



# Towards a spatio-temporal model of human movement surfaces for the simulation of best utility trajectories

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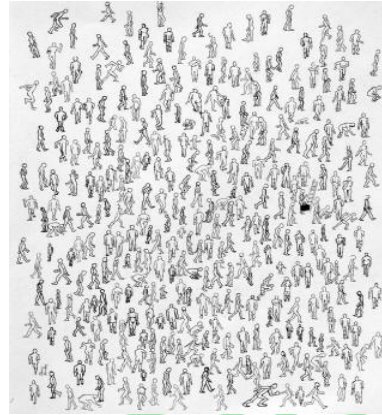
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# Outline

1. Introduction
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3. Objectives
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5. Implementation
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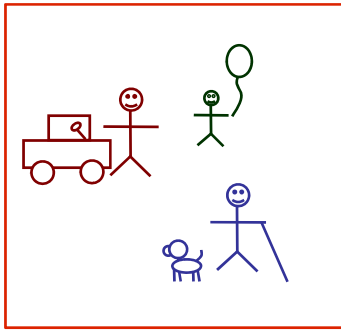
# Introduction

If you stop and observe a moving crowd..



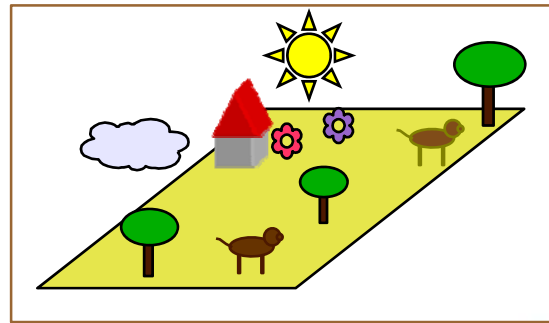
... it could seem to be a chaotic phenomena at first sight

But if you look at this phenomena a little more...



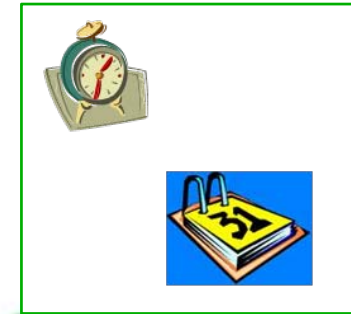
THE  
SUBJECTS

&



THE ENVIRONMENT  
(and restrictions)

&



THE  
MOMENT

... you will realize that human movements is not a chaotic phenomena but is the result of human **intentional behaviour**

Then if we infer about this intentional behaviour..

$$\text{INTENTIONAL BEHAVIOR} = \text{PERSON PREFERENCES} \cap \text{ENVIRONMENT}$$

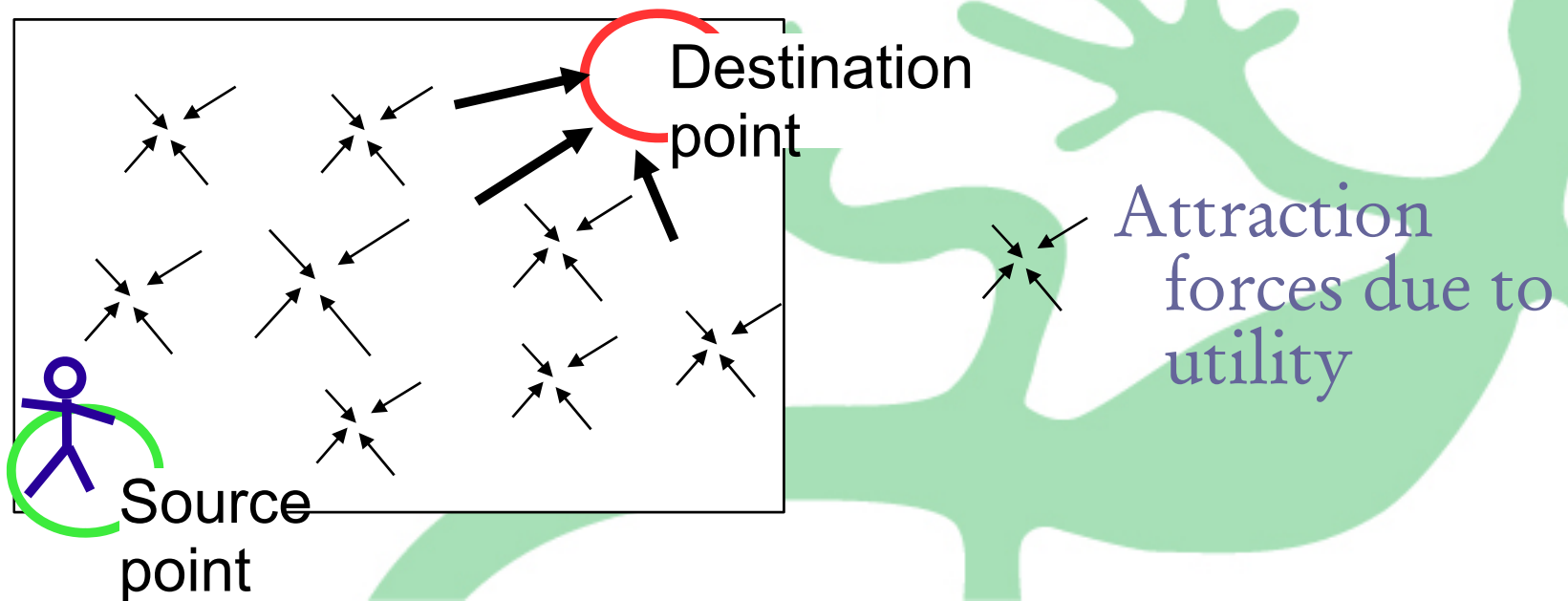
... we can make predictions about human movement!!



