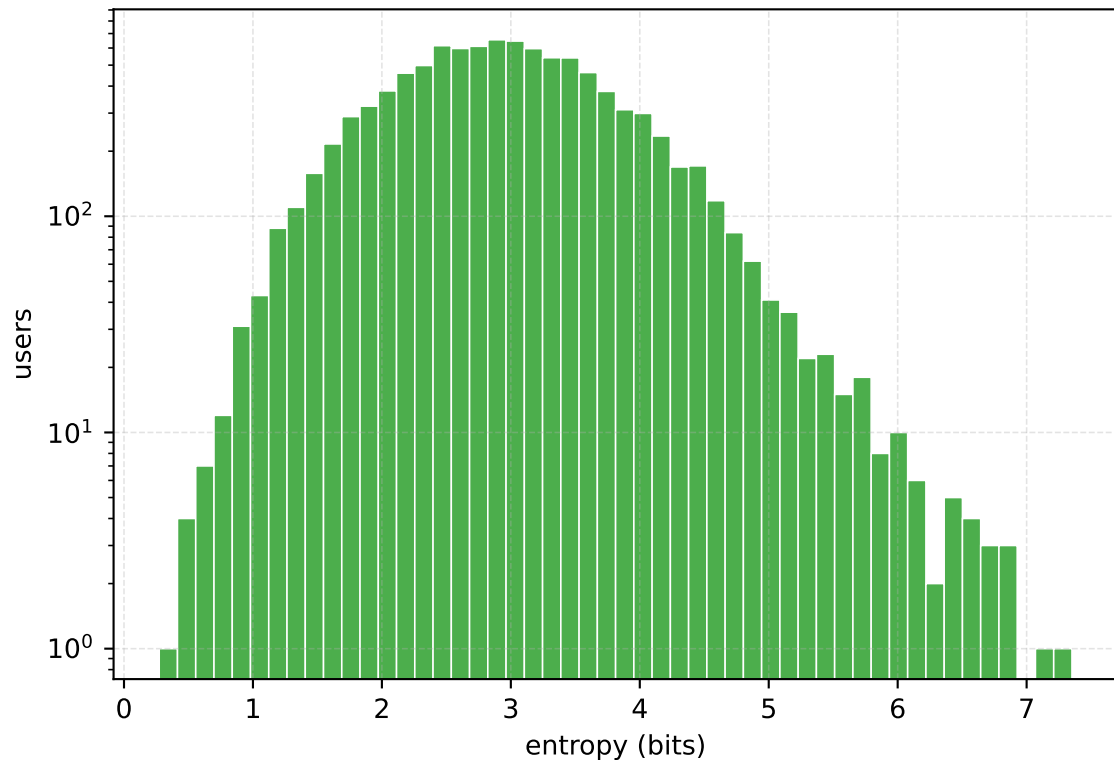


User visit entropy  $H(\text{grid} \mid \text{user})$ User conditional transition entropy  $H(\text{next} \mid \text{curr}, \text{user})$ 