TOMI®

DECEMBER
NEWS & DATA
COVID-19 PREVENTION

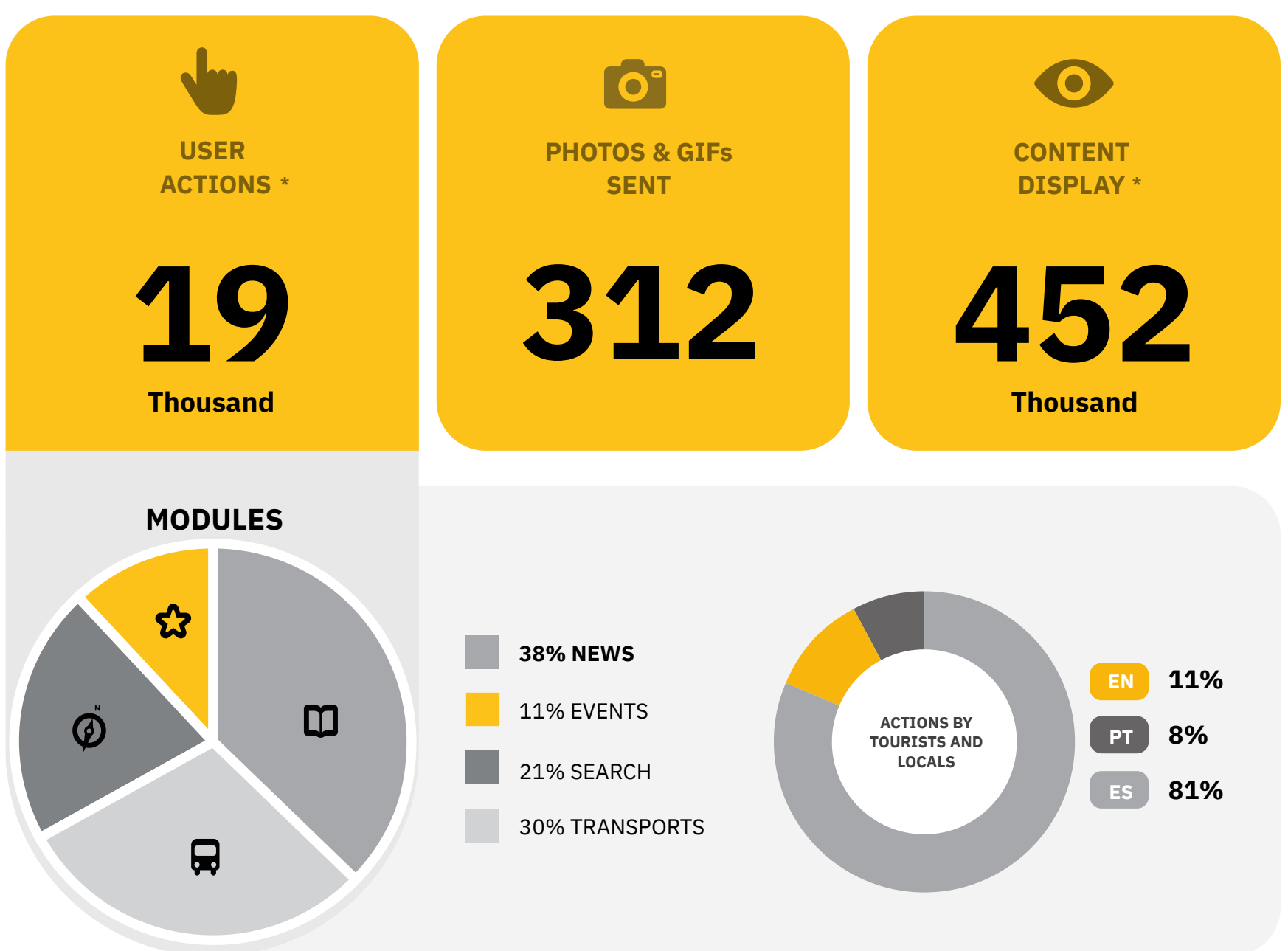01.12.2021
31.12.2021

MONTEVIDEO

TOMI keeps showing excellent metrics

During December, TOMI has shown excellent numbers and metrics. In only one month, there were a total of 19.166 user actions, and 312 photos and GIFs sent, in only one TOMI, at Plaza Kibon. In December, was also Christmas time, bringing more people to the street.

USER ACTIONS *	PHOTOS & GIFs SENT	CONTENT DISPLAY *
19 Thousand	**312**	**452** Thousand