Movement Surface

# Why movement surfaces?

- Any movement is the consequence to the forces acting over the person that moves.
- Movement surfaces represent the forces field which generates such a movement.



# Movement surface

- It represents the attraction forces over all the environment. (Not only at the destination point)
- It is individualized for each person. (Each person has different displacement preferences )
- It is a dynamic surface, it varies along the time.

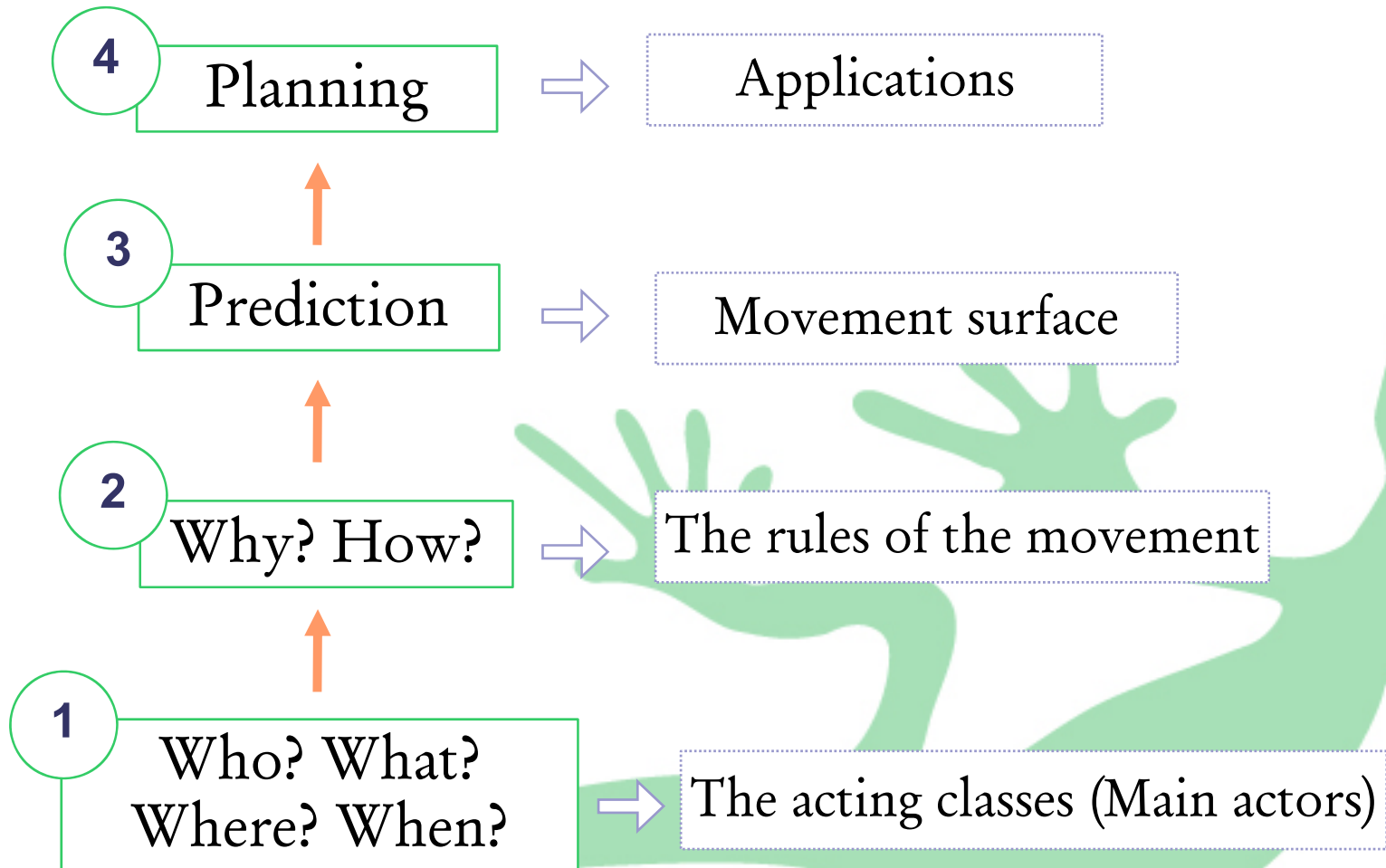
# Objectives

- Predict the human movement by modelling movement surfaces.
- Demonstrate how to implement a movement surface in different application scenarios.

