

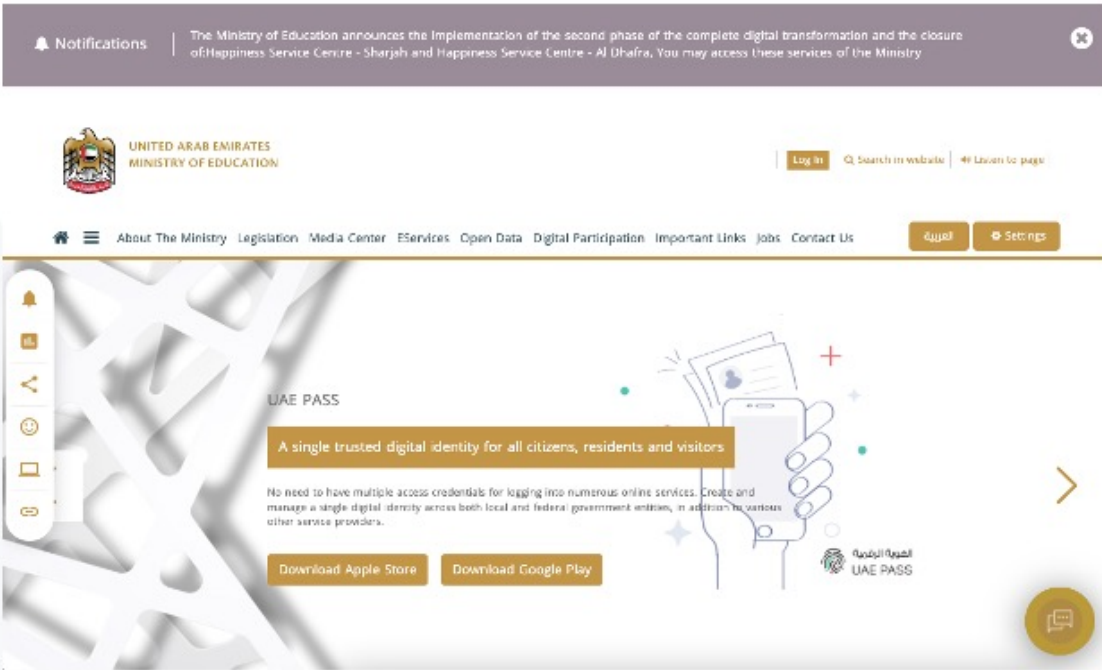
**Result of questionnaire**  
on public satisfaction with awareness  
of priority e-services

A plan has been devised to **optimize the content of the website** to facilitate the public's access to information and to make it clearer, since the public prefer to learn about the new updates through the website.

