

# 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\***

**132**

Thousand



**PHOTOS & GIFs SENT**

**3.2**

Thousand

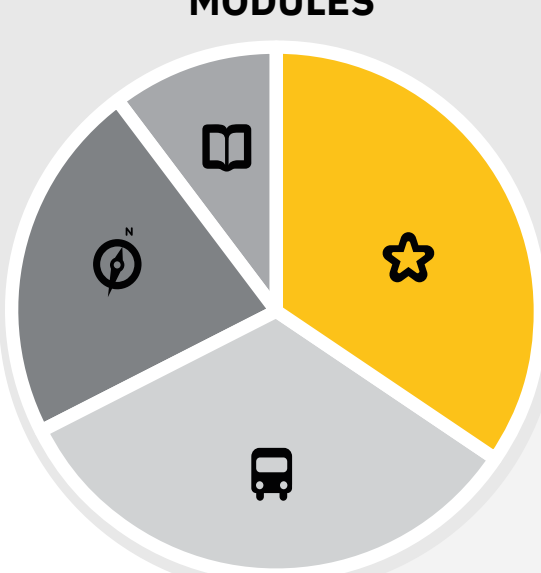


**CONTENT DISPLAY\***

**9**

Million

**MODULES**



- 10% NEWS
- 35% EVENTS
- 22% SEARCH
- 33% TRANSPORTS



- EN 4%
- PT 88%
- ES 8%

In February, the module with the higher usage was the Events Module. TOMI users searched mainly for events related to Music, Art & Culture, and Festivities.

**TOP CONTENT CATEGORIES**



**USER ACTIONS**

Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Tourism	Music	What to Do	TUKTOUR
Society	Art & Culture	Where to Stay	1000 Paladares
Culture	Festivities	Where to Eat	Parque da Cidade

