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DoE training in industry needs rethinking

Last year I gave my quite classical DoE course again to my colleagues, and realised that teaching the design construction is actually not the most useful time spent for practitioners, as modern software takes care of that for the practitioners needs. I had had the feedback before that the most valuable piece in my course was the section on understanding the problem at hand, identifying the response(s) and influencing factors. A second observation I made at the JMP Discovery Summit Europe was that most practitioners using DoE there were coming from typical science backgrounds or companies with a strong science foundation, less engineering and certainly not any marketing or similar. Based on these observations I will present my ideas about a renewed practitioners DoE course, and also different communication about DoE to get a broader audience interested.

My essential idea is to spent more time on the very practical aspect on understanding the problem, what is already known, and how to ensure that the execution of the experiment is going to plan. One important change is also to introduce the practitioners to the big toolbox that is available in modern design of experiments. Finally, it is also all about, what you can and cannot infer from the analysis.

What are your ideas about teaching DoE? Do you recognise my observations?

Special/ Invited session

Classification

Both methodology and application

Keywords

Design of Experiments, Teaching, Practitioners, Communication

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