



TOMI is recognized with a new award!

TOMI For All won another award in the category "Accessibility for All", given by the Inovação do Turismo do Minho entity. This award contributes to strengthening TOMI's concern for all citizens to have access to the latest information and events in the city. We are very honoured for this distinction!!

USER ACTIONS*

25
Thousand

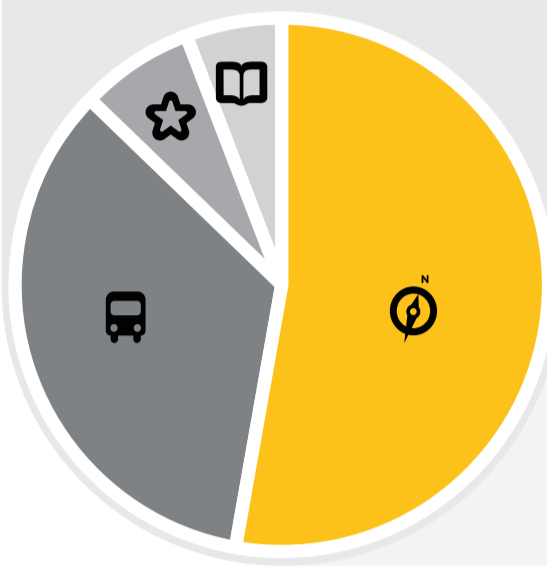
PHOTOS & GIFs SENT*

336

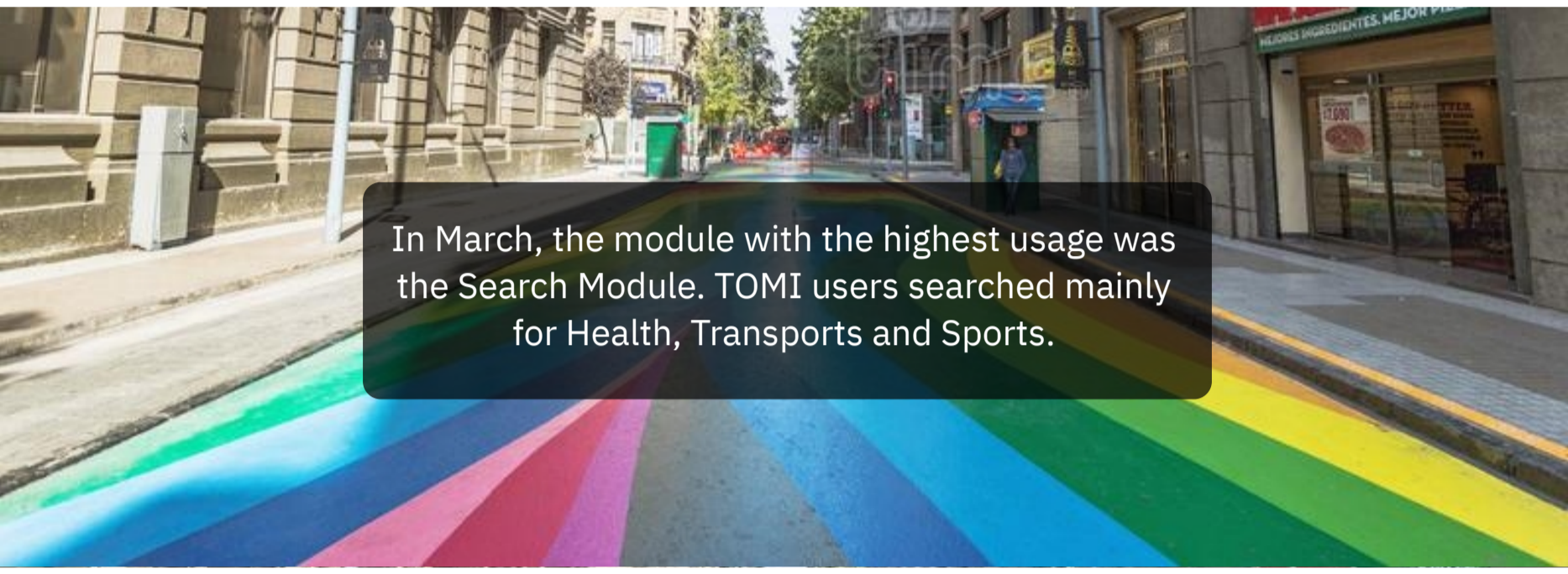
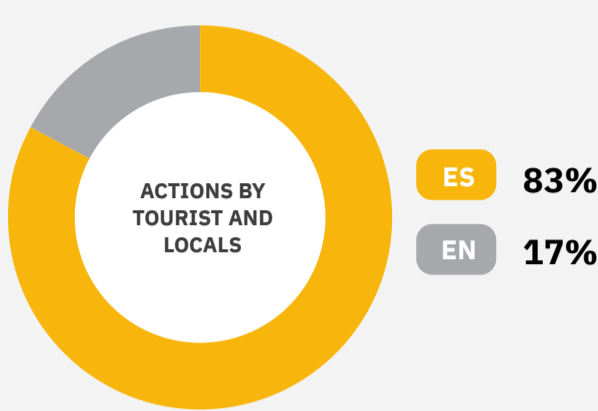
CONTENT DISPLAY*

101
Thousand

MODULES



- 53% SEARCH
- 34% TRANSPORTS
- 7% AGENDA
- 6% NEWS



In March, the module with the highest usage was the Search Module. TOMI users searched mainly for Health, Transports and Sports.

