

Crowdsourcing to Enhance Content

Enhancing the content of the official portal of the UAE through crowdsourcing

The story so far...

Government.ae is the official portal of the UAE Government and a one-stop shop to access information and services of the UAE Government. It was launched in May 2011. The portal plays an important role in deciding a country's position in the UN's biennially released report on eGovernments across the world. The UAE has consistently been amongst the top rankers in the eGovernment Development Index not only in GCC but also in the MENA region.

An idea was born

The portal is maintained and constantly updated by Telecommunications Regulatory Authority. In April 2018, TRA decided to enhance the content of the portal by applying crowdsourcing. Thus, a campaign to enhance the content of the official portal of the UAE through crowdsourcing was launched.

The purpose of the campaign is to:

- position Government.ae as a main source of information on the UAE government
- engage public in building content on the portal
- enrich the content on the federal portal
- encourage the practice of eParticipation and
- encourage other government entities to review their related parts on the portal.

The campaign

TRA conducted several brainstorming sessions to figure out the best strategy until we designed the campaign. A short survey was prepared asking the public to point out missing/incomplete/wrong information on the portal. The public was also invited to suggest topics to be added on the portal. This survey was propagated largely through the official social media accounts of the UAE mGovernment. A hashtag ParticipateAndGetAReward was coined specially for this purpose. Prizes through a raffle draw were announced to those who contributed. Yet, the response was low.

Change in strategy

TRA considered the low response and devised a change in approach. The survey was shortened to retain crowd patience and interest. The A pop-up was introduced on the portal, encouraging people to take part in the survey. These brought a huge change in the number of responses received.

Huge response

In July, we received more than 3,000 responses in English and Arabic. Most of the responses were related to jobs, visa and VAT.

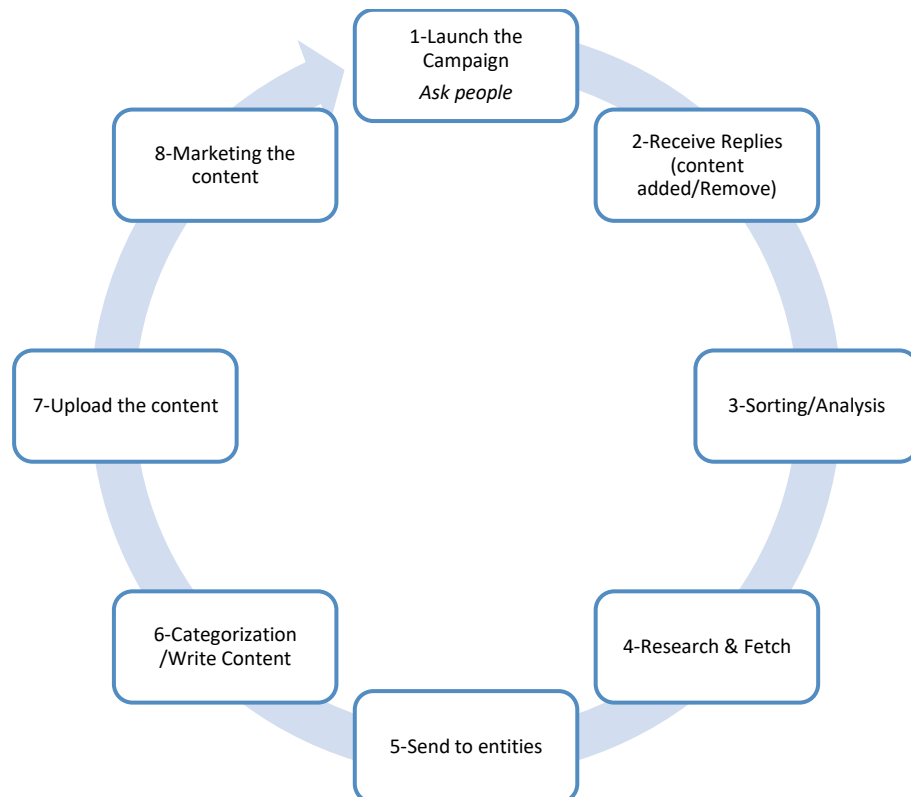
The next steps

After the team receives the responses, it sorts them first on the basis of utility. Then, the responses are segregated depending on the federal entities to whom the questions are to be sent. All questions are gathered and sent to the entity for their input.

After, the entities reply, web content is written and translated. Based on this cycle, the following topics were added to the portal in July:

- Labour ban
- Tourist visa
- Trademarks and patents
- Rules for resident visa holders travelling abroad
- Visa amnesty programme
- How to change personal details on Emirates ID.

After the content is added, it is broadcast again on the official social media accounts of the UAE mGovernment.



