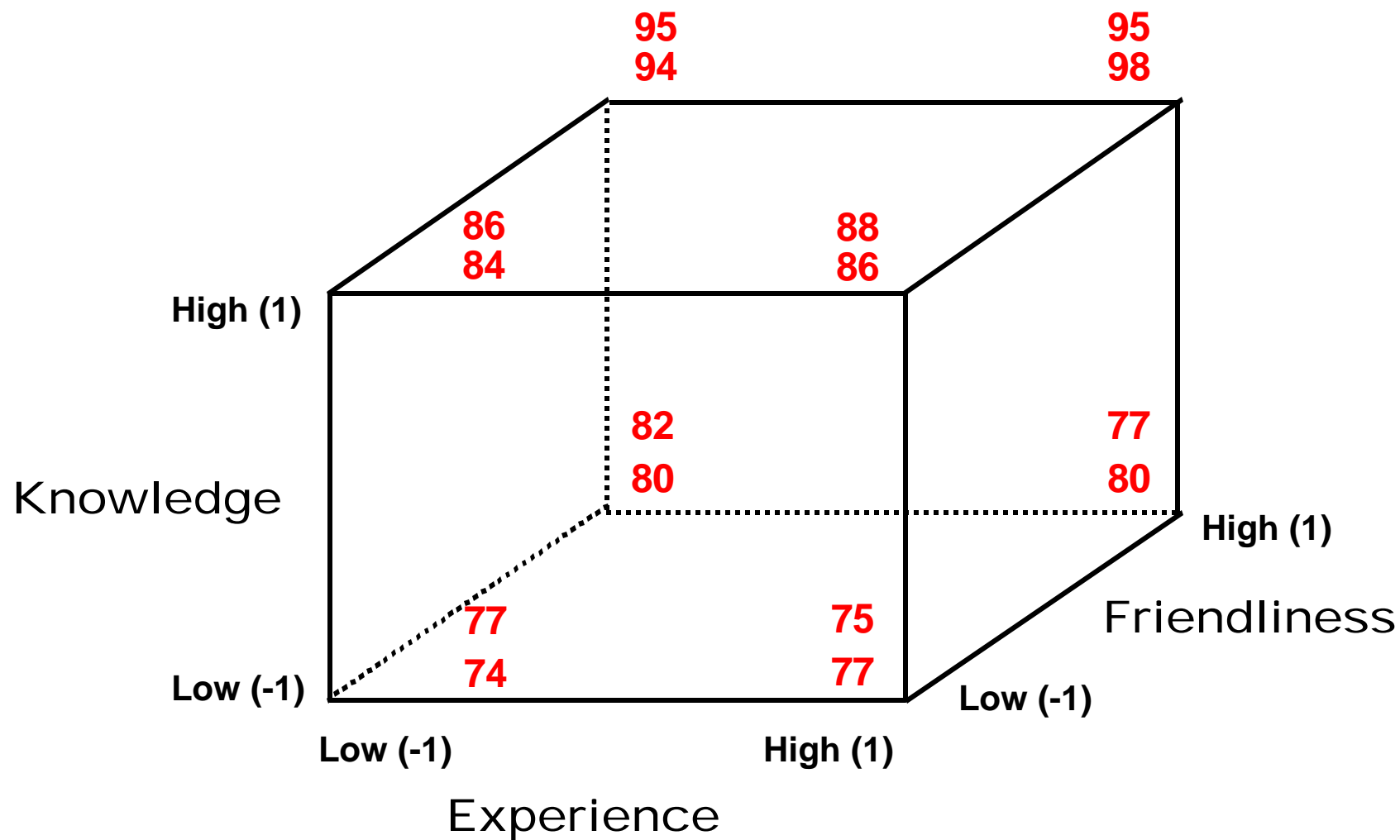
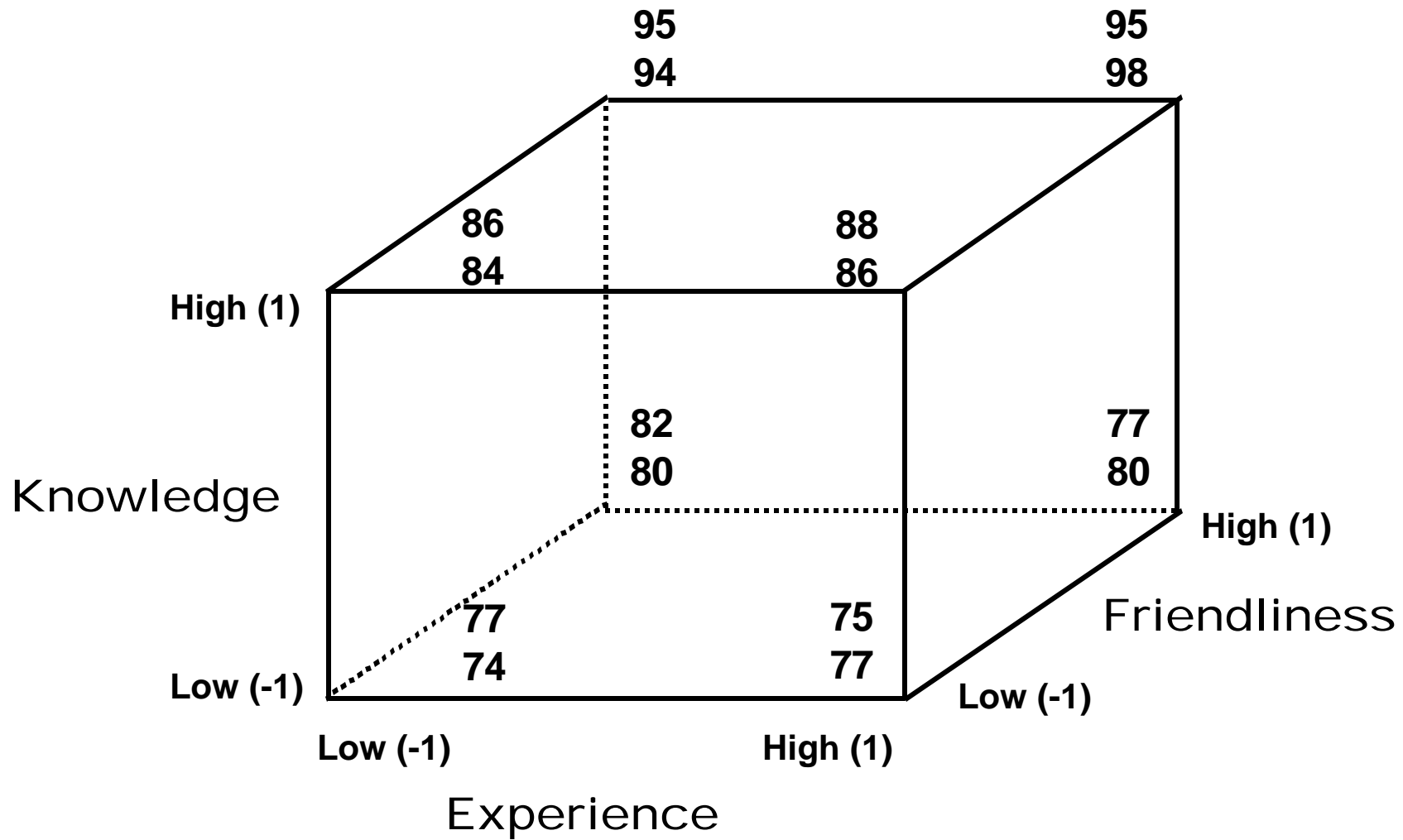


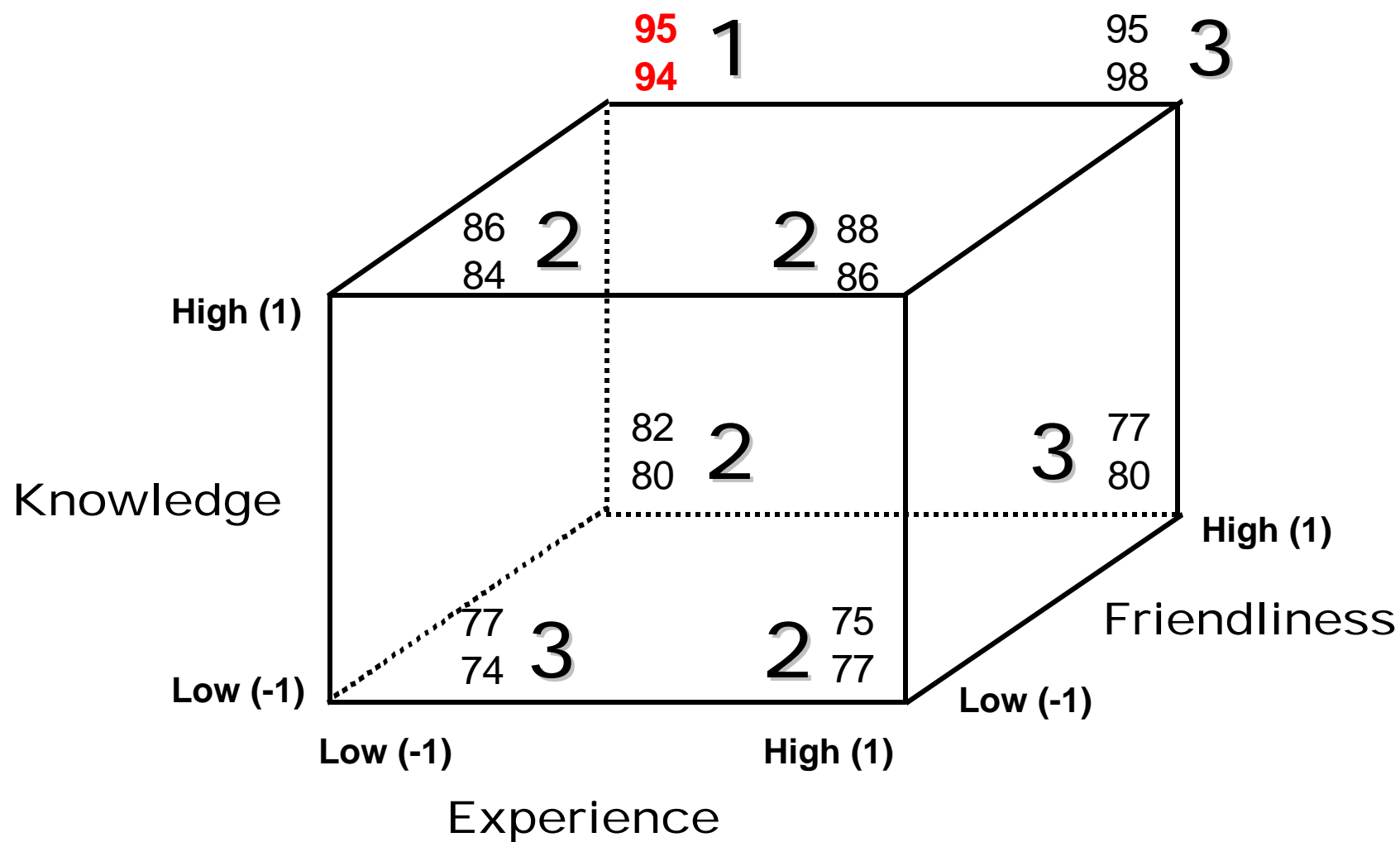