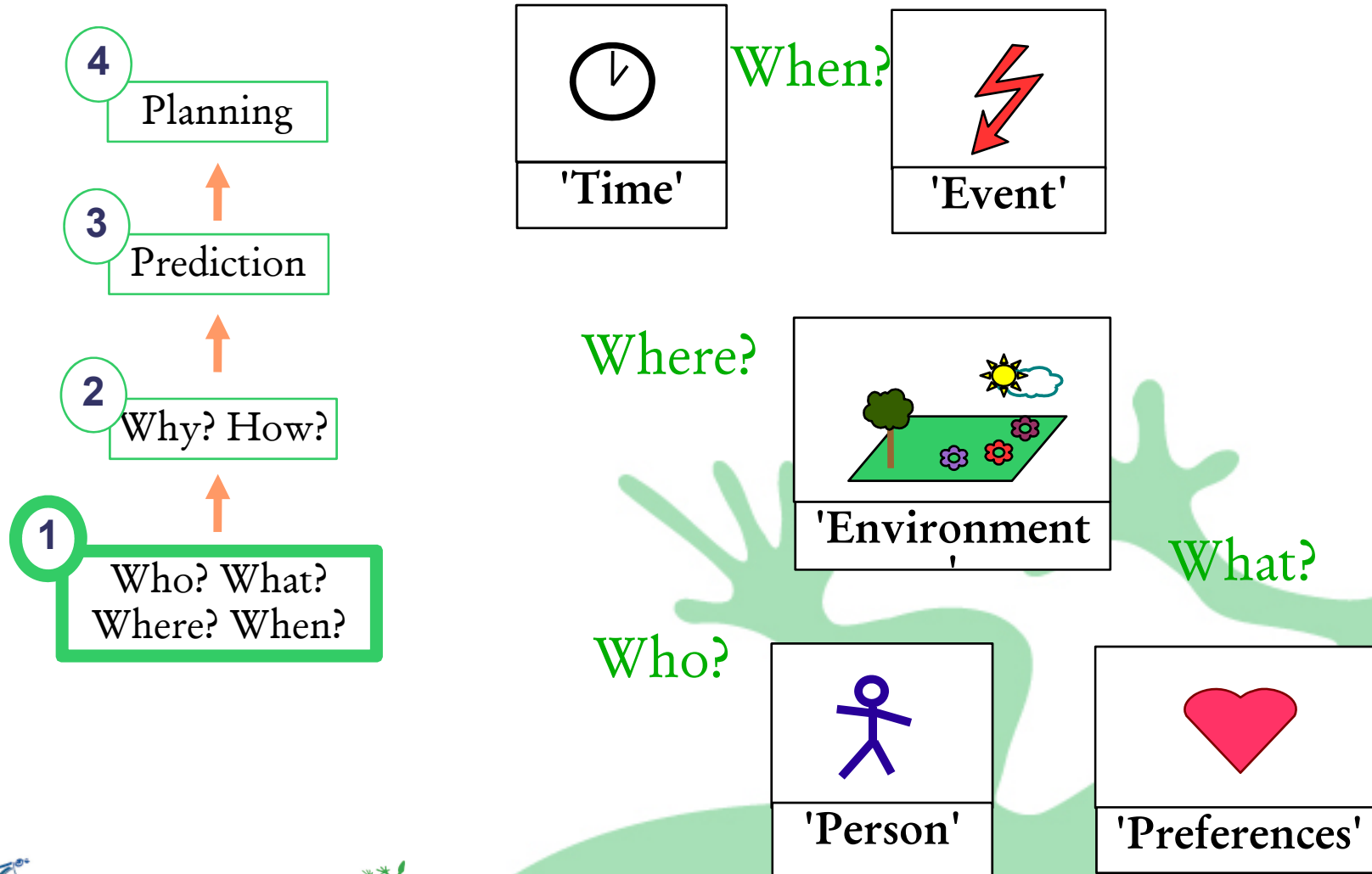


# Spatio-temporal model design

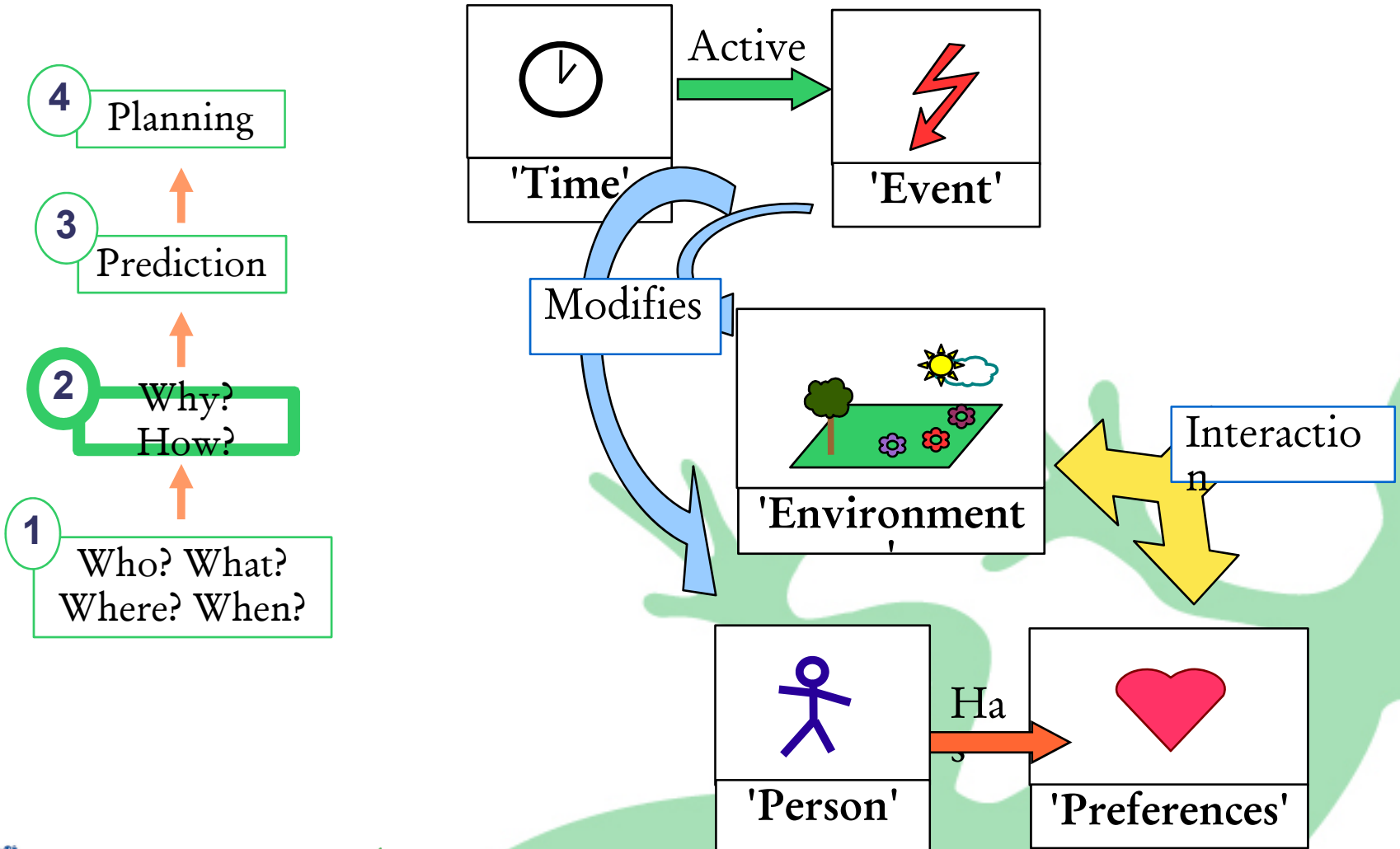