Before



After

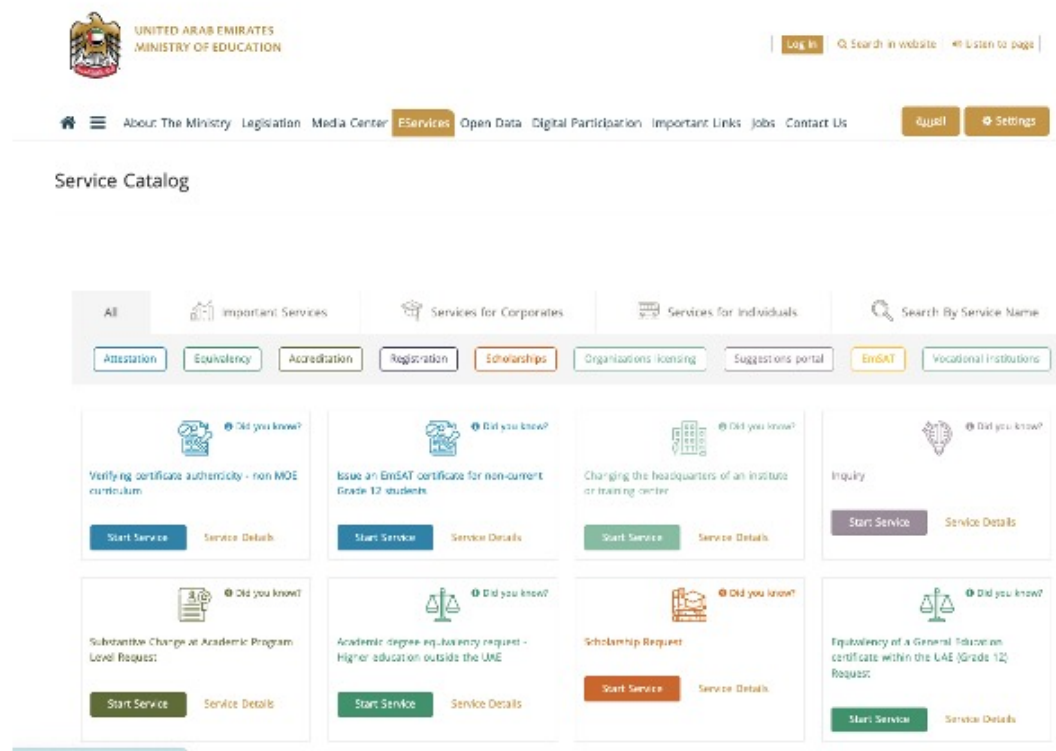


## Revamping the website to facilitate the public's access to the e-services

by categorizing them and assigning a color to each category and adding keywords that are most frequently used in the community and among the public. For example, instead of using standard Emirates test, the word “EmSAT” was used.

To view the services gallery, please click on the following link:

<https://www.moe.gov.ae/en/eservices/pages/servicecatalog.aspx>



## Launching awareness campaigns

on the most used services (certificate equivalency, scholarships, EmSAT test, registration in higher education institutions).

وزارة التربية والتعليم  
@MOEUAOfficial

Completing the Emirates Standardized Test (EmSAT) takes between 90-125 minutes. The time it takes to complete the test depends on the subject, so be sure to familiarize yourself with it...  
For more information, visit:  
[bit.ly/3IWRWRX](https://bit.ly/3IWRWRX)

#EmSAT

The infographic shows the duration of the Emirates Standardized Test (EmSAT-Achieve) per subject. It features a grid of subjects with their respective durations: Arabic (120 minutes), English (125 minutes), Mathematics (90 minutes), Physics (90 minutes), Biology (90 minutes), Chemistry (90 minutes), and Computer Science (90 minutes). The EmSAT logo is at the top left, and the website [emsat.moe.gov.ae](https://emsat.moe.gov.ae) is at the bottom.

10:28 AM · Oct 20, 2021 · Twitter for Android

وزارة التربية والتعليم  
@MOEUAOfficial

For more information about equivalency of university qualifications—higher education, click here:  
[bit.ly/3FSgEej](https://bit.ly/3FSgEej)

#Go\_digital

The infographic titled "Certificate Equivalency" explains the value of academic degree recognition and comparability statement in the UAE. It states that it is among the core requirements for employees and students and can enhance their employability potential in the country. The infographic includes a "GO DIGITAL" logo and the website [bit.ly/3FSgEej](https://bit.ly/3FSgEej).

12:58 PM · Oct 31, 2021 · Twitter for Android

وزارة التربية والتعليم  
@MOEUAOfficial

You can find out about the Scholarship criteria and requirements through the following link:  
[bit.ly/3Fpg070](https://bit.ly/3Fpg070)

Note that the Application Process will open on November 7, 2021

#go\_digital

The infographic titled "Scholarship Application" lists the categories of students eligible to apply for the Scholarship Program. It includes a list of criteria: 1. High school graduates of the current year (2021-2022) to study for a bachelor degree, 2. High school graduates of previous years to study for a bachelor degree, 3. Bachelor degree holders to study for a master degree, 4. Master degree holders to study for a doctorate degree, and 5. Students currently enrolled in the study (Bachelor, master, or doctorate) who wish to transfer to the Ministry's Scholarship. The infographic also includes the "GO DIGITAL" logo and the website [bit.ly/3Fpg070](https://bit.ly/3Fpg070).

2:49 PM · Oct 7, 2021 · Twitter for Android

### Translate Tweet

الحكومة الرقمية لدولة الامارات

9:54 AM · 30/11/2021 · Twitter for iPhone

The image shows a tweet from the official Twitter account of the UAE Ministry of Education and Higher Education (@MOEUAOfficial). The tweet is in Arabic and discusses the application process for the Ministry's Scholarship Program. It mentions that the application process will open on November 7, 2021, and provides a link to the application page. The tweet is displayed on a smartphone screen, and the background shows a laptop displaying the application page.

Fixing **Instagram story highlight** on the MoE's official account for e-services in general and the most used services in particular, to serve as a fixed reference for the public.





## Dedicating designated spaces in Customer Happiness Centers

to submit e-applications with the help of the centers' employees.



## Providing detailed explanation on providing the services in a video

that is available on the official YouTube channel of the MoE and the webpage of each service. All the videos are currently updated to accommodate the latest updates.

