This assignment was locked Jan 29 at 3pm.

Below is taken from the first class lecture note.

Pick a Website on the Internet. Suppose you were designing an experiment for increasing visitor’s response to a product or service offered on the site.

– What five factors do you think would be most important to test? In each case, specify two levels for each of the factors and tell whether it is experimental or classification factor. (Recall the classification factor is something that can't be changed or assigned, that is, the level of such a factor is \*not\* controllable (changeable) by the experimenter.)

\* Read “Boost Your Marketing ROI with Experimental Design.”

\* Add a cover page with ethics pledge statement.

\* Submit this in a Word file format.