

# TOMI keeps helping in the re-opening phase

TOMI continues to monitor the opening phase and the gradual increase in circulation in cities, through Computer Vision and Machine Learning technology. With these technologies, TOMI counts pedestrians, creating heatmaps, which help cities to understand the new dynamics and adapt to the new needs of citizens.



**USER ACTIONS \***

**12**

Thousand



**PHOTOS & GIFs SENT**

**236**

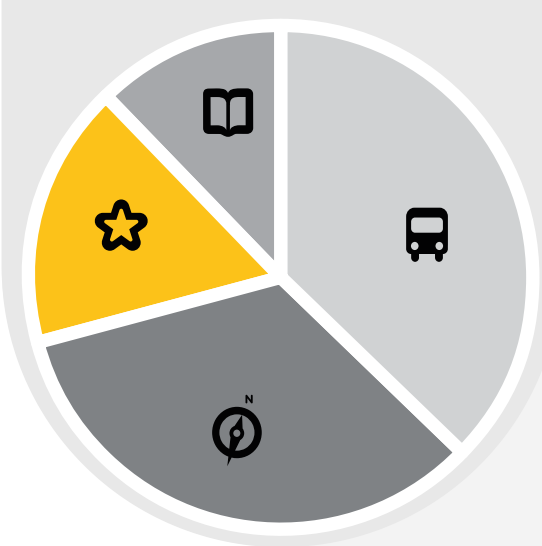


**CONTENT DISPLAY \***

**303**

Thousand

**MODULES**



- 12% NEWS
- 17% EVENTS
- 34% SEARCH
- 37% TRANSPORTS



- EN 11%
- PT 63%
- ES 26%

In February, the Transports Module was in greater demand. TOMI users searched mainly for Rua Almirante Cândido dos Reis, Rua Doutor Teófilo Braga e Avenida da República.

## TOP CONTENT CATEGORIES



### USER ACTIONS

Principais categorias por Módulo

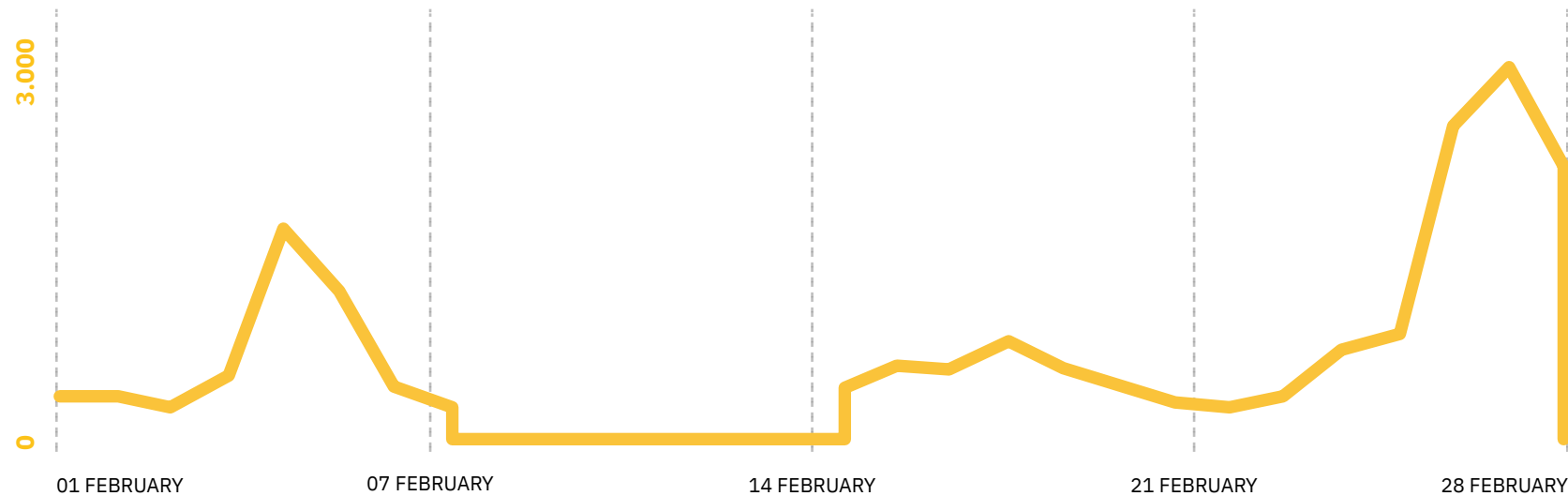
NEWS	EVENTS	SEARCH	TRANSPORTS
City	Art & Culture	Public Services	Rua Almirante Cândido dos Reis
Society	Lectures & Workshops	Where to Eat	Rua Doutor Teófilo Braga
Carnival	Dance	Art & Culture	Avenida da República

