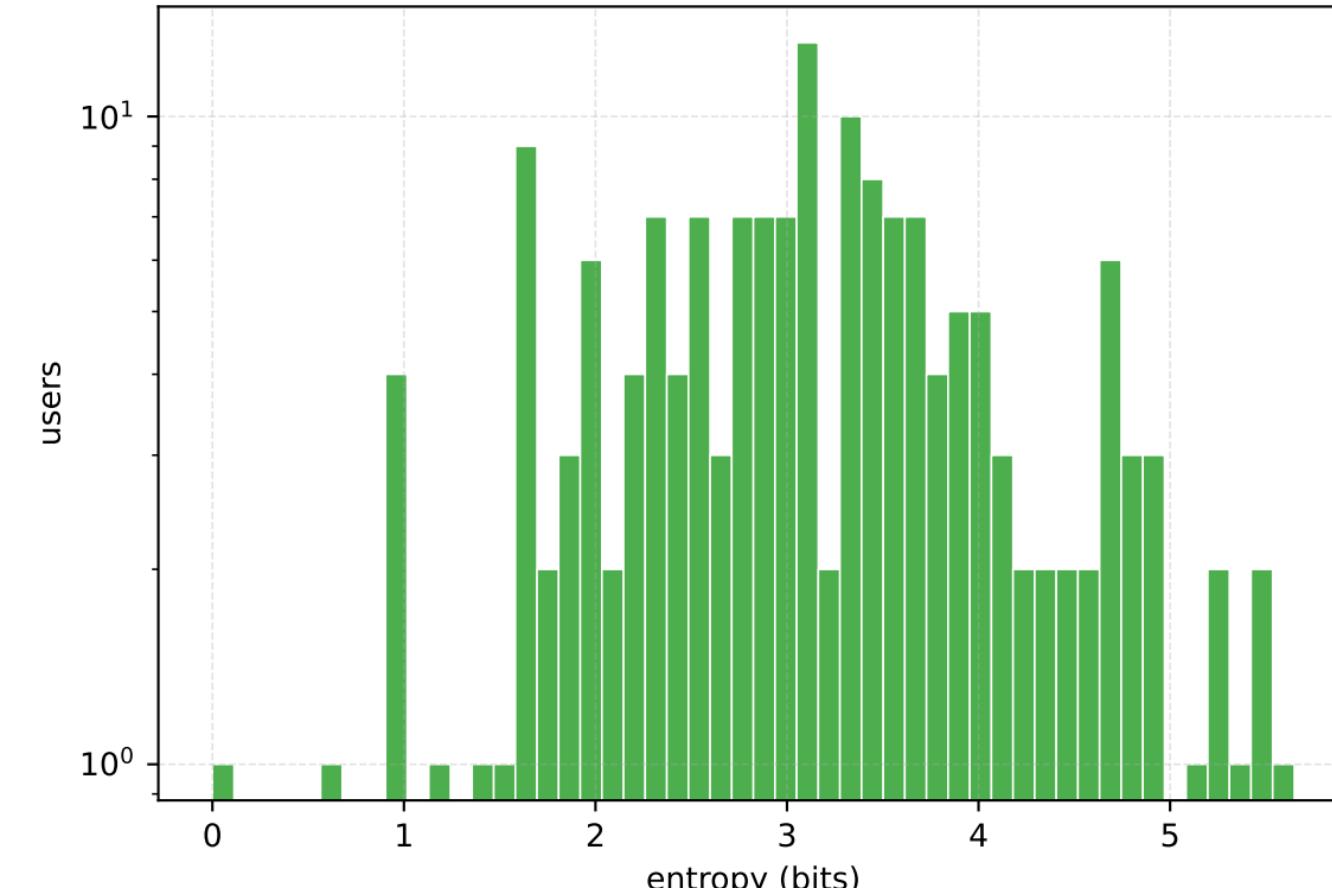


User visit entropy $H(\text{grid} \mid \text{user})$



User conditional transition entropy $H(\text{next} \mid \text{curr}, \text{user})$

