## Will FEniCS fly?



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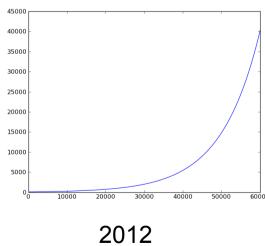




# Background











#### Zombie Apocalypse: CDC Denies Existence Of Zombies Despite Cannibal Incidents



The horrific face-eating arrest in Miami and several other seemingly subhuman acts has many people wondering what's behind this flesh-munching wave of terror.

A zombie apocalypse, however, is not what we should be worried about, at least according to the federal government.

Over the years the Centers for Disease Control and Prevention has released a couple of tongue-in-cheek "zombie warnings," which really are just disaster-preparedness stunts. But on Thursday, the agency made it official: Zombies don't exist.

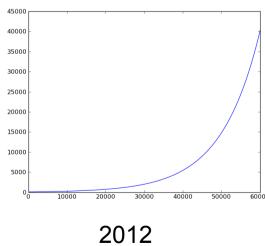




# Background











### Numerical model

#### Classification of people:

- P (potential users that have never heard about FEniCS)
- I (interested users that are aware of FEniCS)
- E (evaluators testing FEniCS)
- U (established users)
- N (non-users people that are aware of FEniCS but chose not to use it)

P, I, E, U, N are functions of time





## The potentials

A meeting between a potential user (P) and either a user (U), enthusiast (E), or interested (I) likely turns the P to I. The meeting is modeled as:

$$-c_{PU}PU-c_{PE}PE-c_{PI}PI.$$

Marketing (announcement) on internet is modeled as

$$c_{MI}M_aP$$

Tutorials turn a fixed small number T of potentials to evaluators

$$c_{ME}T\delta(t_i)$$

Summing up:

$$P' = -c_{PU}PU - c_{PE}PE - c_{PI}PI - c_{MI}M_aP - c_{ME}T\delta(t_i).$$



#### The interested

The previously mentioned meeting/product term that was removed from potentials (P) is turned to interested (I)

$$c_{PU}PU + c_{PE}PE + c_{PI}PI$$

And the web announcements result in interested

$$c_{MI}M_aP$$

Furthermore, there is a leakage to evaluators (E) and non-users (N). And we end up with:

$$I' = c_{PU}PU + c_{PE}PE + c_{PI}PI + c_{MI}M_aP - c_{IE}I - c_{IN}I$$



#### The Evaluators

We remember the leakage from the interested and tutorials, both increasing the number of evaluators (E)

$$c_{IE}I + c_{ME}T\delta(t_i)$$

There is a leakage to the users (U) and non-users (N), which we assume is proportional to the level of documentation (1 = excellent)

$$-c_{EU}DE-c_{EN}(1-D)E$$

Summing up:

$$E' = c_{IE}I + c_{ME}T\delta(t_i) - c_{EU}DE - c_{EN}(1-D)E,$$





#### The users and non-users

Users get an influx from the evaluators (proportional to D) but there is a leakage to non-users. Even with perfect documentation, there will be a leakage due to e.g. changed life situations for the users, so we end up with

$$U' = c_{EU}DE - c_{UN}(2-D)U.$$

Mass conservation leads to the following equation for non-users:

$$N' = c_{UN}(2-D)U + c_{EN}(1-D)E + c_{IN}I - c_{NP}N - c_{NI}M_aN.$$



## Complete model

$$P' = -c_{PU}PU - c_{PE}PE - c_{PI}PI - c_{MI}M_{a}P - c_{ME}T\delta(t_{i}) + c_{NP}N,$$

$$I' = c_{PU}PU + c_{PE}PE + c_{PI}PI + c_{MI}M_{a}P + c_{TI}T -$$

$$c_{IE}I - c_{IN}I + c_{NI}M_{a}N,$$

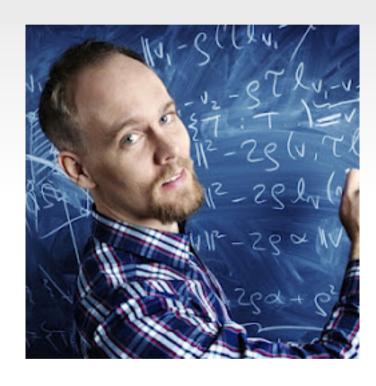
$$E' = c_{IE}I + c_{ME}T\delta(t_{i}) - c_{EU}DE - c_{EN}(1 - D)E,$$

