One possibility could be that we do multiple t-tests – but there's a problem with that.

With one t-test, at p < 0.05 level of significance there is a 5% chance of falsely rejecting our null hypothesis (type I error).

 If we have three conditions, then we have three pairs of means to compare (condition I vs condition 2, condition 2 vs condition 3 and condition I vs condition 3). For each test, there is 0.95 probability of not having a type I error.

 But when we do three tests the probability is 0.95 x 0.95 x 0.95 which equals 0.857.

• So that means there is a 14.3% chance of us falsely rejecting the null hypothesis $(1-0.857) \times 100 = 14.3$