

New routes at TOMI in partnership with CNC

During the month of October, the routes elaborated by the CNC (Centro Nacional da Cultura), on the "Paths of Fátima" were available in TOMIs. The three routes and all the directions to go to Fátima are available, in all TOMIs in Portugal.



USER ACTIONS *

751

Thousand



PHOTOS & GIFs SENT

10

Thousand

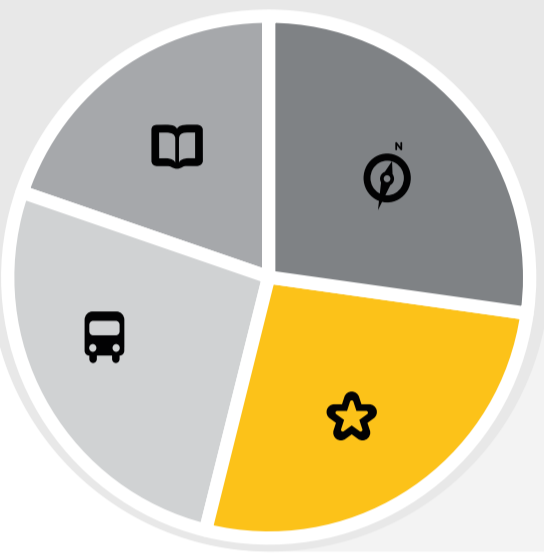


CONTENT DISPLAY *

13

Million

MODULES



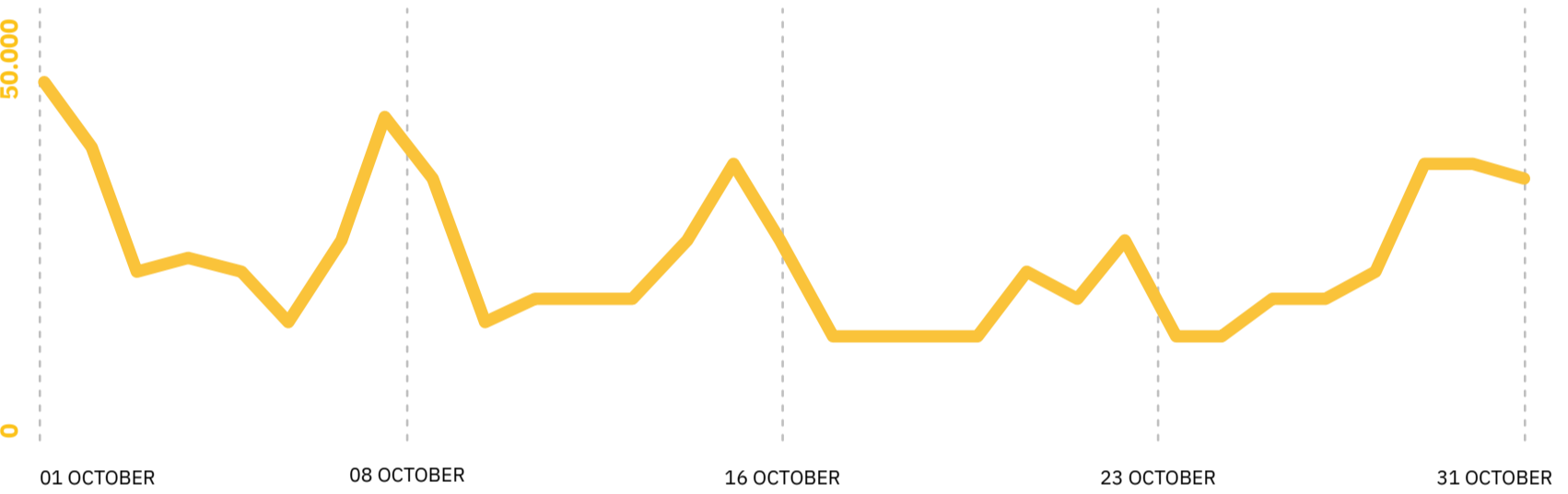
- 27% SEARCH
- 27% EVENTS
- 26% TRANSPORTS
- 20% NEWS

