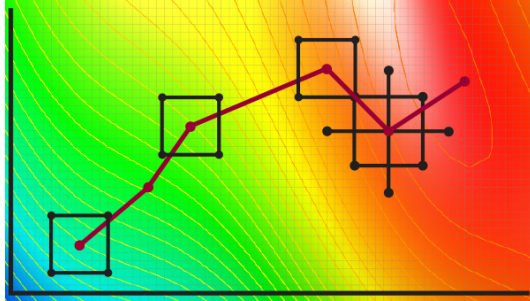


Experimentation for Improvement



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Design and Analysis of Experiments

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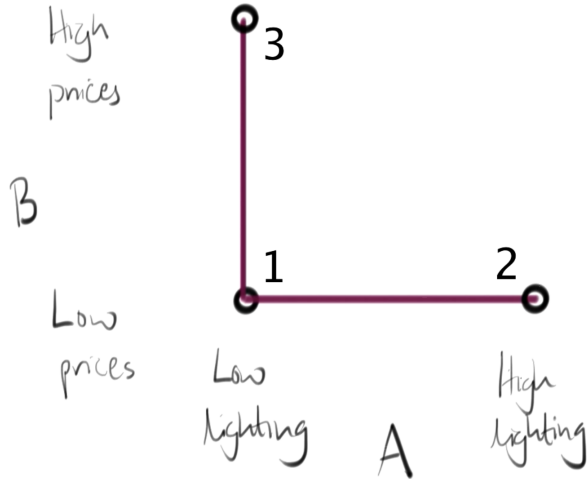
(when used without modification)

Numeric factors, both continuous

1. the amount of light in the store: 50% or 75% on the dimmer
2. the price of the product: \$7.79 or \$8.49

How not to run experiments

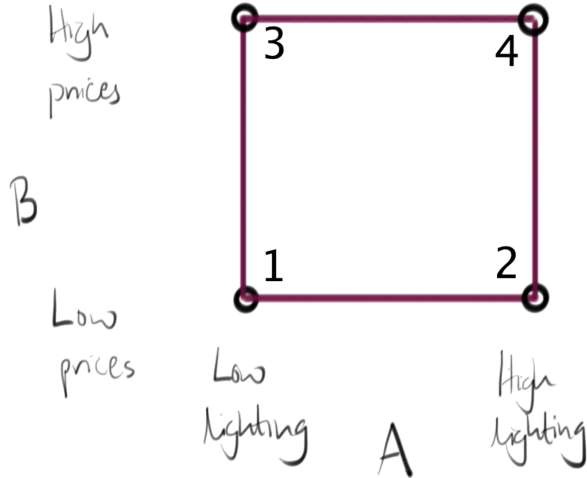
OFAT
Change only one factor at a time



A: $1 \rightarrow 2$: change lighting

B: $1 \rightarrow 3$: change prices

How ~~not~~ to run experiments



^OFAT
Change only one factor at a time

A: $1 \rightarrow 2$: change lighting

B: $1 \rightarrow 3$: change prices

A: $3 \rightarrow 4$: change lighting

B: $2 \rightarrow 4$: change prices

One extra experiment gets you double the information!