



(a) Geometric view

| Run | A | B | C |
|-----|-----|-----|-----|
| 1 | - | - | - |
| 2 | + | - | - |
| 3 | - | + | - |
| 4 | + | + | - |
| 5 | - | - | + |
| 6 | + | - | + |
| 7 | - | + | + |
| 8 | + | + | + |

(b) The 2^3 design matrix