$$U' = c_{EU}DE - c_{UN}(2 - D)U,$$

$$N' = c_{UN}(2 - D)U + c_{EN}(1 - D)E + c_{IN}I - c_{NP}N - c_{NI}M_{a}N.$$



#### Different scenarios



FEniCS software 2003



Isogeometric analysis 2005





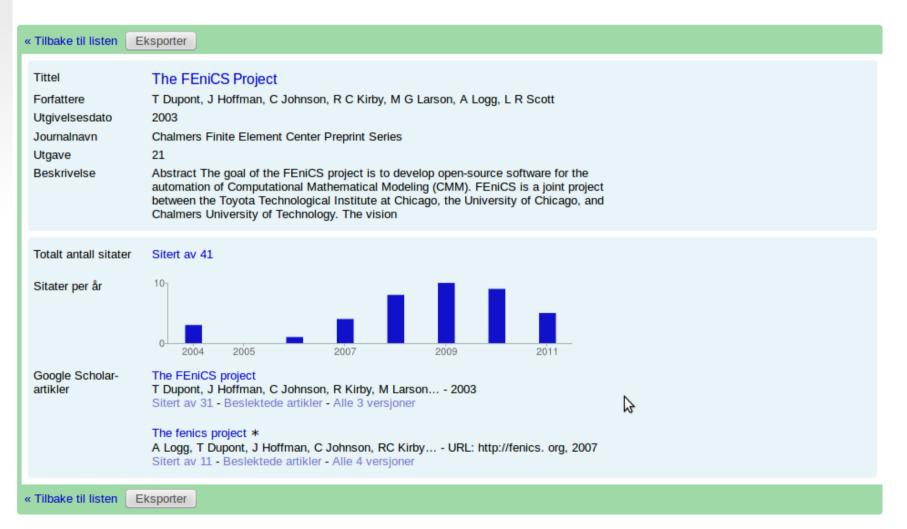


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Startside



Søk etter forfattere

Mine sitater - Hjelp









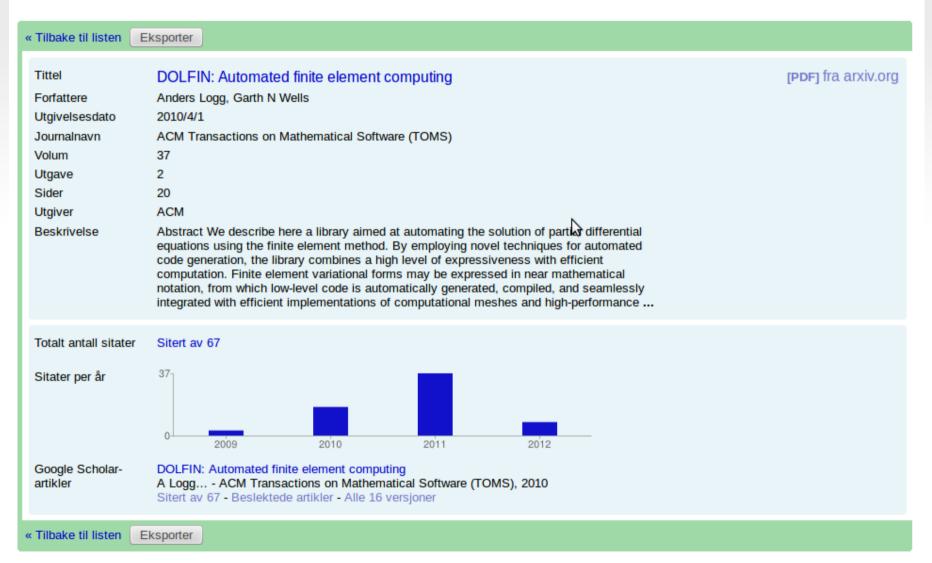
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Søk etter forfattere

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(p)



#### TJR Hughes

Professor of Aerospace Engineering and Engineering Mechanics, Computational and Applied Mathematics

