Exercise

# Experiments and Design

Consider the five scenarios described below. Determine if conducting an experimental study is an appropriate way to address the issue or topic discussed.

1. The organization is undergoing a digital transformation and new digital communication devices are being added to all products along with a graphical user interface on the device and remote control options.
2. The product line is being extended to include new markets where English is not the primary language. Product packaging in Spanish, French, Turkish, Italian, Chinese, Polish have been created.
3. There has a been a high return rate due to failures for the new product. The initial analysis indicates there may be damage occurring during shipping. Several different shipping methods and shipping containers are available for use.
4. There has suddenly been a high return rate due to failure of a product that has been in the market for years and had excellent quality and reliability ratings. The initial analysis shows that the failures all occurred on a product that used a material received from a new supplier. A review of the material showed that when it left the supplier it did not meet the required material specification.
5. An existing product has been “discovered” by a new market segment that is using it in a manner for which it was never intended. The customers in this new market segment are asking for a warranty but the current warranty does not cover the use to which they are putting the product.