Example of Screening Design Analysis

- Illustrate with 3 Factors: Knowledge - Experience - Friendliness.
- Response (y) is Satisfaction.
- There are 2 Levels for each of the 3 Factors (x's).
- Replication allows for an Independent Estimate of Error.
- Trial order is Randomized.
- No Blocking is Necessary.

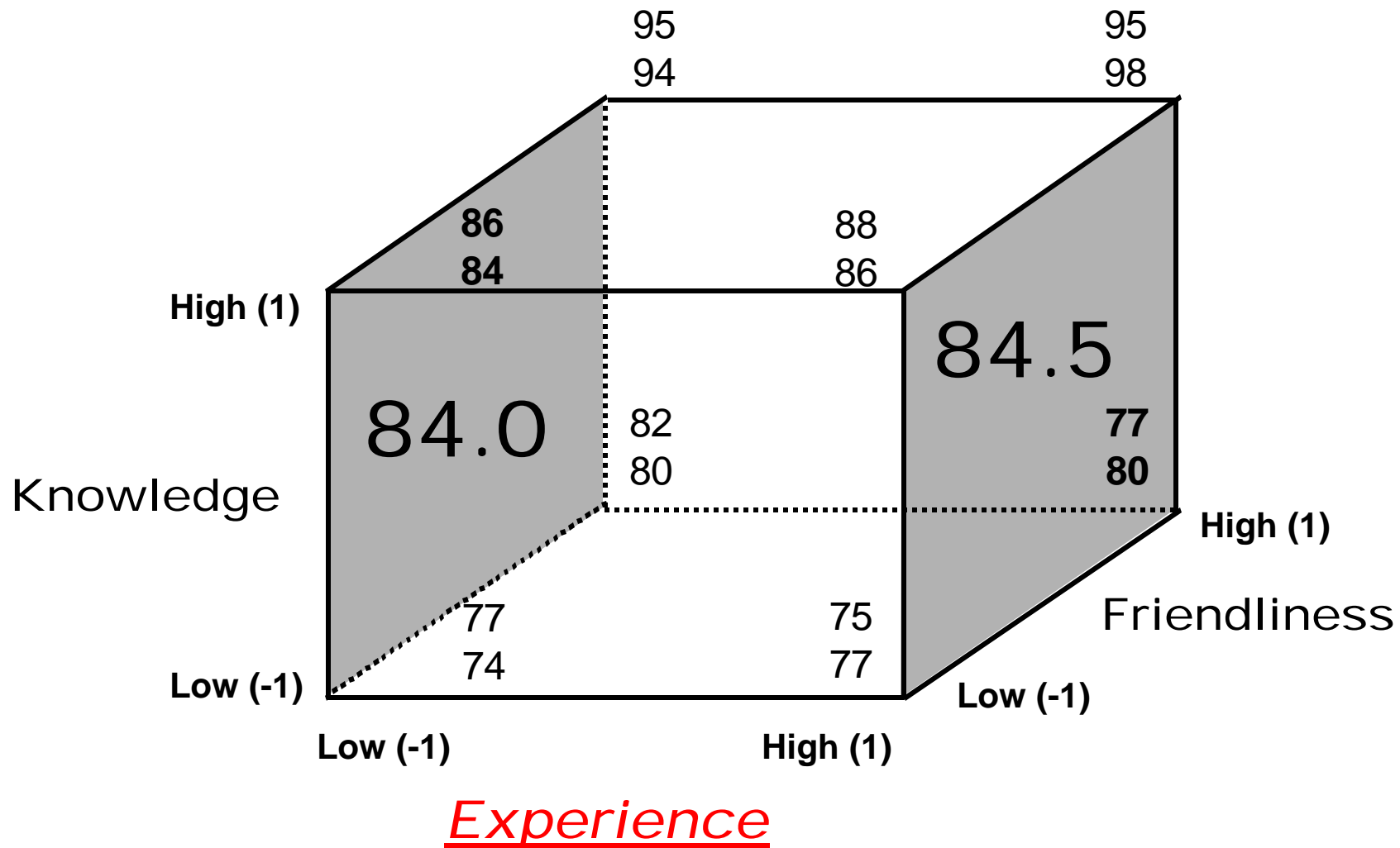


Run #16 Friendliness high Experience low Knowledge low Satisfaction 80

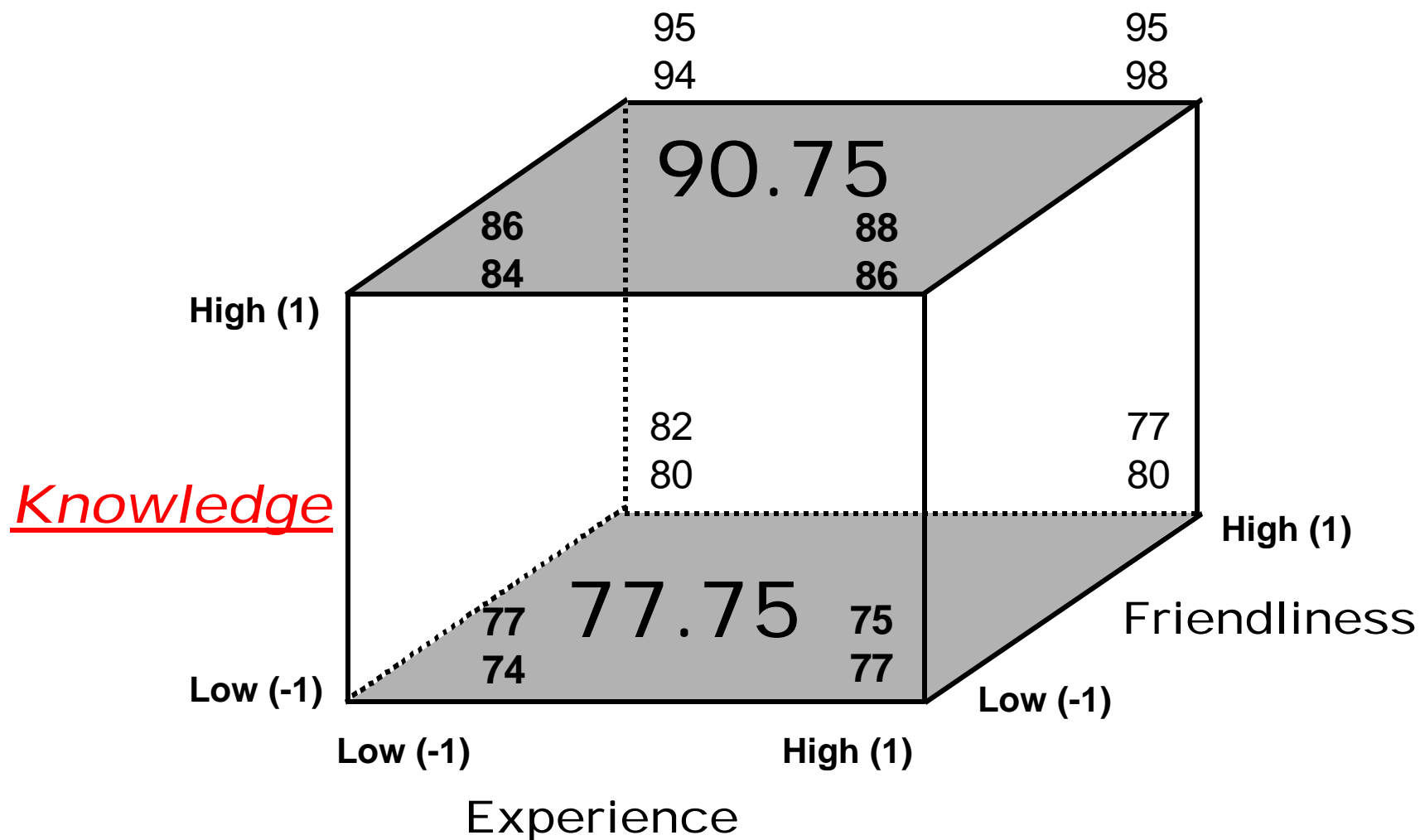