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

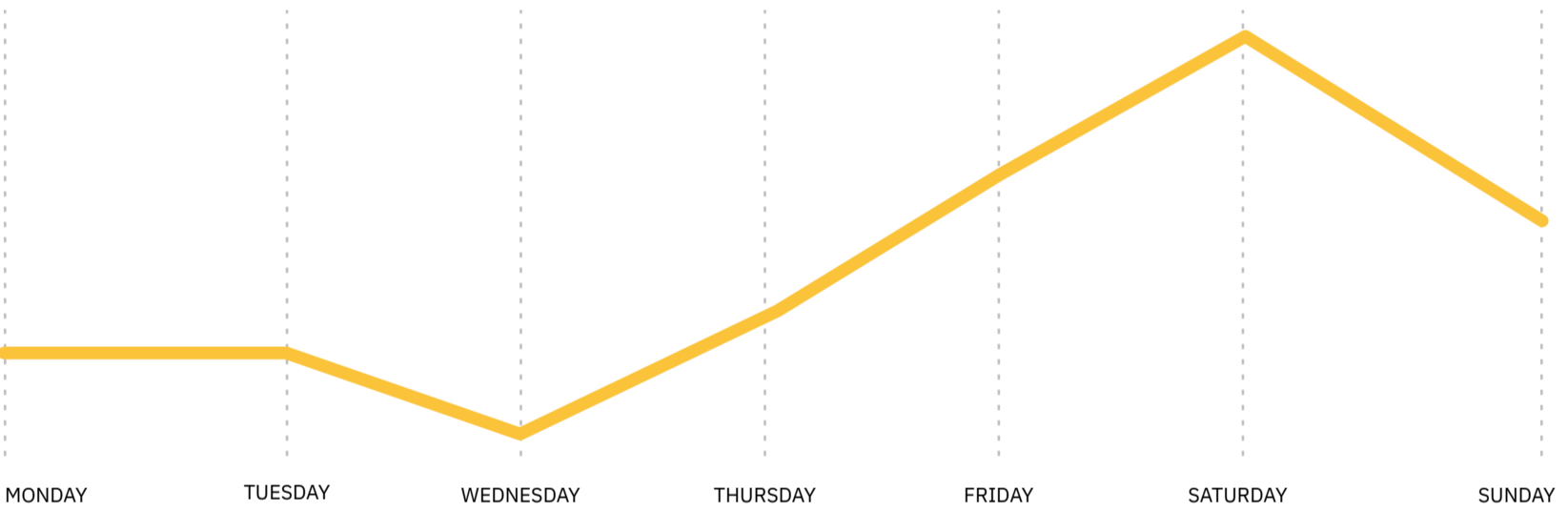


WEEKLY TREND



USER ACTIONS

Average User Actions Count by Week Day



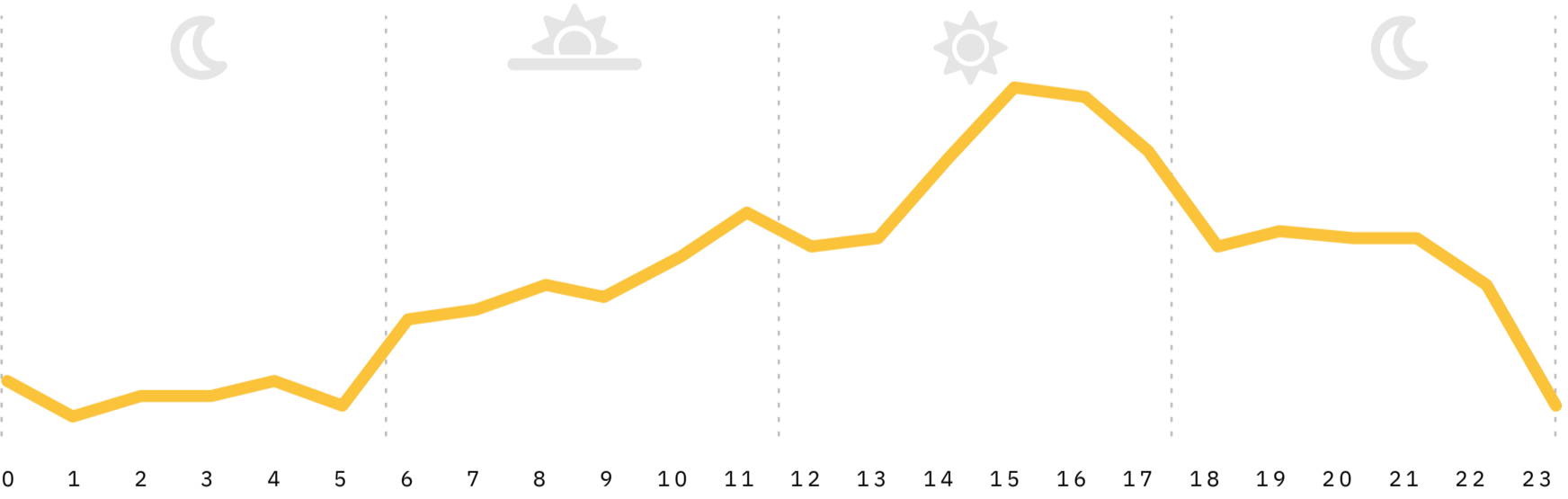
In October, Saturdays were the day of the week with the highest number of user actions. On the other hand, Wednesdays registered the lowest number of user actions of the week.

DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



During October, the user actions register was higher on the afternoon period. The highest peaks of user actions happened at 11 am, and between 3 pm and 4 pm.

October Overall Analysis:

During October, TOMIs kept showing an excellent performance on user metrics.

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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MAIN AWARDS AND HONORS Smart Cities USA, UK and Latam awards Future Digital Awards INNO VACITY GLOBAL SMART CITIES CONTEST Citizen's engagement, E-Gov & urban innovation	Award UI & UX A'DESIGN AWARD WINNER 2017 Best interface	Accessibility & inclusion EUROPEAN PRODUCT DESIGN AWARD ENAT Design for society & disability inclusion	DOOH media FEPE International Best innovation	Tourism ABR 2015 Best service
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