

WEBSITE PERFORMANCE

DESIGN EDUCATORS FORUM OF SA

September 2017

DEFSA has two specific and different communication requirements – distributing its research to the world, and serving members.

In January 2016 the DEFSA website was split into two independent websites.

www.defsa.org.za

The official DEFSA domain gives access to published research papers.

It carries over 200 papers from eight conferences. It profiles individual authors as well as institutional members. It offers cross-categorisation by design discipline, institution, author etc.

The website has a blog where any DEFSA member can provide an opinion piece, or promote events/news from the Design Department of the member institution.

This website focuses on usability, categorization, attractiveness, search engine optimisation and visibility. Only the administrator logs in, adds abstracts and handles categorization.

www.defsa.co.za

The DEFSA Members Zone manages the peer review process of the biennial Academic conference.

It provides secure storage of abstracts, and control security for the complex double blind peer review process. It also serves as a central repository for DEFSA administrative documents including agenda's, minutes, financial reports, the DEFSA constitution etc.

Over the active pre-conference period, most DEFSA members regularly log in and publish, review and upload documents. Functionality and speed are critical. Google indexing is discouraged.

The conference committee has access to many reports detailing papers, rejections, reviews etc. Reports are also available as spreadsheet exports.



Notifications and Newsletters

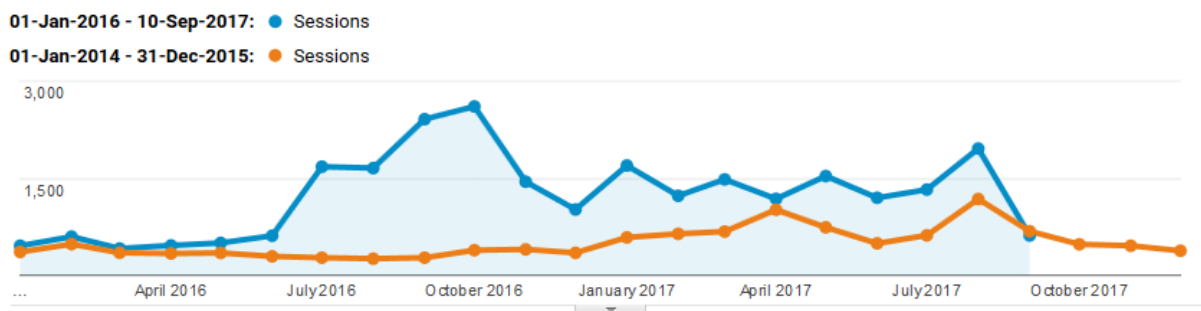
Each DEFSa member's account is linked to an email address allowing messages and notifications to be "pushed" via the Member zone. This helps to build direct relationships with members, and offer opportunities to survey Member's opinions, provide minutes and encourage members to visit the website between conferences.

System emails are text based. There is also a 3rd party newsletter system capable of handling attractive graphics, invitations and bulk notifications with advanced reporting.

Website performance – public website

Due to the conference, web visitors used to follow a 2 year cycle with a steady rise before the conference due to authors and reviewers logging in.

The new website was launched in January 2016, and statistics **exclude** the peer review process. The site shows a surge in visitors - easy access to past conference information results in greater exposure for both authors and institutional members.



- 32 810 views for the year or 2 700 per month (up 76%)
- Average time on page is 1 min 47 seconds (up 21%)
- 74% of visitors come through Search Engines, 20% by knowing defsa.org.za
- 53% visit on a desktop, 47% on mobiles or tablets
- 54% use chrome, 15% use Safari, 9% use Opera and 8% use Internet Explorer
- 42% use Windows, 31% use android, 12% use iOS and 10% use Macintosh.
- 2 477 people clicked on a link to the institutional member's website, 1 763 downloaded a paper, and 102 emailed an institution directly from the website.
- Papers: 2 601; Blog articles: 5 612; Events: 923