## Modelling Phases



# The acting classes

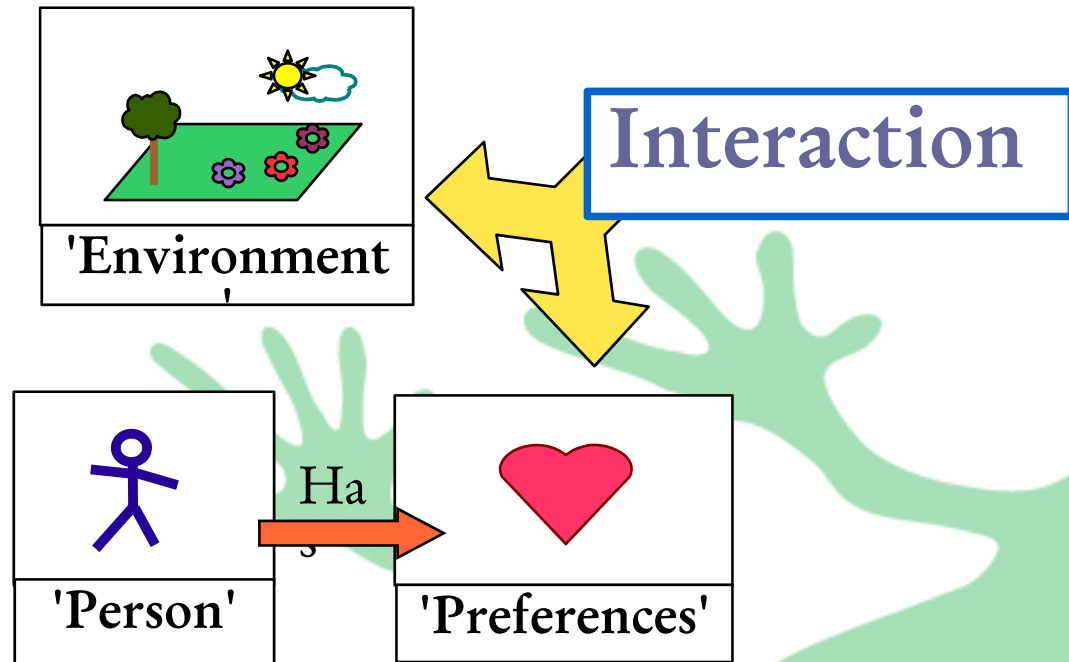
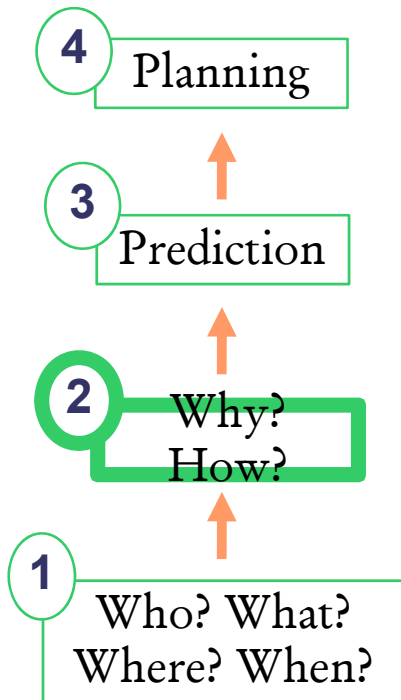