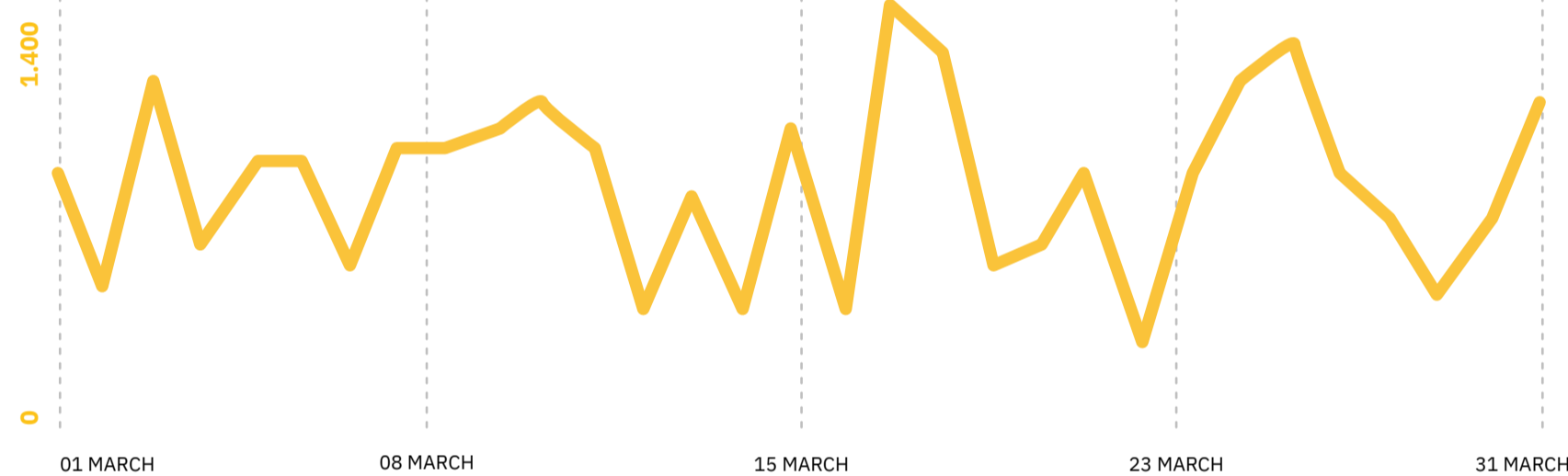
TOP CONTENT CATEGORIES

USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	Health	Mercado Central de Santiago
Culture	Music	Transports	Gran Barrio Yungay
Economy	Exhibitions	Sports	Barrio Concha y Toro

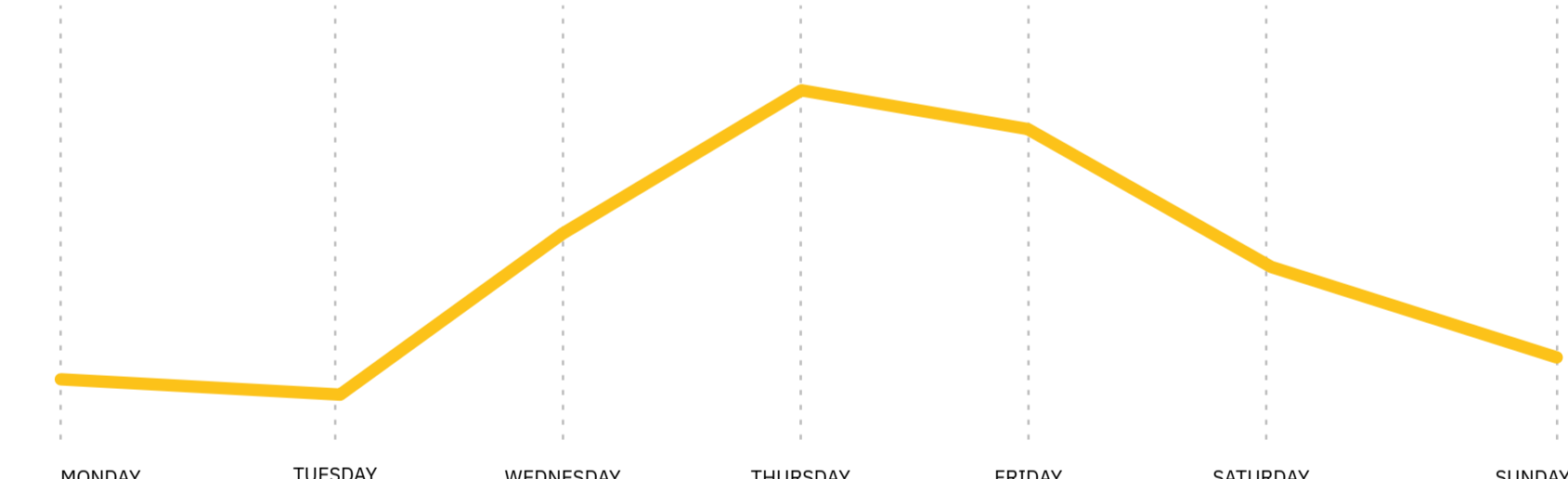
DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution