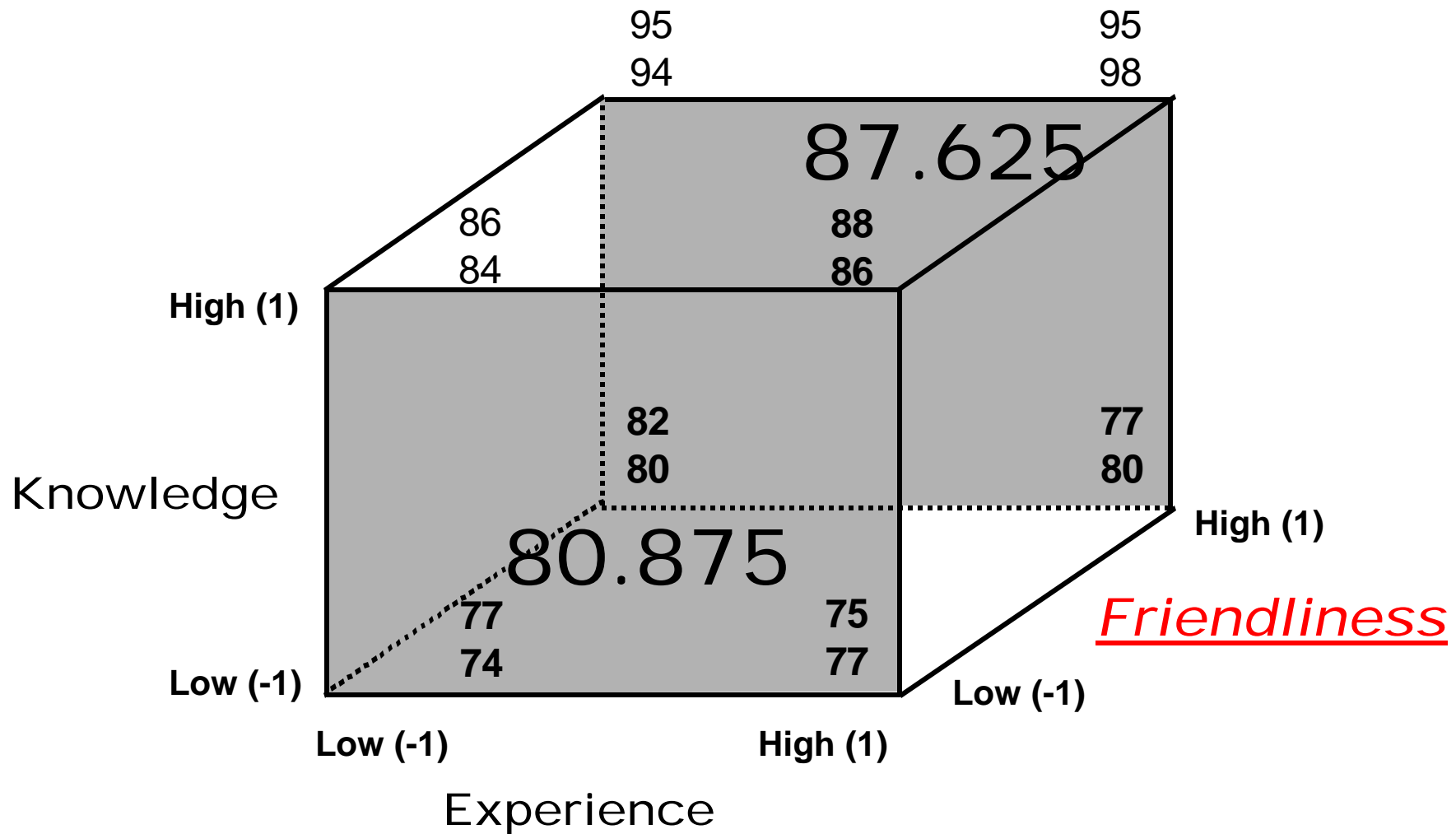
Noise is approximately 2



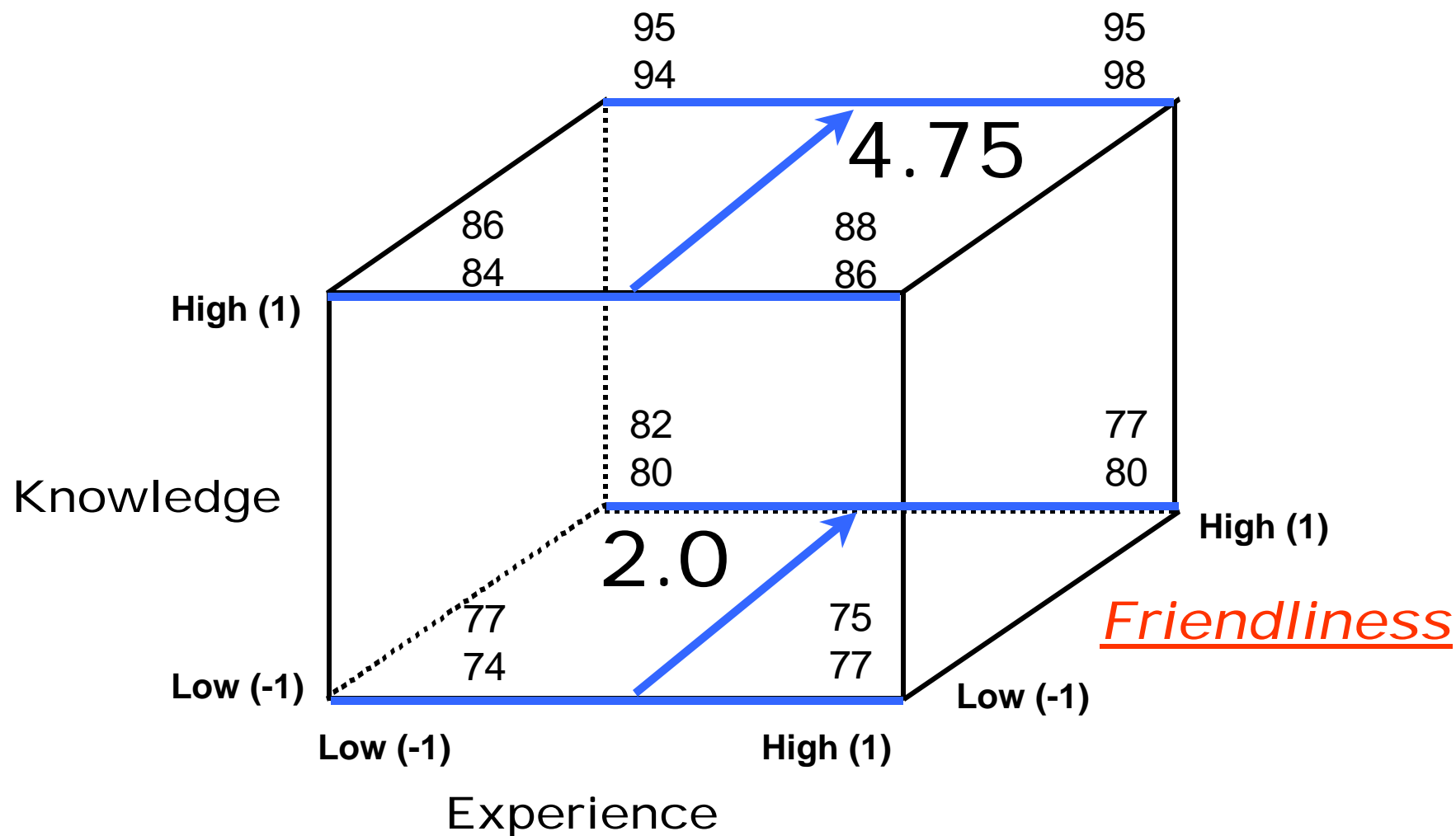