MODULES

- 38% NEWS
- 11% EVENTS
- 21% SEARCH
- 30% TRANSPORTS

ACTIONS BY TOURISTS AND LOCALS

- EN 11%
- PT 8%
- ES 81%

In December, the module with a higher demand was the News module. TOMI users searched mainly for news related to the City, Tourism and Society.
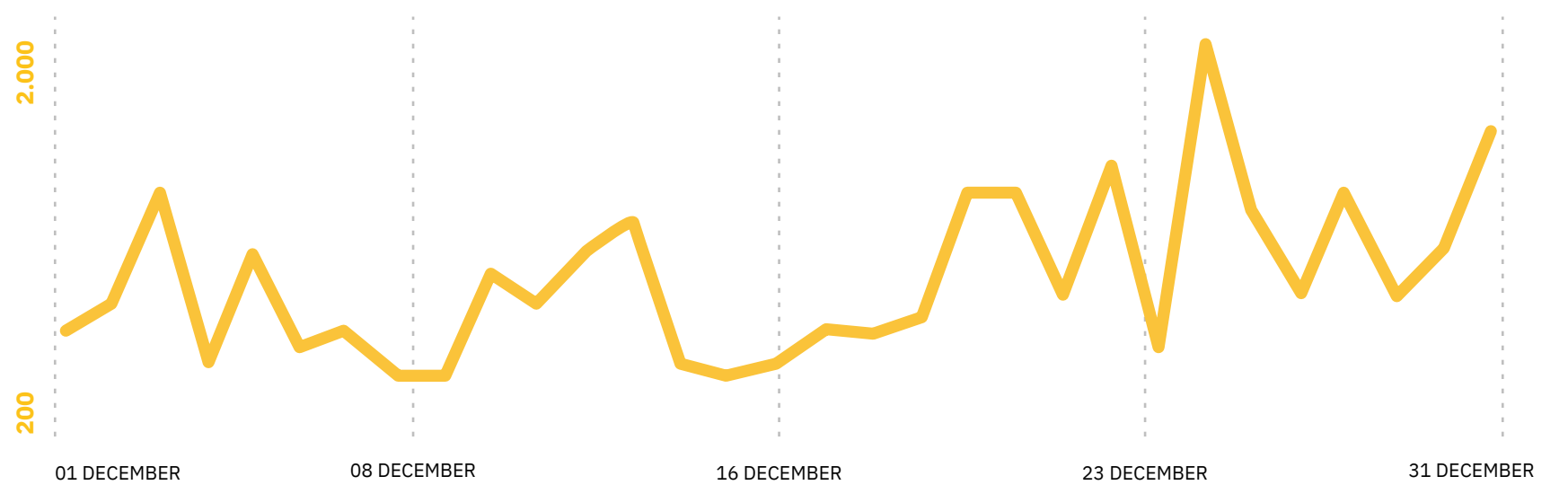
TOP CONTENT CATEGORIES

USER ACTIONS*
Top Content Categories by Module

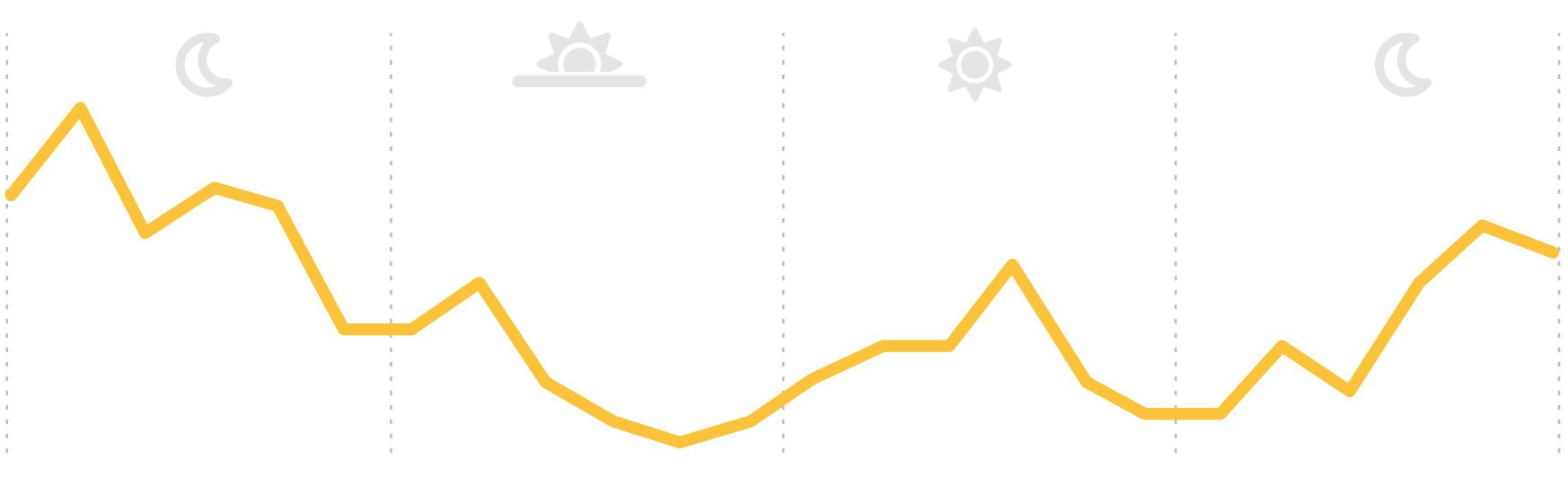| NEWS	EVENTS	SEARCH	TRANSPORTS
City	What to Do	Playa de Los Pocitos
Tourism	Art & Culture	Museo Dámaso António Larrañaga
Society	Where to Eat	Policlínico Buceo

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

2.000

200

01 DECEMBER · 08 DECEMBER · 16 DECEMBER · 23 DECEMBER · 31 DECEMBER

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

In December, there were several peaks of user actions registered throughout the day. The highest peaks happened at 1:00 am, 7:00 am and 3:00 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFS SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION	SELFIE WINNER
Plaza Kibón	Plaza Kibón
19.166 User Actions	**312** Photos and GIFs sent

December Overall Analysis:

In December, the numbers and metrics were great.

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.

SUBSCRIBE NEWSLETTER

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