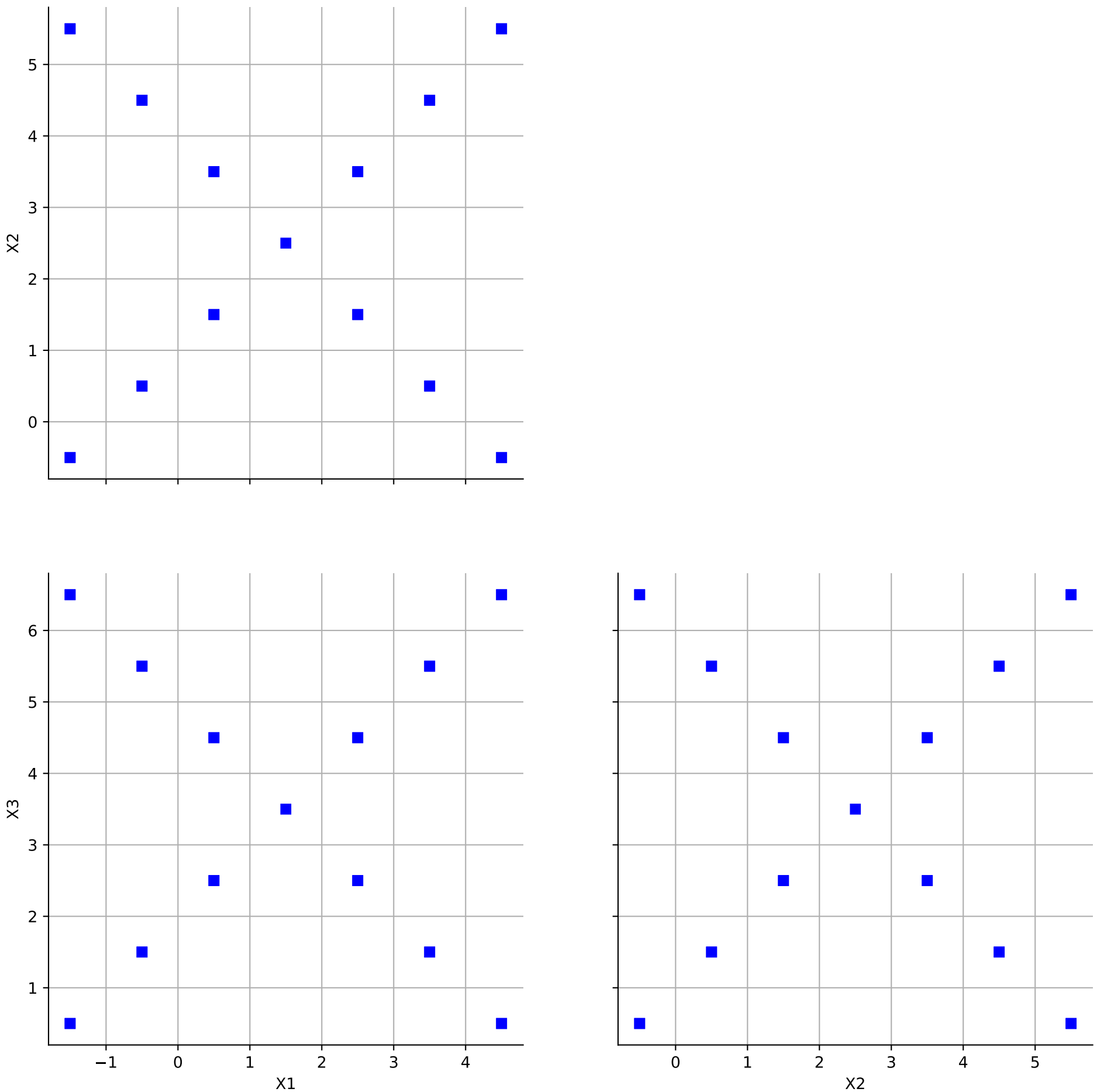Factorial experiment