# The rules

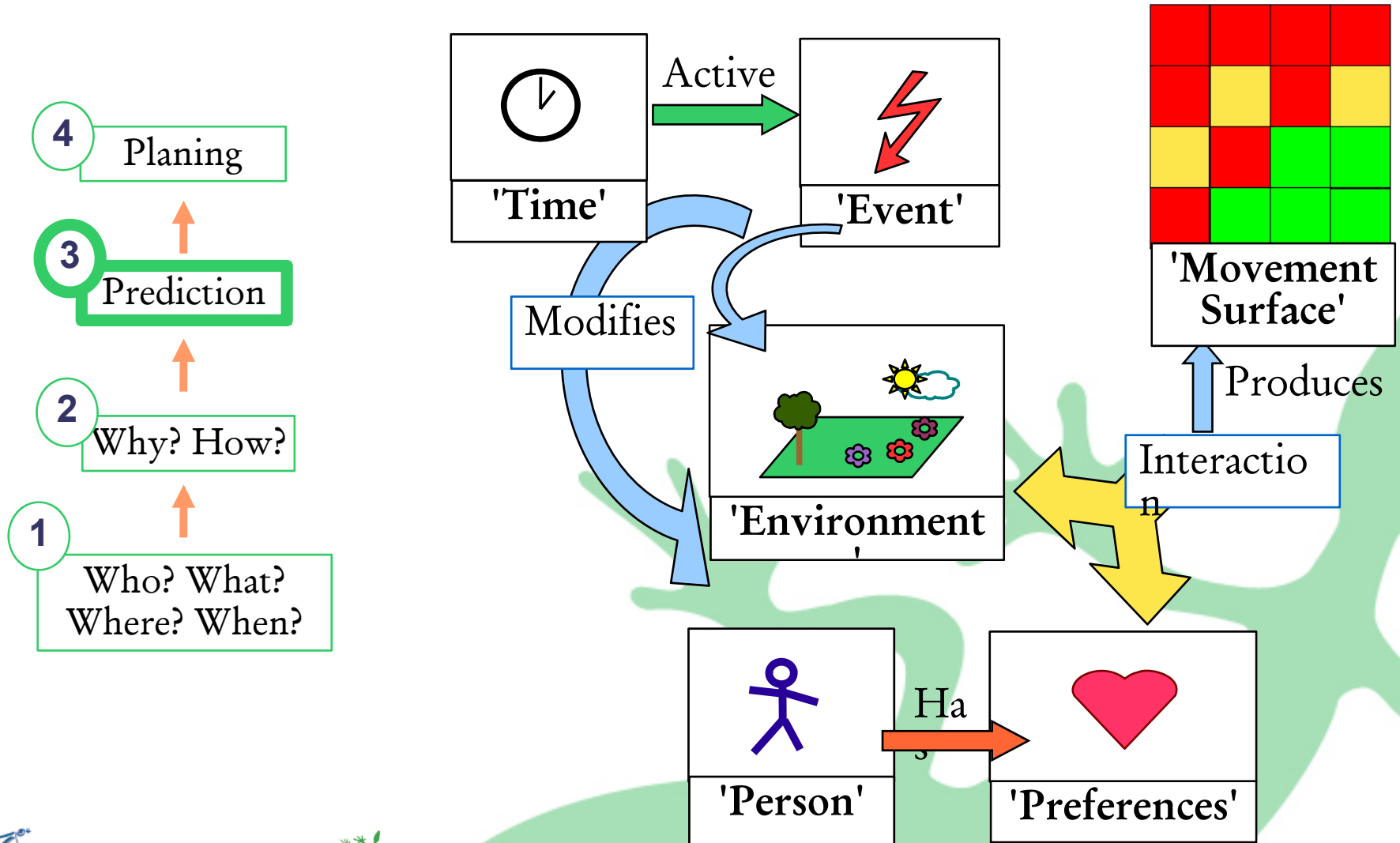


# The rules

Each person moves in a way that his **satisfaction** is **maximized** according to his preferences.

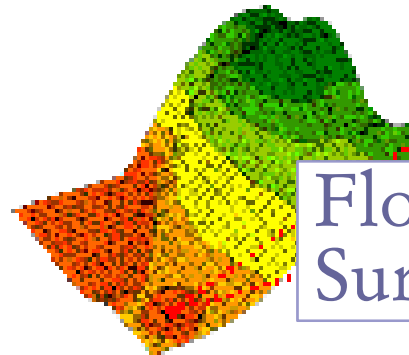
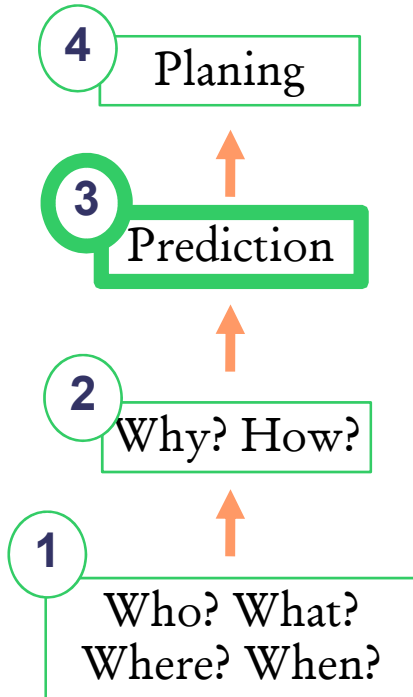


# Movement surface



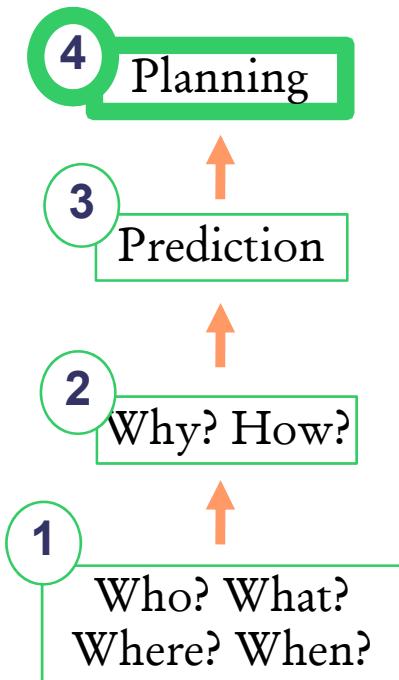
# Movement surface

As a raindrop flows over a surface looking for the maximum slopes, people flow over their correspondent movement surface looking for the maximum utility