Effect of Experience is $84.5 - 84.0 = 0.50$



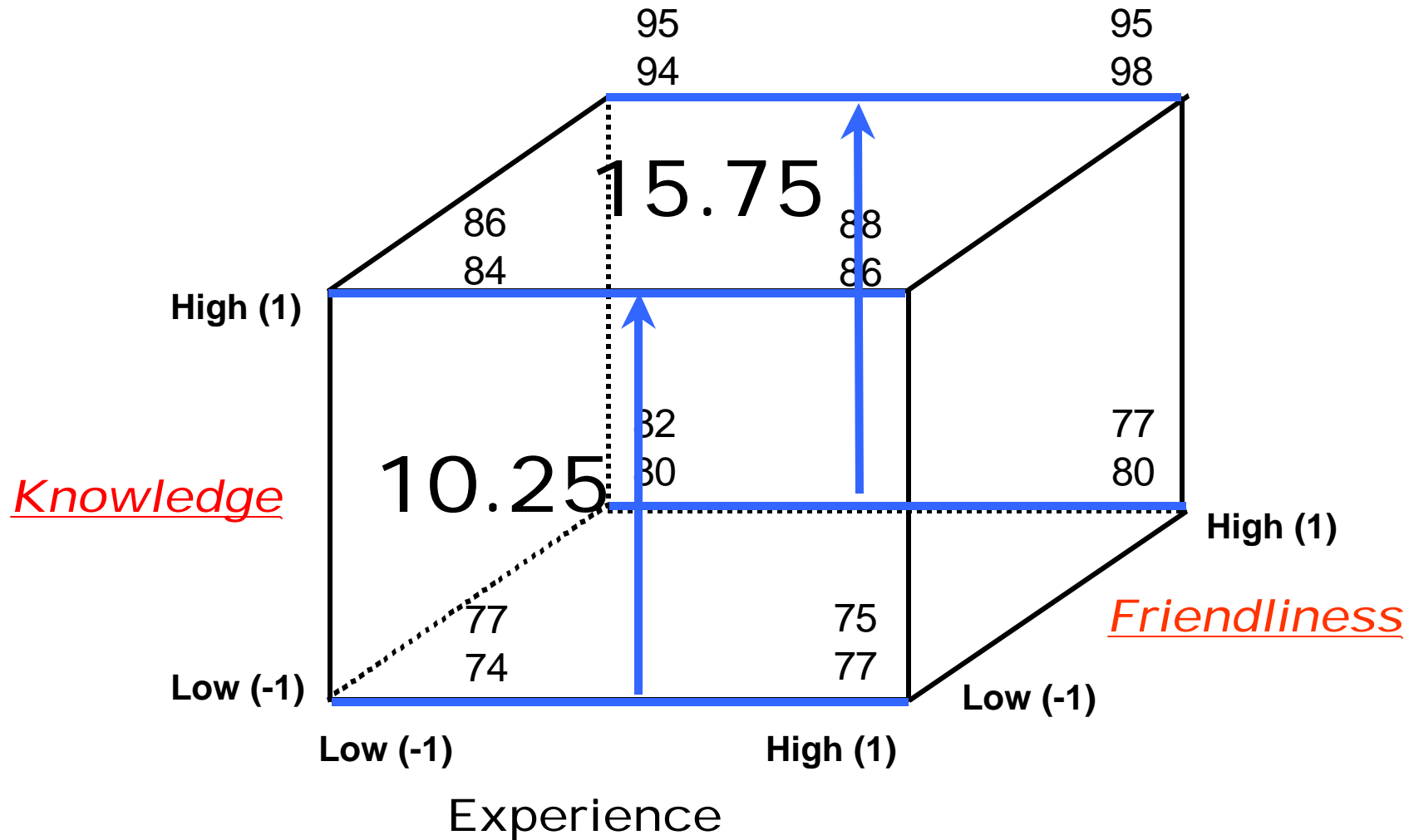
Effect of Knowledge is $90.75 - 77.75 = 13.0$