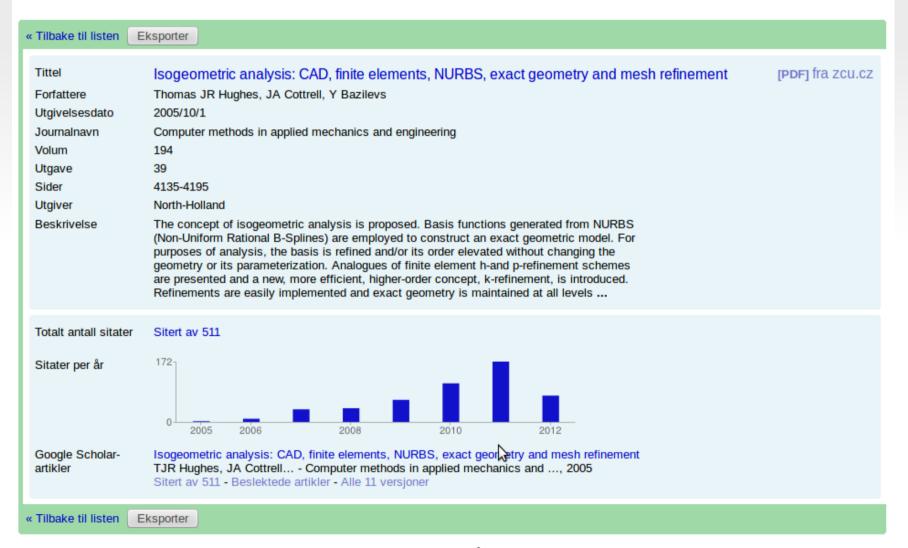
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#### The model

$$P' = -c_{PU}PU - c_{PE}PE - c_{PI}PI - c_{MI}M_{a}P - c_{ME}T\delta(t_{i}) + c_{NP}N,$$

$$I' = c_{PU}PU + c_{PE}PE + c_{PI}PI + c_{MI}M_{a}P + c_{TI}T -$$

$$c_{IE}I - c_{IN}I + c_{NI}M_{a}N,$$

$$E' = c_{IE}I + c_{ME}T\delta(t_{i}) - c_{EU}DE - c_{EN}(1 - D)E,$$

$$U' = c_{EU}DE - c_{UN}(2 - D)U,$$

$$N' = c_{UN}(2 - D)U + c_{EN}(1 - D)E + c_{IN}I - c_{NP}N - c_{NI}M_{a}N.$$



#### Parameter identification

Initial conditions:

$$P(0) = 50\ 000,\ I(0) = 100,\ E(0) = 10,\ U(0) = 50,\ N(0) = 30\ 000$$

Assume that in a week, 50 FEniCS users generate interest among 10 people in a population of 50,000. Hence,

$$10 = 7c_{PU}50,000 \cdot 50$$

Or

$$c_{PU} \approx 4 \cdot 10^{-6} / 7$$

Further:

$$c_{PE} = c_{PU}/20$$
  $c_{PI} = c_{PE}/10$ 



#### Parameter identification

Concerning the web-announcement:

$$M_a(t) = \mu \exp\left(-\beta(t - t_0)\right)$$

Mu and beta are set such that it takes a week to reduce the effect of the announcement by a factor 0.9 and the announcement reach 10% of P. And we may vary the number of announcements.

Assuming that a fixed number of people at the tutorials (T=50):

$$c_{ME}T\delta(t_i)$$





#### Parameter identification

We assume that 1% of the interested try to install the software, which is easy due to J Ring, during one week and become evaluators:

$$c_{IE} = 0.1/7$$

We assume that it takes four years to forget bad experiences (this is typically e.g. in finance). Hence,

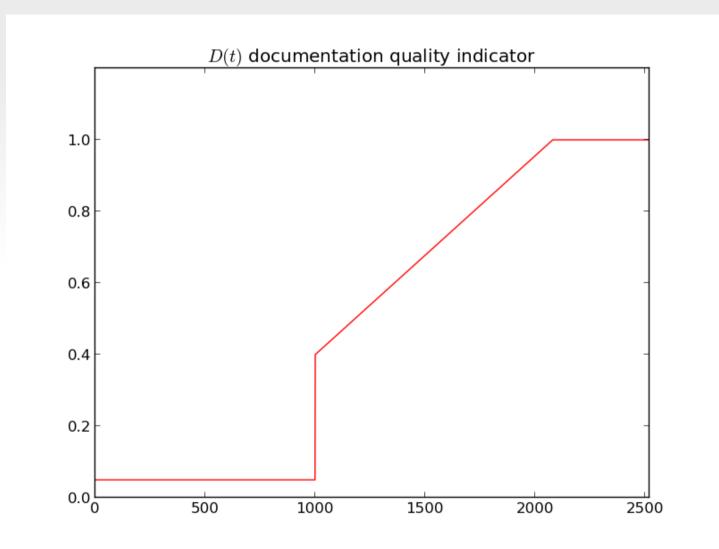
$$c_{NI} = c_{NP} = 1/(4 \cdot 360)$$

We assume that within one month, 10% of the evaluators become users and 10% decide that FEniCS is not suitable for their problem, i.e.,