Flow Confluence Surface

# Planning



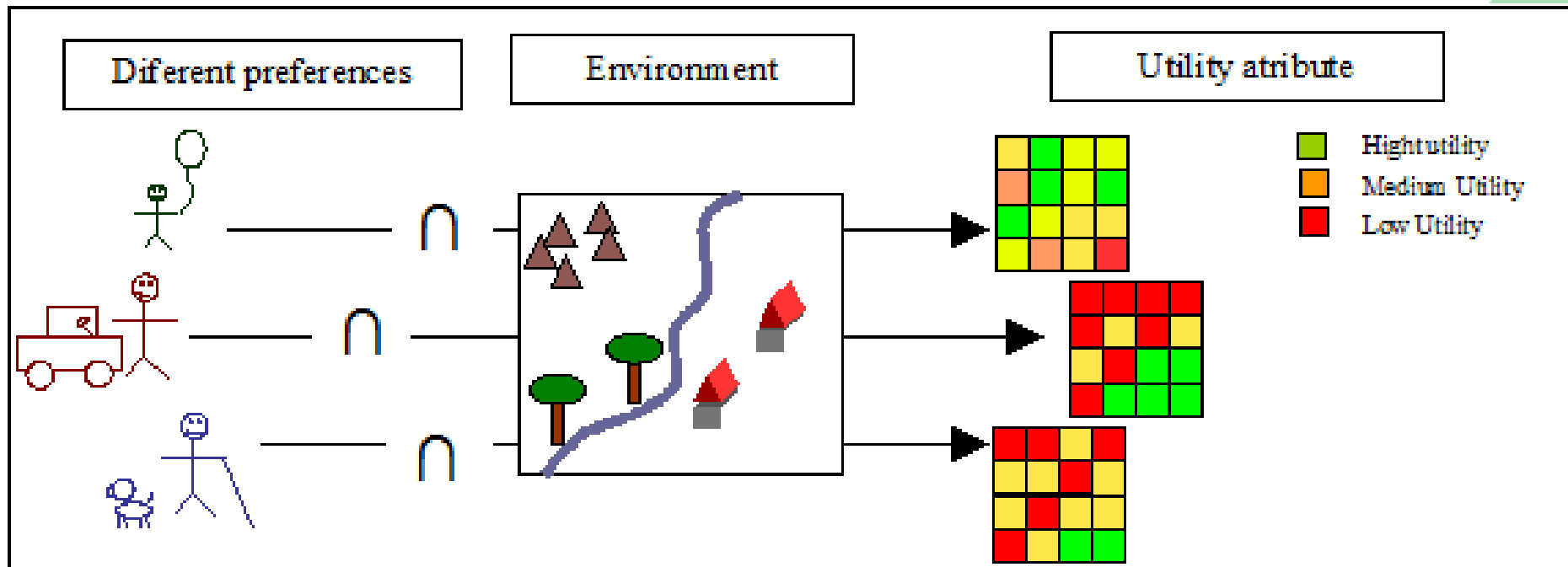
- Location-allocation problem: Find the optimal location for a specific public (stand, supermarket)

- Optimal routes which are individualized per each person

# Implementation

How can this movement surface be generated?

By assigning a *utility value* to the environment

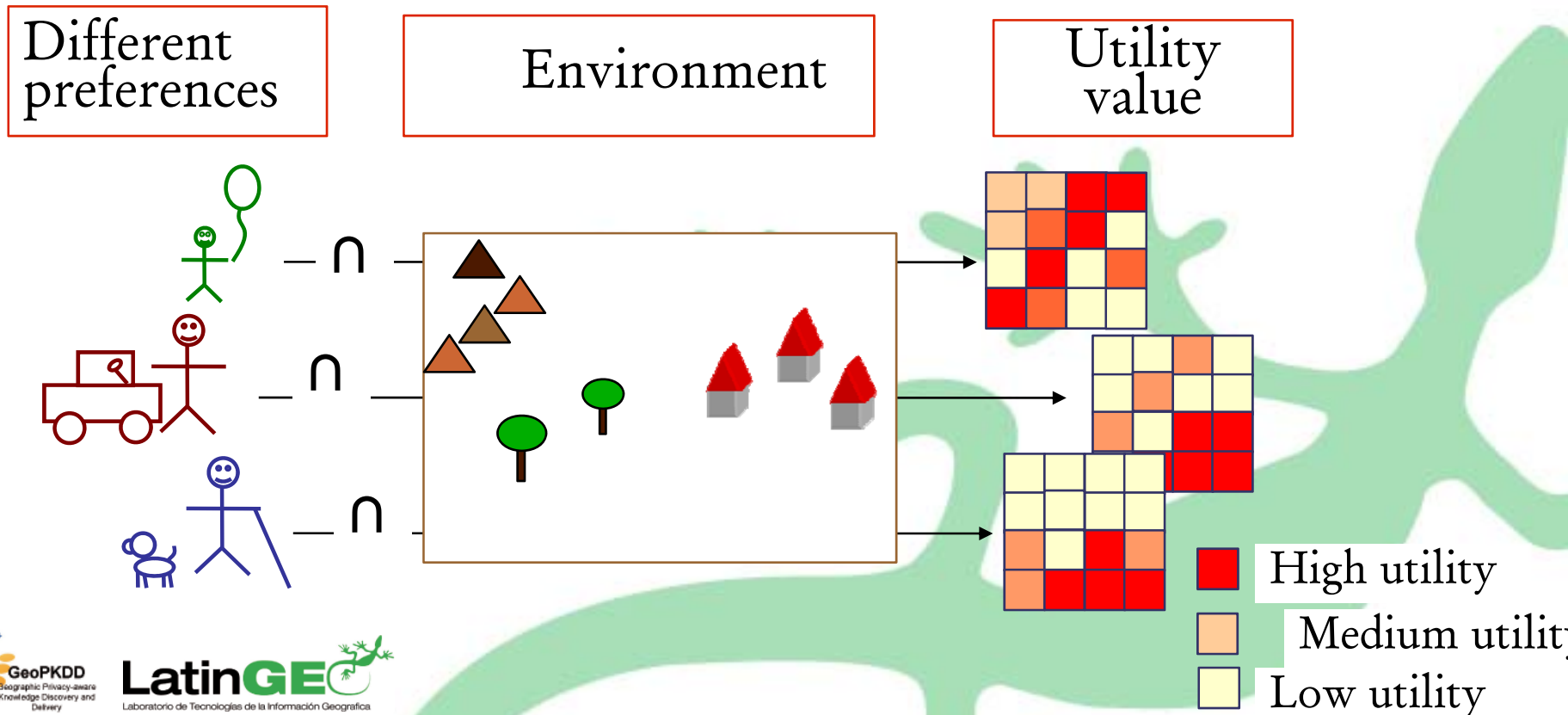




# Implementation

How can this movement surface be generated?