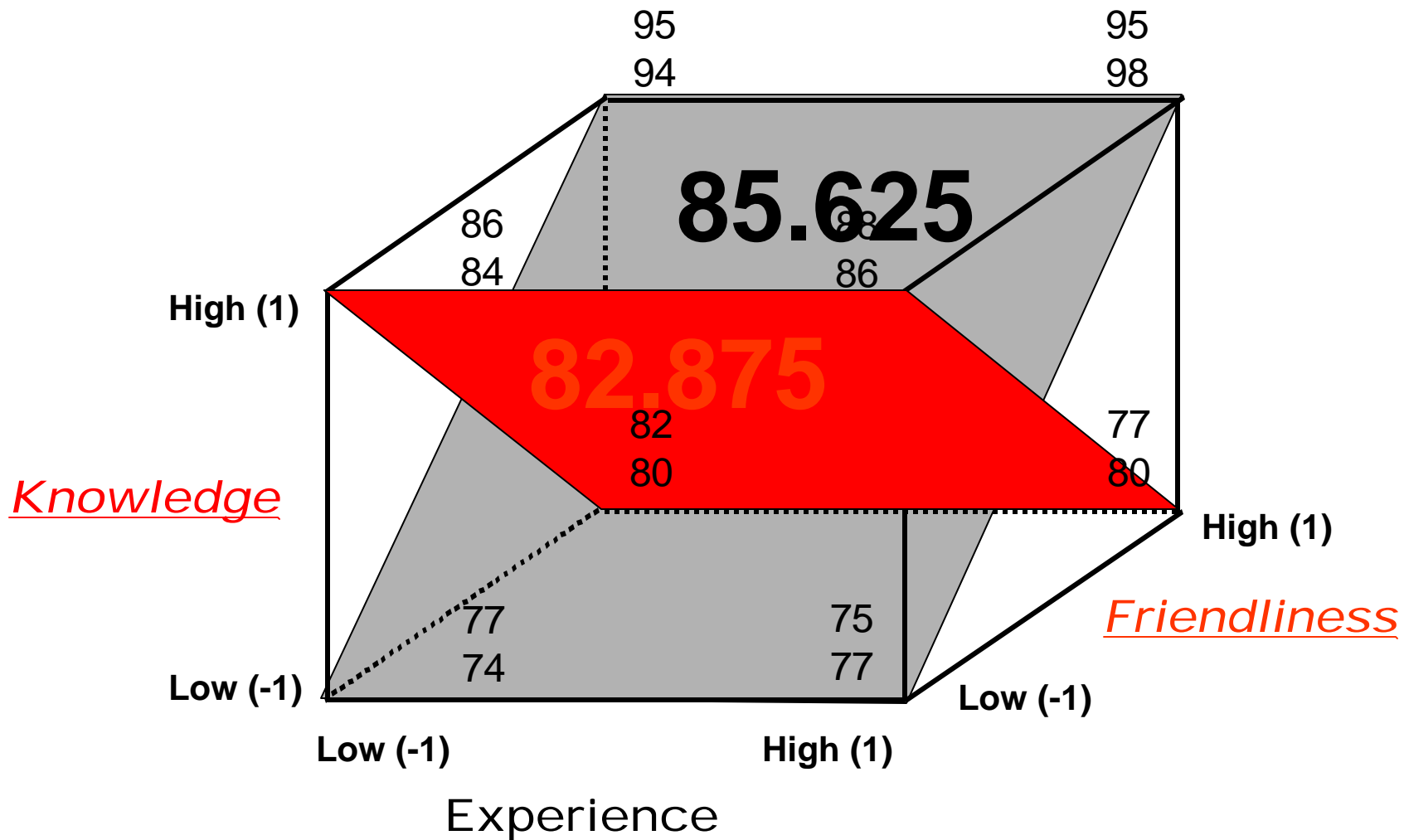
Effect of Friendliness is $87.625 - 80.875 = 6.75$



There is an interaction effect between Friendliness and Knowledge.



*There is an interaction effect between
Friendliness and Knowledge.*



There is an interaction effect between Friendliness and Knowledge.