$$c_{EU} = 0.1/30$$
  $c_{EN} = 0.1/30$ 



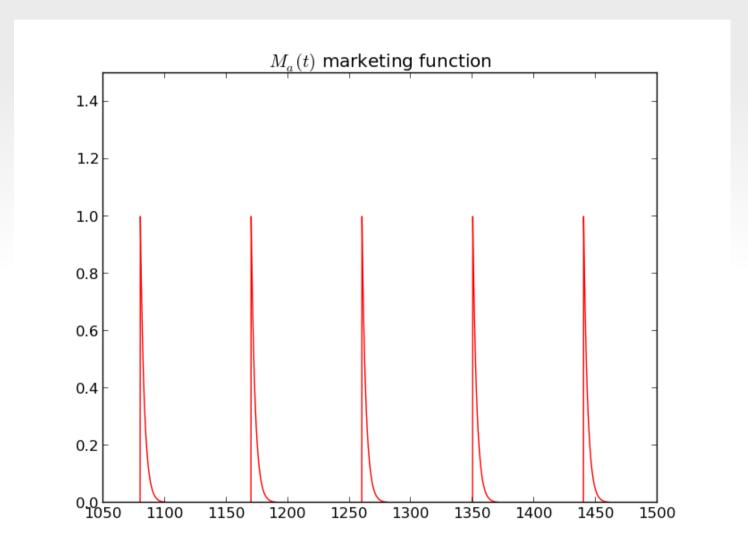
## Documentation







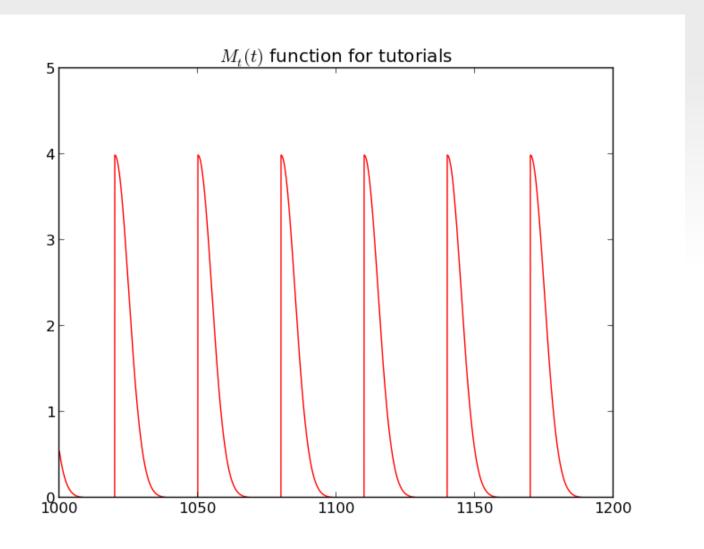
## Web announcement







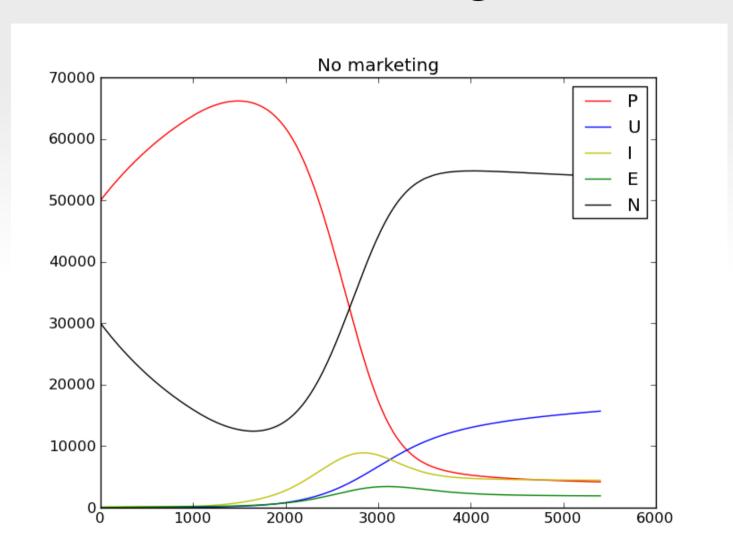
