

# Software to predict people's choice of place and purpose

*R. Wyatt*

School of Social & Environmental Enquiry, University of Melbourne, 221 Bouverie Street, Carlton, Vic., 3010

It will be shown how the *Strategizer* software can predict the popularity, or otherwise, of several alternative, landscape scenarios that have been generated by programs presented here at this conference. *Strategizer* records each scenario's workshop-derived scores for nine, key planning criteria, along with what it has previously 'learned' about different sorts of people's attitudes towards the relative importance levels of such criteria. In this way it is able to predict the preferences of old people, young people, professionals, managers, and others - 54 groups in all. *Strategizer* can also summarize every group's preferences for some scenario, and so calculate an overall average score for it. Moreover, *Strategizer* explains, graphically and transparently, how it has calculated its scores. Finally, it highlights, using face diagram overlays, how certain scenarios score highly, or lowly, on different criteria that some group of people believes to be of high or low importance, thereby suggesting how this scenario might be modified in order to increase its desirability according to that group. Such prediction and exploration of public preferences adds an extra dimension to the deeper understanding of simulated, spatial scenarios.

**pdfMachine**

**Is a pdf writer that produces quality PDF files with ease!**

Produce quality PDF files in seconds and preserve the integrity of your original documents. Compatible across nearly all Windows platforms, if you can print from a windows application you can use pdfMachine.

Get yours now!