By assigning a **utility value** to the environment



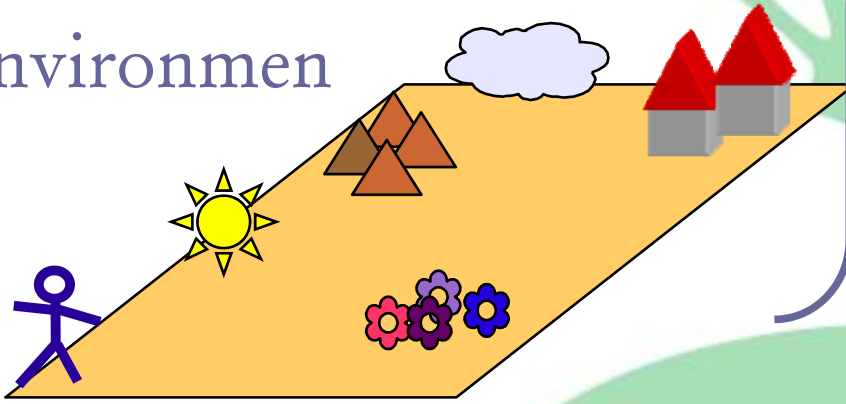
# Preferences

- I need to get the village
- I am allergic to flowers
- I love mountain
- I like hot

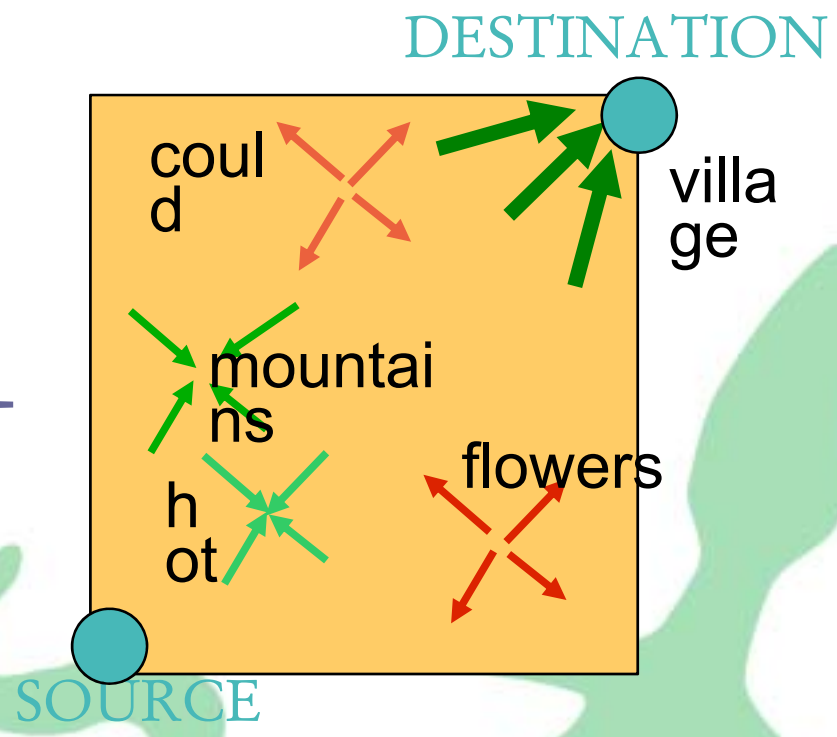


Person

Environment

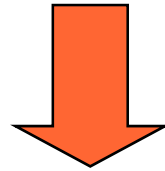


Attraction forces are proportional to utility



# How is this utility value calculated?

The utility is the measure of the compliment level of the person preferences in the environment



EMC techniques  
(Simple Additive Weighting, SAW)

- Person preferences  
(= criterias)
- Environment

EMC

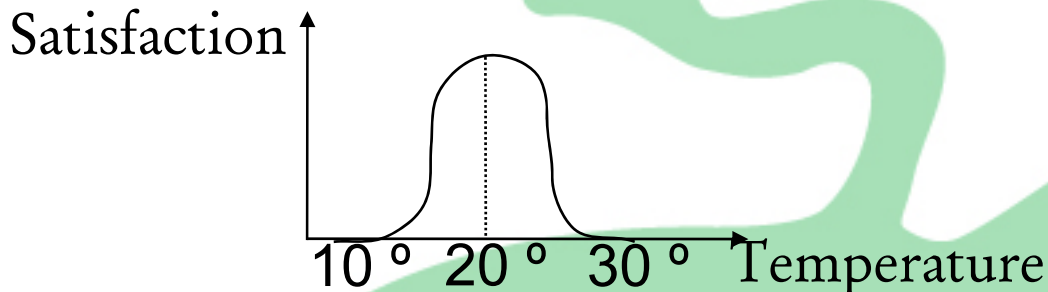
Utility

# How are the preferences defined?

Preferences are represented by using two concepts:

- **Preference matrix:** The weight of each criteria.  
(= Relevance of the preference)

- **Satisfaction function:** Satisfaction produced to one person by one variable value of the environment.



# Application Scenario: Emergency Call

## Moving Object: Ambulance

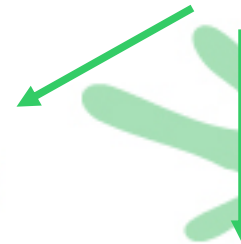
Humidity	Slope	Soil type
0%	40%	60%

Preference matrix



Slope	Satisfaction
Level	Maximum
Slight	Medium
Scarp	Minimum

Satisfaction Functions



Land	Satisfaction
Grass	Minimum
Soil	Medium
Pavement	Maximum

# Application Scenario: Recreation

## Moving Object: Mushroom Picker

Humidity	Slope	Land type
30%	5%	65%

Preference matrix



Satisfaction Functions

Humidity	Satisfaction
Low	Minimum
Normal	Medium
High	Maximum

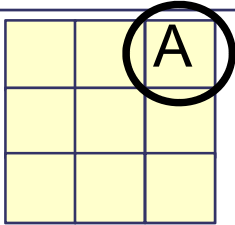
Slope	Satisfaction
Level	Maximum
Slight	Medium
Scarp	Minimum