Portal enhancement campaign

User feedback report

Month	User feedback	Topics added/updated	Winners
June	138	12	1
July	3279	24	2
August	4430	19	2
Sept.	3860	22	1
Oct.	1945	21	2
Nov.	1454	11	1
Dec.	1544	8	2
Total	16650	117	11

May 2018

Topics added/updated according to May answers

1. [Reporting cybercrime](#)

June 2018

Topics added/updated/in progress

June

- | | |
|---|--|
| 2. Reporting cybercrime | 3. Liquor license (buying and selling) |
| 4. Youth businesses | 5. Public utilities and their payment |
| 6. Tourist visa | 7. Police clearance certificates |
| 8. Transit visa | 9. Equalization of educational certificate |
| 10. Rules for resident visa holders travelling abroad | 11. SmartPass |
| 12. Labour ban | 13. Compassionate leave |

July 2018

Topics added/updated/in progress

July

1. Visa amnesty programme	2. Patient companion residence visa
3. Intellectual properties and their registration	4. Importing and exporting
5. Work permit for workers having labour cases	6. Part time work law/decision
7. The Emirati passport	8. Types of visas eligible for status change
9. Citizenship application	10. Trademarks and patents
11. Adult education centres	12. Qualifications for residence visa
13. Joining armed forces jobs	14. Non-Muslim divorce law
15. GCC Nationals working in the private sector	16. Maximum age limit to get work permit
17. Entering UAE via land ports	18. Countries entered by UAE residents without visa

19. Driving license, car registration and accident tracking	20. Provisions for fixing official photos of emirate rulers in private and public offices
21. Termination for bad performance	22. Private school evaluation
23. Dress code in Gov entities	24. Commercial activity on social media, eTrader + social media influencers

August 2018

Topics added/updated/in progress	
August	
1. Seaman visa	2. Carriage & Logistics
3. Fishing boat registration and fishing permit	4. UN EGDl
5. Citizen mother to sponsor her foreign children and their family	6. What to do to avoid visa fraud
7. Unmarried woman to sponsor her family	8. Reasons for blacklisting
9. Updating details on Emirates ID	10. Penal regulations for employee
11. Lost passport with residence visa	12. Replacing damaged or lost IDs
13. Fishing licencing (new)	14. Natural resources, mines and minerals (new)
15. National service (update)	16. Loans and advances regulations (new)
17. Deportation (new)	18. Real estate rental (new)
19. Educational institutes licencing (new)	

September 2018

Topics added/updated/in progress	
September	
1. Tax refund for tourists	2. Visa rejection (pending for review by ICA as of 30 Dec 2018)
3. Insurance instead bank guarantee for labour residence bias	4. Semi-government employees
5. Penalties for driving an unregistered car	6. Regulations of teacher ethics
7. Is it allowed for relatives to work in one gov entity	8. Days of national importance
9. Legal text prohibiting employer to keep the employee's ID	10. Accommodation requirements for visa
11. Home-schooling	12. New arbitration law
13. Occupational noise provisions	14. Changing entry port
15. WPS subscription	16. How is annual leave salary calculated?
17. Labour accommodation	18. Duration of annual leave
19. Verify your job offer	20. Arbitrary dismissal
21. Skill levels of jobs in the UAE	22. Teachers licencing system

October 2018

Topics added/updated/in progress	
October	
1. Calculation of the end of service gratuity	2. UAE Pass
3. National agenda (mistake fixed)	4. Maid visa - How many maids to be sponsored by a citizen or resident + Household maid termination
5. Children under sponsorship of their mother who passed away	6. Jobs not qualifying people to sponsor their families
7. Camels and all animals market	8. Madrasa project
9. List of approved recruitment agencies	10. Visas for newborn residents
11. Labour disputes	12. Residence from one emirate and tenancy contract from another
13. How to refund the deposit after cancellation of a visa	14. Mortgage registration
15. How many days before expiry one should apply for renewal	16. Ecotourism
17. Property/investor visa	18. Retirement visa
19. New Insurance system	20. Guideline for advertisers
21. Extending visas for divorced and widowed	

November 2018

Topics added/updated/in progress	
November	
1. Protection of economic rivalry	2. Umrah leave
3. Tawjeeh and other MOHRE service centres	4. List of jobs limited to UAE nationals
5. Laws regulating teachers work, leaves and allowances	6. Sick leave
7. Hajj leave	8. Steps to register labour disputes
9. Extending visas	10. Payment of wages/basic salary –gross salary
11. Annual leave	

December 2018

Topics added/updated/in progress	
December	
1. How to fund a business	2. The most demanded/active businesses in the UAE
3. Requirements for entry of vehicles across the UAE borders	4. UAE achievements of 2018

5. Legislation/ legal text explaining fines on companies using people while they are on visit visa	6. Update of content on paid overtime work
7. UAE efforts on volunteering and prizes awarded for this purpose – Sharjah volunteering prize	8. Educational and training courses provide by Gov entities in their scope of work

Prizes

After the responses are segregated, the useful ones enter a raffle draw. In June, prize was given to one person who suggested adding content relating to business projects for youth.

In July, prize was given to two people. One of them suggested to add content relating to home schooling and the other suggested to add content relating to VAT with regard to sister companies.

Sadia Mahmood receiving the prize