Popular pages

Page Title	Page Views	Page Views
	32,810 % of Total: 100.00% (32,810)	32,810 % of Total: 100.00% (32,810)
1. Pearson Institute of Higher Education (MGI) Design Educators Forum of SA	8,614	26.25%
2. Design Educators Forum of SA design + education	4,609	14.05%
3. Universities can't decolonise the curriculum without defining it first Design Educators Forum of SA	3,158	9.63%
4. A Career in Design Design Educators Forum of SA	923	2.81%
5. So You Want to be a Designer Design Educators Forum of SA	902	2.75%
6. 2015 DEFSA Conference Design Educators Forum of SA	832	2.54%
7. 2017 DEFSA Conference - Call for papers Design Educators Forum of SA	746	2.27%
8. What is Industrial Design? Design Educators Forum of SA	734	2.24%
9. What is an Academic Paper? Design Educators Forum of SA	697	2.12%
10. Why study design? Design Educators Forum of SA	629	1.92%

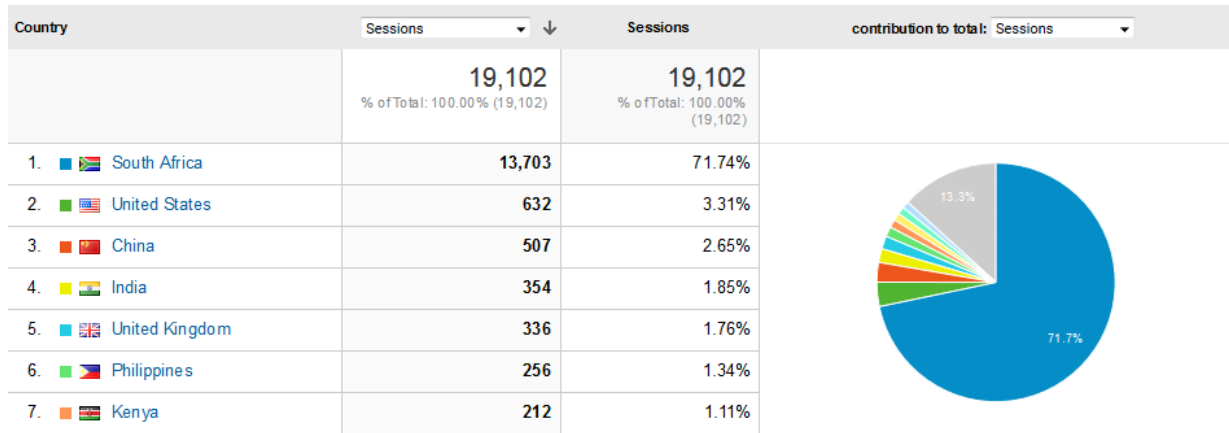
* I cannot explain why Pearson has such a high hit rate! It might be that we were first with the name change in January 2016, and Google has linked us with the institution.

Top 10 Popular papers

1. A customized size chart for the African pear shaped plus-sized South African women | 235
2. The role of ergonomics in the clothing industry with specific reference to clothing machinists | 195
3. Ethics and packaging design: Marketing of sugary breakfast cereals to South African children | 99
4. Idealisation as a design approach in enamelled contemporary jewellery | 81
5. The ethics of Ubuntu and community participation in design | 61
6. Terra Incognita: Mapping a Regional Design History in South Africa | 46
7. Future fit, socially responsible fashion designers: The role of fashion education | 43
8. The Use of Technical Drawing Methods to Generate 3-D Form | 39
9. Determining selection criteria for the compilation of an interior design corpus | 38
10. The Firma Model: A Tool for Resolving Complex Societal Problems | 38



Location



WEBSITE PERFORMANCE – MEMBER ZONE

The Members' Zone does not use 3rd party analytics for measuring visitors.

- 112 DEFSA Members
- 92 have logged in during the past year
- 64 abstracts/papers
- 196 reviews
- Approximately 50 committee documents