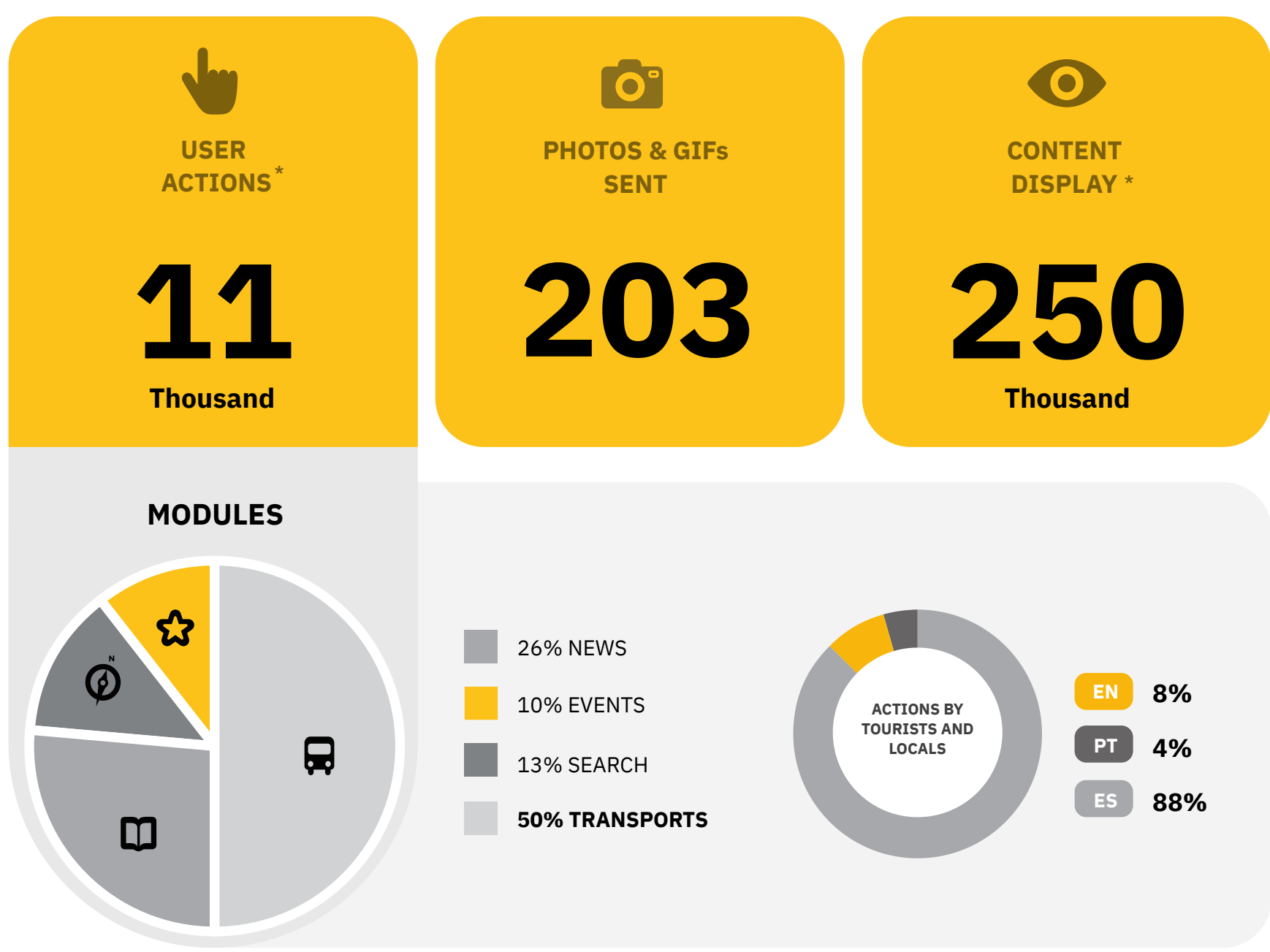


# TOMI continues to help in the prevention of Covid-19

TOMI continues to help in the prevention of Covid-19, using its most diverse technologies like alerts and the detection of the usage, or not usage, of the mask on the streets. With all these technologies, TOMI helps to make cities safer.



In January, the module with a higher demand was the Transports module. TOMI users searched mainly for Policlínico Buceo, Museo Dámaso António Larrañaga and Playa de Los Pocitos.

