
Question 12.1

Describe a situation or problem from your job, everyday life, current events, etc., for which a design of experiments approach would be appropriate.

One possible case could be marketing features for a particular new car for a car manufacturer. Cars have 1000s of features from ABS to heated seats and etc. A car ad or commercial would want to prominently display some features that it would find most appealing to customers. A DOE approach would be appropriate to decide which combination of features would have the highest impact in reactions to their advertisement.