



UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

**REPORT ON THE MAIN FINDINGS AND
RECOMMENDATIONS OF THE DIGITAL
CONSULTATION**

[PETROL STATIONS SITE DIRECTORY WEBPAGE]

2024

Version [number (1)]

1. Introduction

Participation title	Petrol Stations Site Directory Webpage
Participation type	Consultation
Brief description	MoEI has developed a webpage for petrol stations sites and facilities across the country. The survey measured customer satisfaction with the webpage and informed ways to improve it. The survey included questions on the design, user-friendliness, and content of the webpage, as well as the quality of the services offered at the stations. It also requested participants to submit their suggestions or comments to improve the services at the stations.
Participation objective	The digital consultation aimed to measure customer satisfaction of the petrol stations site directory webpage and check how beneficial it is to users.
Target audience	Technology
Responsible entity	Ministry of Energy and Infrastructure
Start date	01/03/2024
End date	08/08/2024
Participation duration	[5 months / 8 days]
Languages used	[Arabic / English]
Marketing channels	[Social Media / Ministry Website / Email]

2. Participations Overview

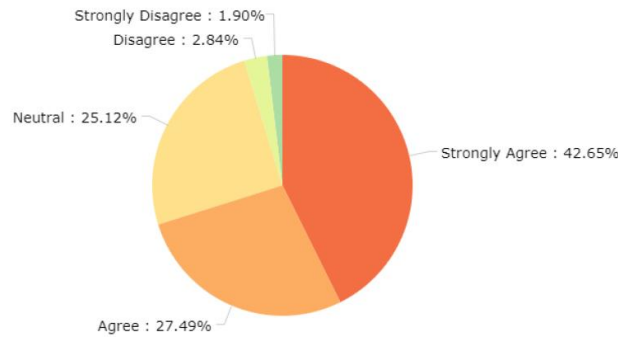
Number of participants	219
Number of comments	8

3. Results Overview

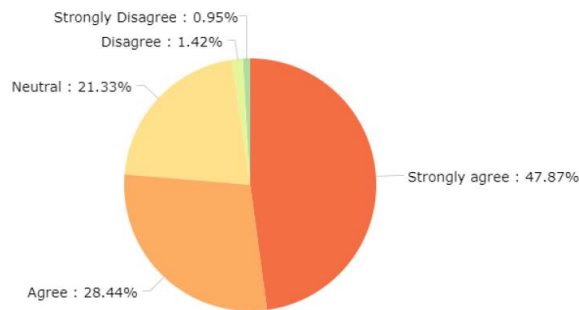
The Ministry of Energy and Infrastructure has created a dedicated page for petrol stations, displaying their locations across the country along with the facilities at each station. Through the survey "Share Your Opinion on the Petrol Station Directory Page," we aimed to measure public satisfaction with the page and identify the best ways to improve it.

A total of 219 people participated in the survey, with the vast majority (88.94%) being Emirati nationals. The lowest participation came from neighbouring Gulf countries, while the proportion of resident Arabs and foreigners ranged from 4.15-6.45%.

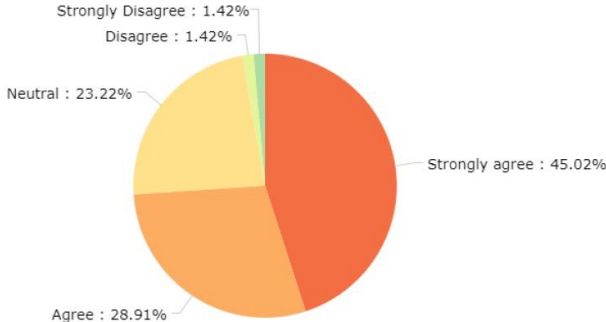
The survey revealed that 47.47% of participants had visited the page. Among them, 42.65% were highly satisfied with the overall user interface of the petrol station directory page, the highest percentage. Meanwhile, 27.49% and 25.12% were satisfied or neutral respectively. The remaining respondents, who were dissatisfied, made up the minority, with percentages ranging from 2-3%.