## TOP CONTENT CATEGORIES

## USER ACTIONS

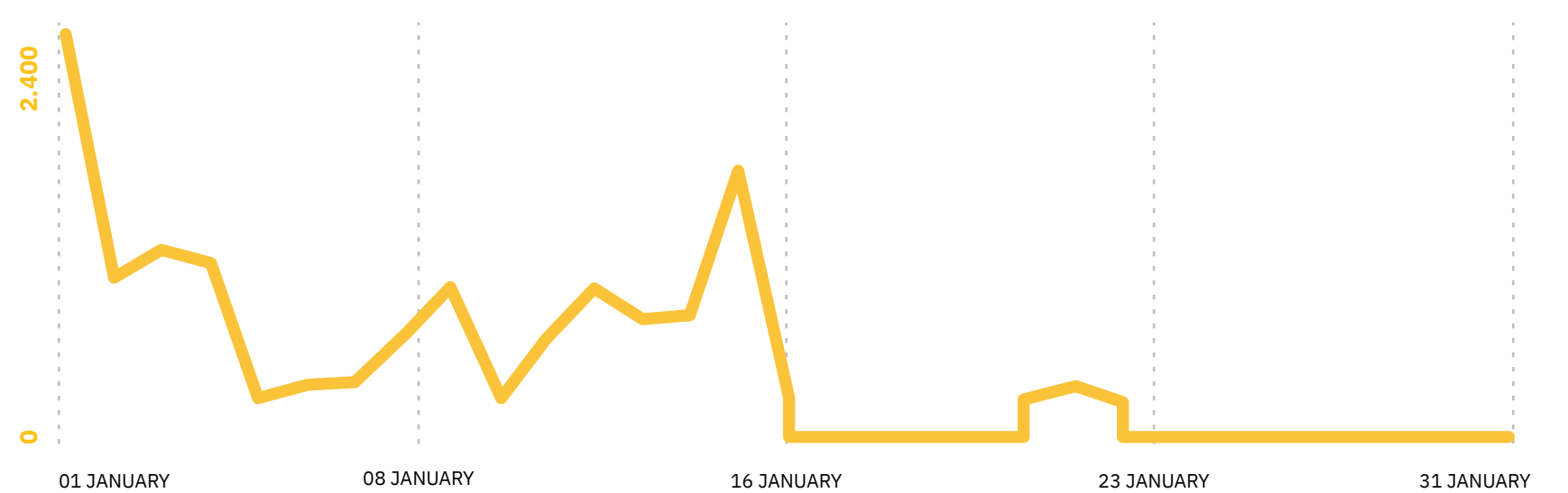
Top Content Categories by Module

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

## DURING THE MONTH

## USER ACTIONS

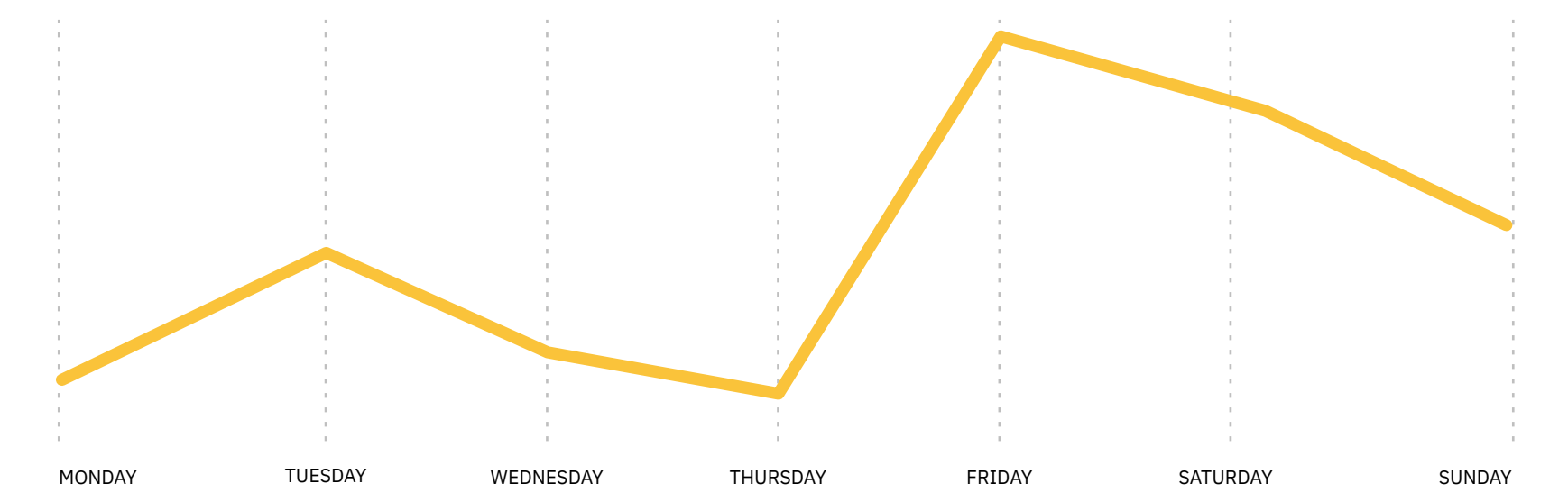
Monthly User Actions Evolution



## WEEKLY TREND

## USER ACTIONS

Average User Actions Count by Week Day

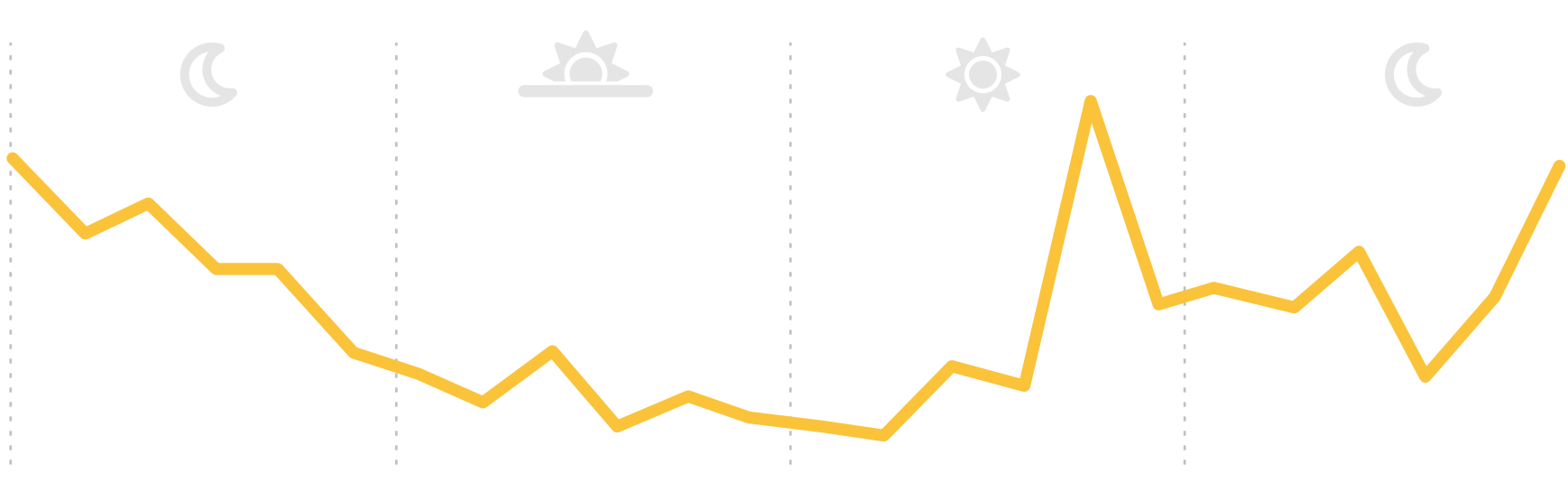


In January, there was a peak of user actions on Fridays, while Thursdays registered the lower number of actions of the week.

## DAILY TREND

## USER ACTIONS

Monthly User Actions Evolution



In January, it was registered a higher flow of user actions between 11 am and 6 pm, with a peak of actions at 4pm.

## THE PODIUM

## USER ACTIONS

TOMI with Most User Action

## PHOTOS & GIFS SENT

TOMI with more Selfies and GIFs Sent

**ACTION CHAMPION**

Plaza Kibón

# 11.205

User Actions

**SELFIE WINNER**

Plaza Kibón

# 203

Photos & GIFs sent

## January Overall Analysis:

In January, there were several days without any interaction detected due to floods in Plaza Kibón, where TOMI is located.

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.

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