## DURING THE MONTH



### USER ACTIONS

Monthly User Actions Evolution

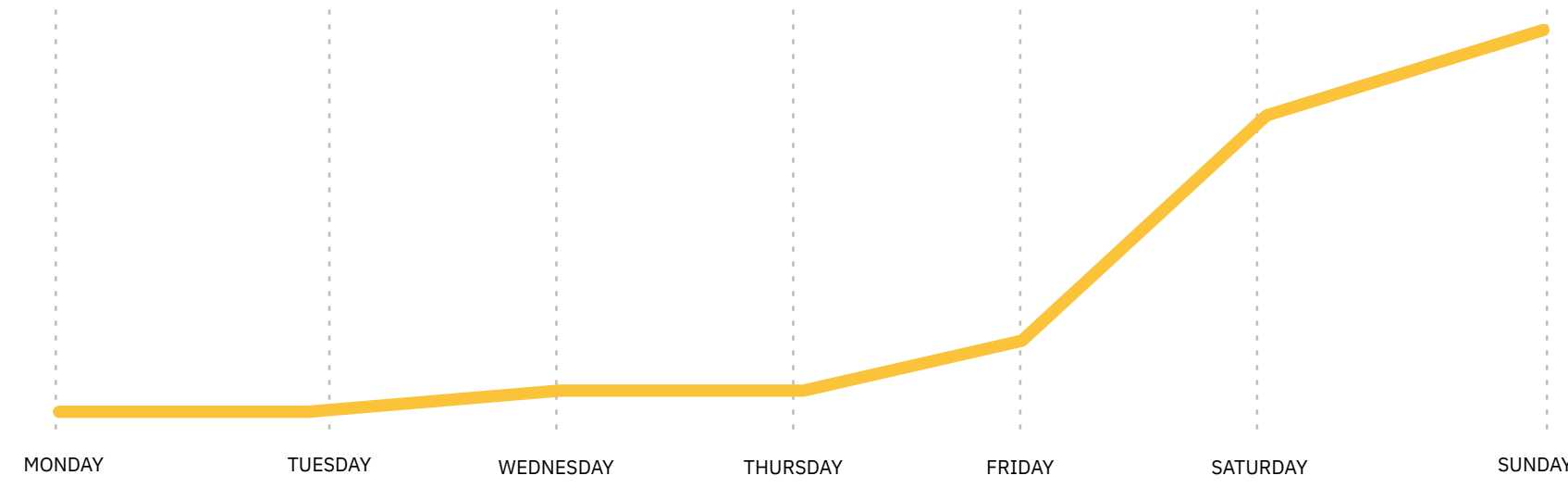


## WEEKLY TREND



### USER ACTIONS

Average User Actions Count by Week Day



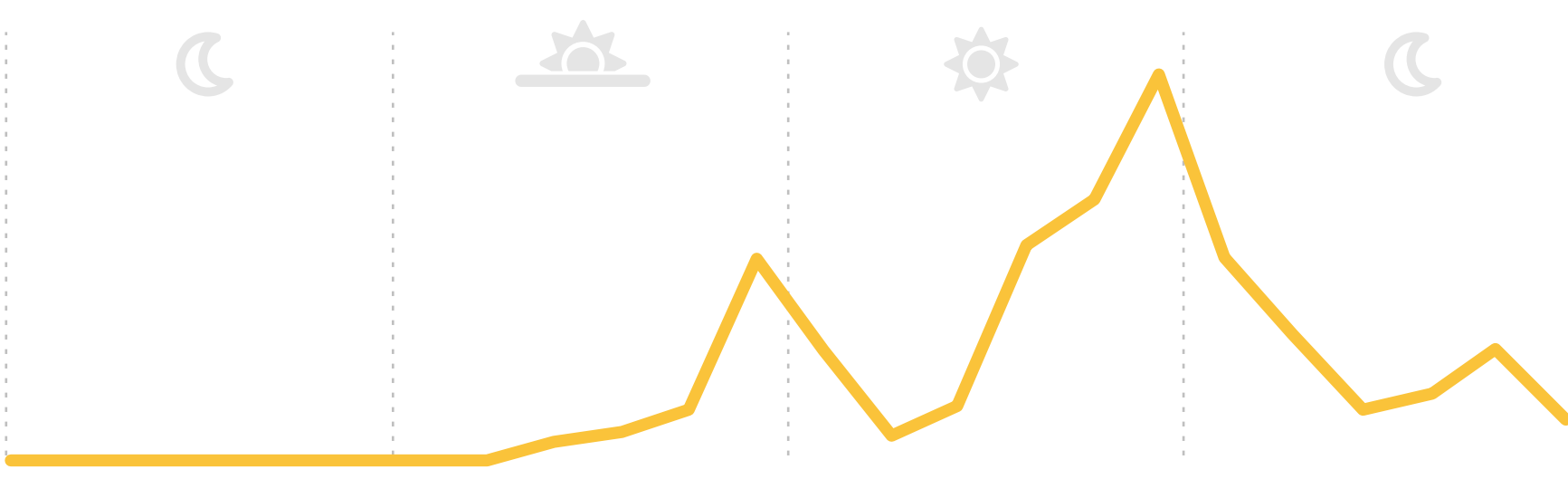
In February, during the weekends it was registered the highest number of user actions. On Mondays and Wednesdays, the number of the user actions was the lowest of the week.

## DAILY TREND



### USER ACTIONS

Monthly User Actions Evolution



In February, the number of user actions had a greater consistency in the afternoon period. During the day, it was observed three peaks of user actions. The first at 11 am, the second at 5 pm, and the third at 10 pm.

## THE PODIUM



### USERS ACTIONS

TOMI With Most User Actions



### PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

### ACTION CHAMPION



Vila Real de Santo António

**11.851**

User Actions

### SELFIE WINNER



Vila Real de Santo António

**216**

Photos & GIFs Sent

## February Overall Analysis:

In February, there was a decrease in the number of Covid-19 cases registered in Portugal. During the month, began the relief of the measures imposed to help in the fight against Covid-19.

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**

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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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