**DURING THE MONTH**



**USER ACTIONS**

Monthly User Actions Evolution

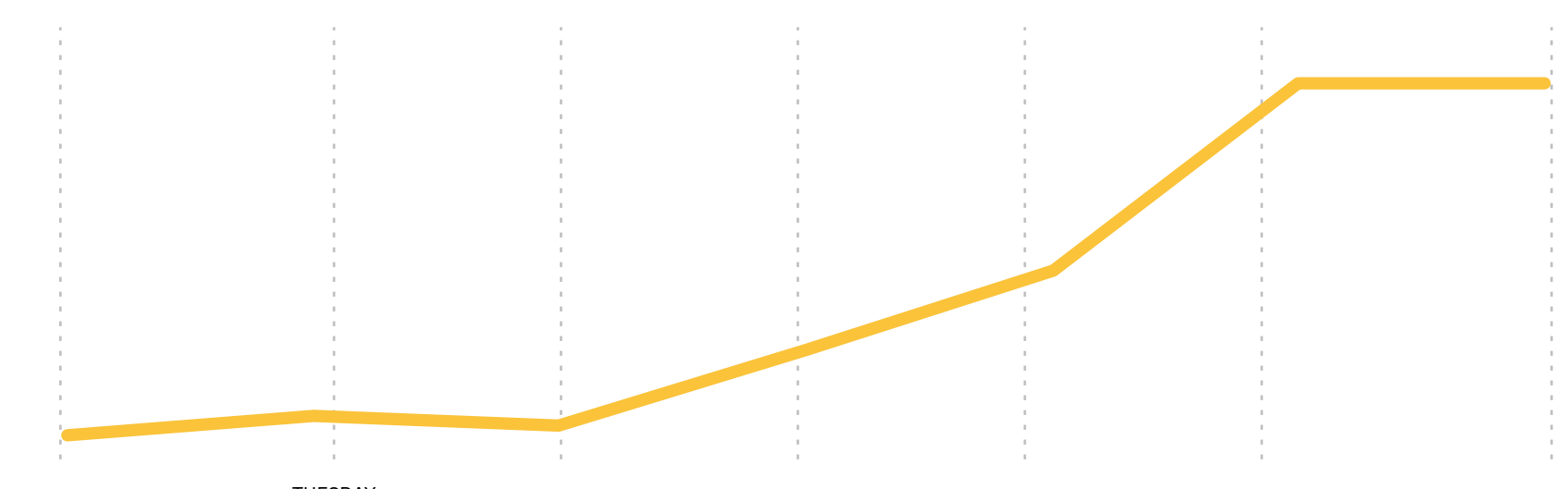


**WEEKLY TREND**



**USER ACTIONS**

Average User Actions Count by Week Day



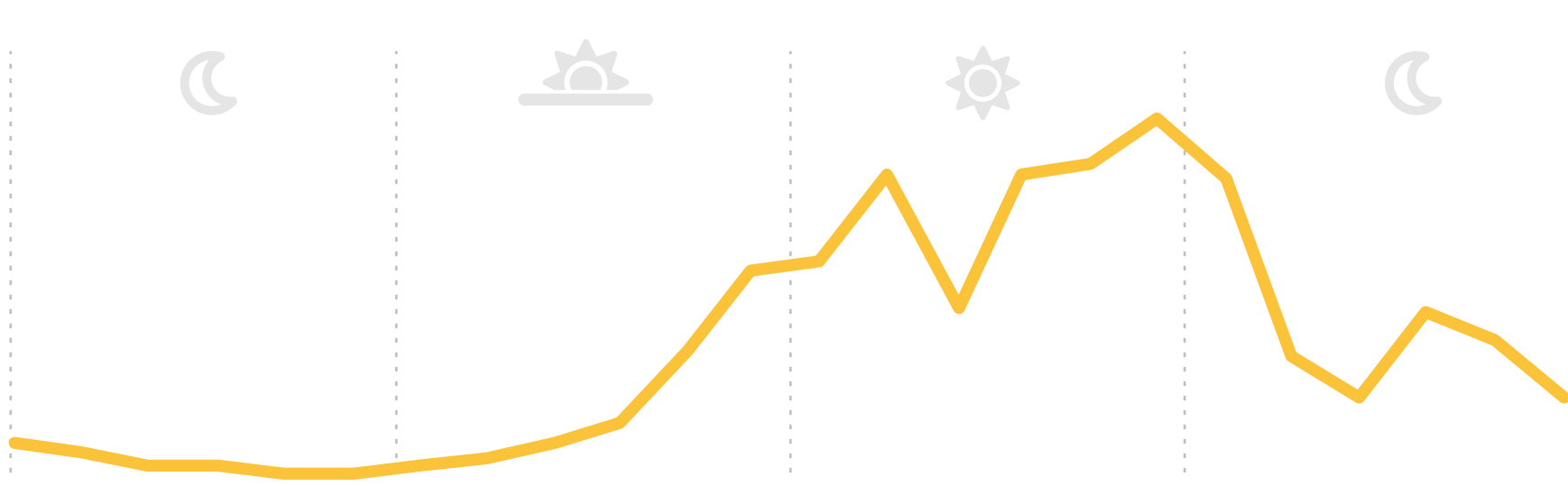
In the month of February, it was registered a peak of user actions on Saturdays and Sundays. During Mondays and Wednesdays, the number of user actions was the lowest of the week.

**DAILY TREND**



**USER ACTIONS**

Monthly User Actions Evolution



In February, the flow of user actions was higher between 11 am and 6 pm, recording three peaks with a higher number. The first one took place at 1 pm, the second between 4 pm and 5 pm, and the third at 9 pm.

**THE PODIUM**



**USER ACTIONS**

TOMI with Most User Action



**PHOTOS & GIFs SENT**

TOMI with more Selfies and GIFs Sent

**ACTION CHAMPION**

- Matosinhos Loja TOMI - 20 745
- Matosinhos Leça TOMI - 19 244
- Ponte de Lima TOMI - 9 751
- Mondim de Bastos TOMI - 9 318
- Vila Nova de Gaia CM TOMI - 8 907

**SELFIE WINNER**

- Caminha TOMI - 1 317
- Matosinhos Loja TOMI - 461
- Matosinhos Leça TOMI - 427
- Mondim de Bastos TOMI - 215
- Valença TOMI - 205

**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.

**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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