Land	Satisfaction
Grass	Maximum
Soil	Medium
Pavement	Minimum

# Utility Calculus Example

For the mushroom picker

Environment



- Slope value = 5%
- Humidity value = 80%
- Land type = Soil

Satisfaction normalization

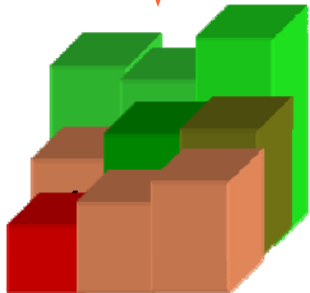
- High = > 10
- Medium = > 5
- Minimum = > 0

EMC  
(SAW)

Calculus for A cell

Utility =  $\sum$  (Weight \* Satisfaction) for all criterias

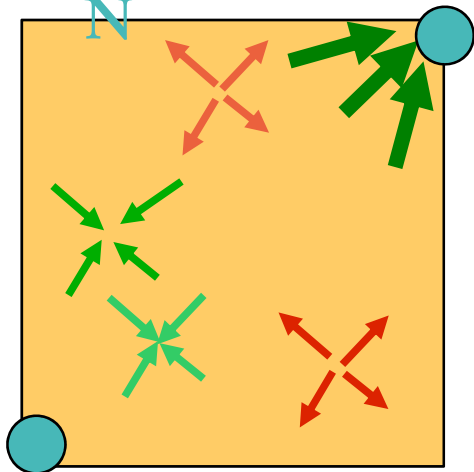
$$U = \left\{ \begin{array}{l} (W_{\text{slope}} * S_{\text{slope}}) \\ (W_{\text{humid}} * S_{\text{humid}}) \\ (W_{\text{land}} * S_{\text{land}}) \end{array} \right\} = \left\{ \begin{array}{l} (5\% * 10) \\ (30\% * 10) \\ (65\% * 5) \end{array} \right\} = 6,75$$



Movement  
Surface

# Flow direction calculus

DESTINATION  
N



SOURCE  
E

1

Satisfaction due to  
destination point

+

Satisfaction due to  
environment

4	6	9	10
4	7	5	6
5	2	4	2
0	3	3	3

2

Looking for high  
satisfaction

4	6	9	10
4	7	5	6
5	2	4	2
0	3	3	3

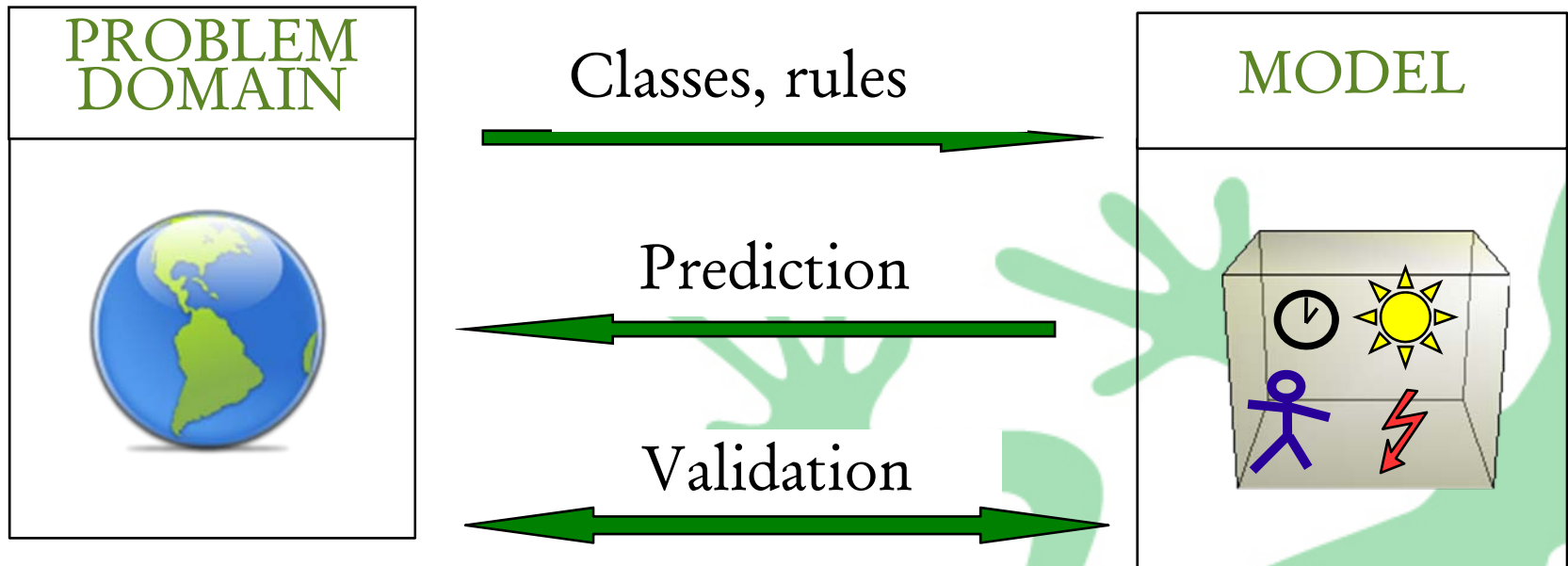


# Conclusions

- Each singular movement of a person is the consequence of the forces acting over him/her.
- If we know about an environment and the preferences of one person we can simulate his/her movements through the modelling of movement surfaces.
- Movement surfaces are the analogue to surface confluence in flow water phenomena.

# Future Work

## Model validation



# ¿Questions?

This research was funded under the GeoPKDD project