WEEKLY TREND

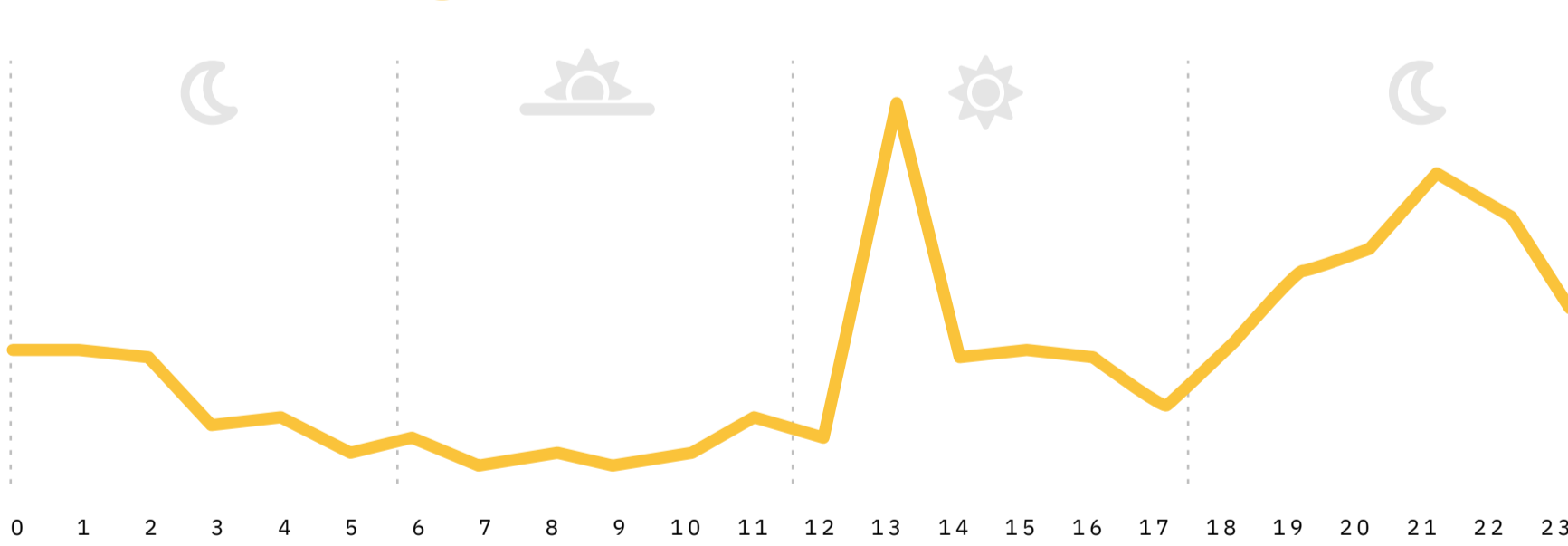
USER ACTIONS
Average User Actions Count by Week Day



In March, Thursdays and Fridays had the highest number of user actions. On the other hand, Mondays, Tuesdays and Sundays had the lowest number of user actions registered.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution



In March, the number of user actions was higher in the late afternoon period. Throughout the day, there were registered two peaks: the first happened around 1 pm, and the second around 9 pm.

THE PODIUM

USER ACTIONS
TOMI With Most User Actions

PHOTOS & GIFs SENT
TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION



Chile Paseo Bandera

17.834
User Actions

SELFIE WINNER



Chile Paseo Bandera

290
Photos and GIFs sent

March Overall Analysis:

During March, TOMIs kept showing great numbers and good performance.

User Actions*: Values indicate the number of touches made on TOMI. Photos & GIFs sent*: Values show the numbers of photos and gifs, taken and sent by email. 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>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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