

Full 2^4 design

A	B	C	D	Interactions	Response
-	-	-	-		Y_1
+	-	-	-		Y_2
-	+	-	-		Y_3
+	+	-	-		Y_4
-	-	+	-		Y_5
+	-	+	-		Y_6
-	+	+	-		Y_7
+	+	+	-	...	Y_8
-	-	-	+		Y_9
+	-	-	+		Y_{10}
-	+	-	+		Y_{11}
+	+	-	+		Y_{12}
-	-	+	+		Y_{13}
+	-	+	+		Y_{14}
-	+	+	+		Y_{15}
+	+	+	+		Y_{16}

Full 2^3 design

A	B	C	Interactions	ABC	D=ABC
-	-	-		-	-
+	-	-		+	+
-	+	-		+	+
+	+	-	...	-	-
-	-	+		+	+
+	-	+		-	-
-	+	+		-	-
+	+	+		+	+

Choice of experiments

A	B	C	D	ABC	Experiment	
-	-	-	-	-	1	choose
+	-	-	-	+	2	
-	+	-	-	+	3	
+	+	-	-	-	4	choose
-	-	+	-	+	5	
+	-	+	-	-	6	choose
-	+	+	-	-	7	choose
+	+	+	-	+	8	
-	-	-	+	-	9	
+	-	-	+	+	10	choose
-	+	-	+	+	11	choose
+	+	-	+	-	12	
-	-	+	+	+	13	choose
+	-	+	+	-	14	
-	+	+	+	-	15	
+	+	+	+	+	16	choose