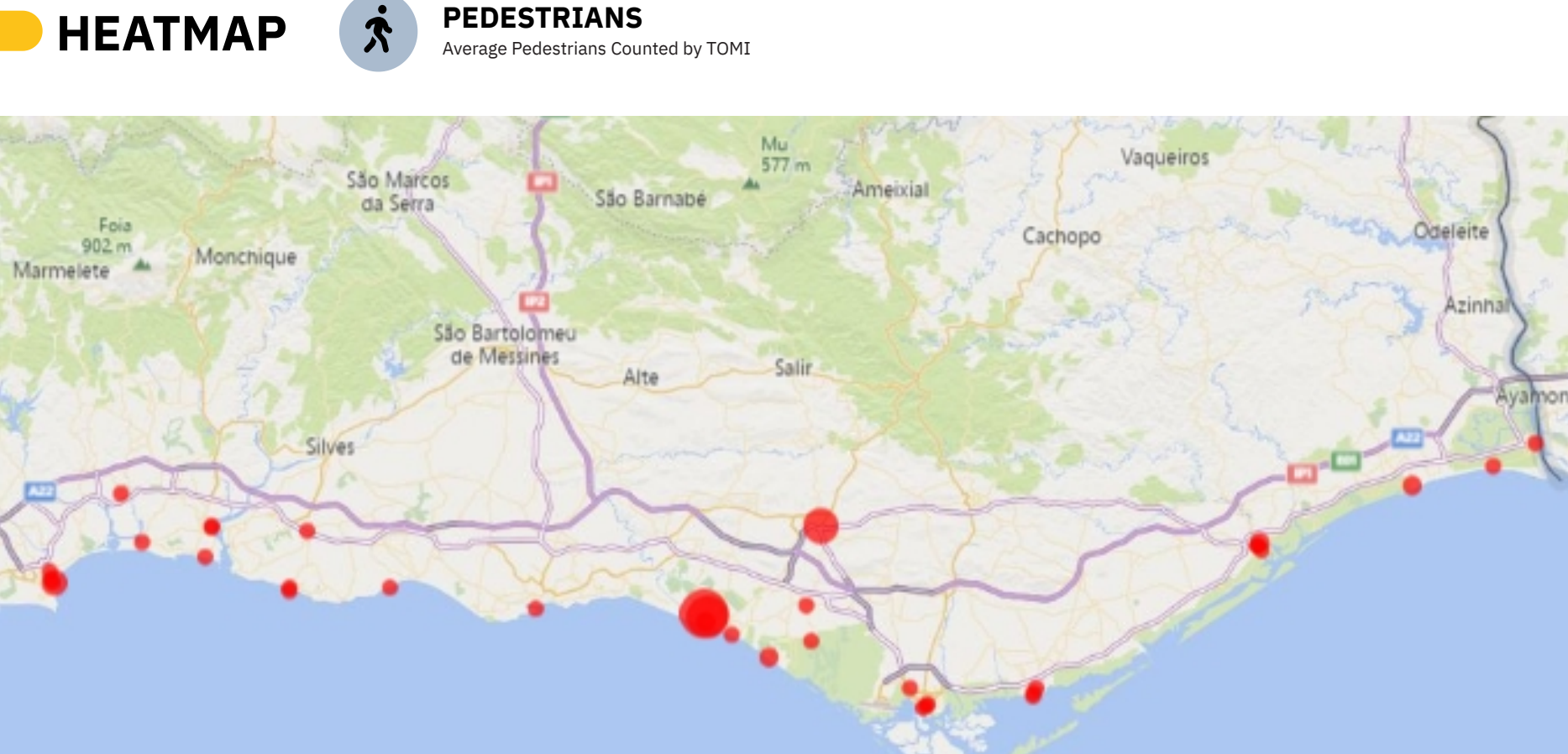
May Overall Analysis:

In May, the reopening phase continued in Portugal. There was a stabilization of Covid-19 cases detected in Europe.

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

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|--|---|--|---|---|
| <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> |
|--|---|--|---|---|