We consider a velocity field in a fluid given by the function

$$u:[0,T]\times\mathbb{R}^n\to\mathbb{R}^n$$

Moreover, we regard a small volume within this fluid which location shall be tracked by $x:[0,T]\to\mathbb{R}^n$. So if we want to know the velocity of this volume at time t we must consider u(t,x(t)). This actually we can regard as a function in time only $v:[0,T]\to\mathbb{R}^n$ defined by

$$v(t) := u(t, x(t))$$

By Newton's law, the change of velocity is proportional to forces acting on the volume. Thus,

$$v'(t) = F(t, x(t), v(t)) \tag{1}$$

Here F(t, x, u) collects all these forces.

By replacing v(t) with u(t, x(t)) and applying the chain rule we compute

$$v'(t) = u'(t, x(t)) = \frac{\partial u}{\partial t} + \left(\frac{dx(t)}{dt} \cdot \nabla\right) u$$

Since velocity of the volume is given by

$$v(t) = \frac{dx(t)}{dt}$$

we find

$$\frac{\partial u}{\partial t} + \left(\frac{dx(t)}{dt} \cdot \nabla\right) u = \frac{\partial u}{\partial t} + (v(t) \cdot \nabla) u = \frac{\partial u}{\partial t} + (u \cdot \nabla) u$$

By replacing this result at the l.h.s of (1) we arrive at

$$\frac{\partial u}{\partial t} + (u \cdot \nabla) u = F(t, x, u)$$