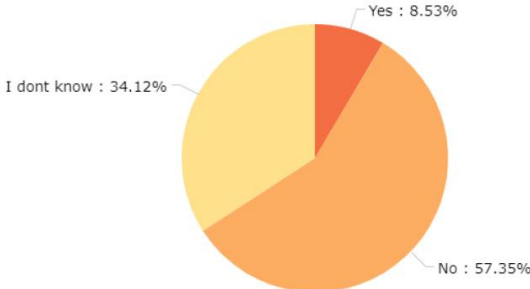
Additionally, 47.87% of survey participants praised the ease and effectiveness of the search function for petrol stations across all Emirates. Other responses showed 28.44% and 21.33% were satisfied and neutral about the search process respectively, while the dissatisfied minority had percentages between 1% and 1.5%.



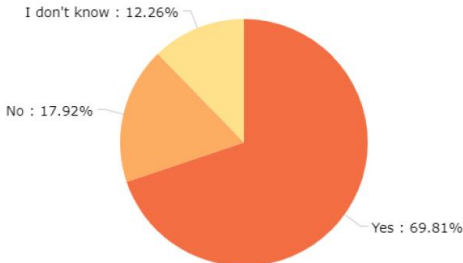
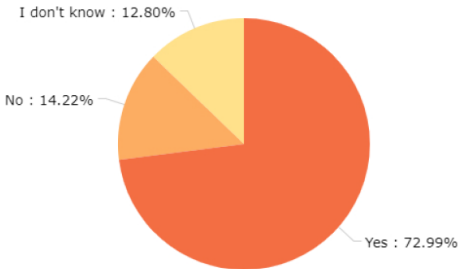
Regarding the accuracy of the information, 45.02% strongly agreed that the information provided for each petrol station was comprehensive and accurate, which enhanced the user experience. Responses ranging from 28.91% to 23.22% were satisfied and neutral. The remaining dissatisfied participants made up 1.42%.



The majority, 57.35%, stated they had not noticed any missing petrol stations or inaccurate information in the directory. Meanwhile, 34.12% were unaware of any missing stations or information, as they had not used the system.



The survey also indicated that 72.99% of participants found the page useful and intended to use it in the future. Furthermore, 69.81% were willing to share it with friends.



4. Decisions Made

Based on the survey results and public feedback, the following actions have been identified:

1. Develop and update the directory by adding electric charging station locations:
 - Collect data on electric charging stations across various emirates.
 - Regularly update the page to add new locations and ensure the accuracy of the information.
 - Improve the user interface to include additional categories, such as electric charging stations, to make them easier for users to access.
2. Increase public awareness campaigns about the page and its uses:
 - Launch awareness campaigns across various media platforms (social media and email) to inform the public about the benefits of the page and how to use it.
 - Organize workshops or awareness seminars to explain how to benefit from the page, with a focus on using electric charging stations.

These actions aim to enhance the effectiveness of the page and increase its use by the public.

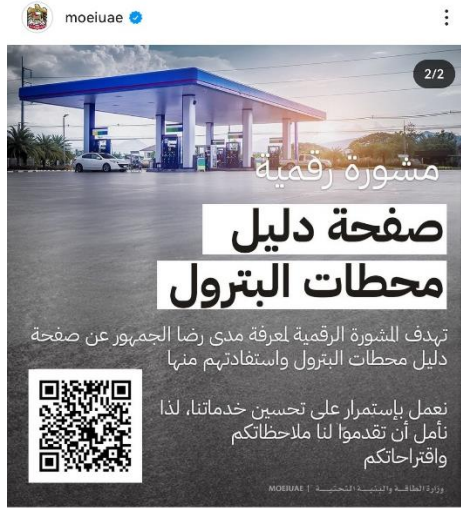
Based on the planned actions, the timelines and responsible parties are as follows:

1. Develop and update the guide by adding electric charging station locations:
 - Timeline:
 - Data collection: 2 month (from the decision date).
 - Page updates: After having the data.
 - Responsible parties:
 - Ministry of Energy and Infrastructure: Provide data and coordinate with relevant authorities.
 - IT Team: Implement updates to the guide and improve the user interface.

2. Increase public awareness campaigns about the page and its uses:

- Timeline:
 - Preparing awareness campaigns: 1 month (to prepare media materials and plan the campaigns).
 - Launch campaigns: 3 months (starting after preparing the materials and organizing periodic awareness campaigns throughout the year).
- Responsible parties:
 - Government Communications Team: Coordinate and implement media campaigns across various media platforms.

5. Resources



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