## **Tutorials**







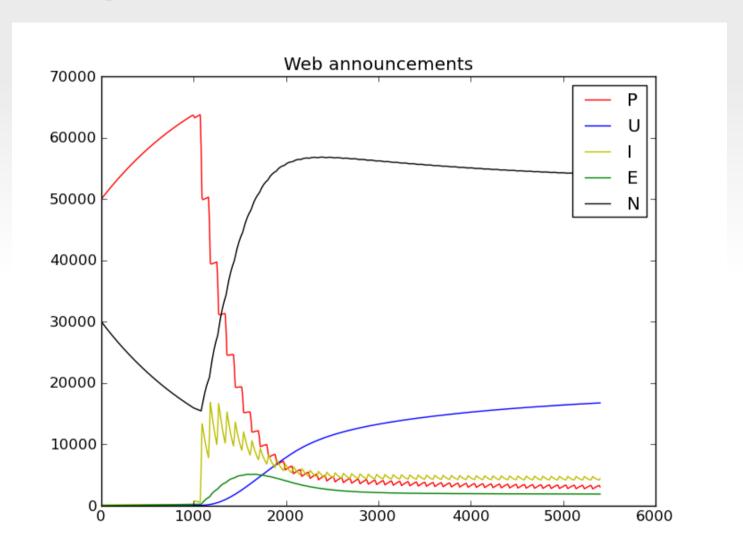
# No marketing







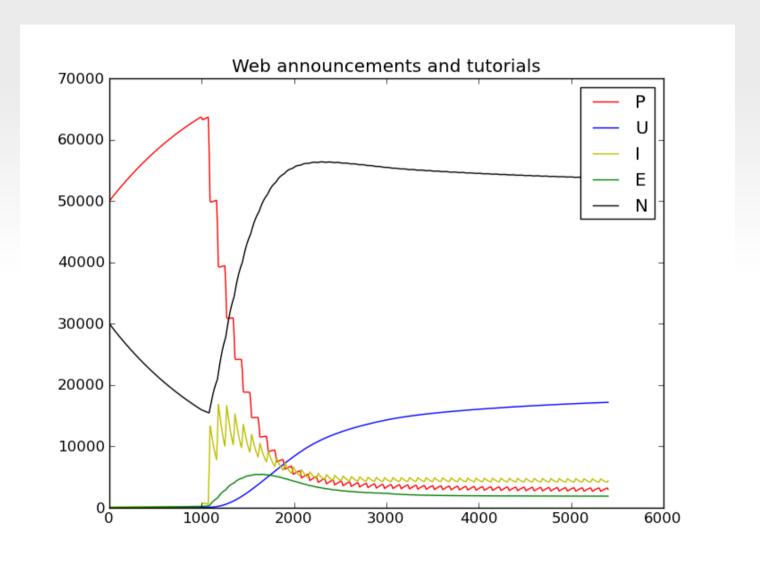
## Adding web announcements







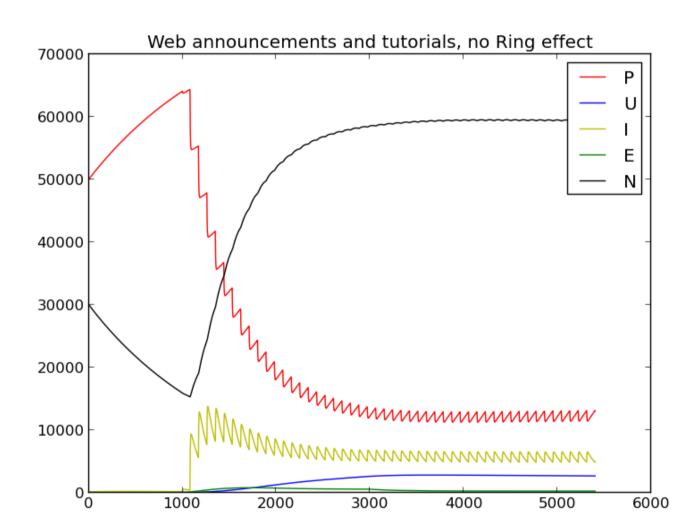
## Web announcments and tutorials







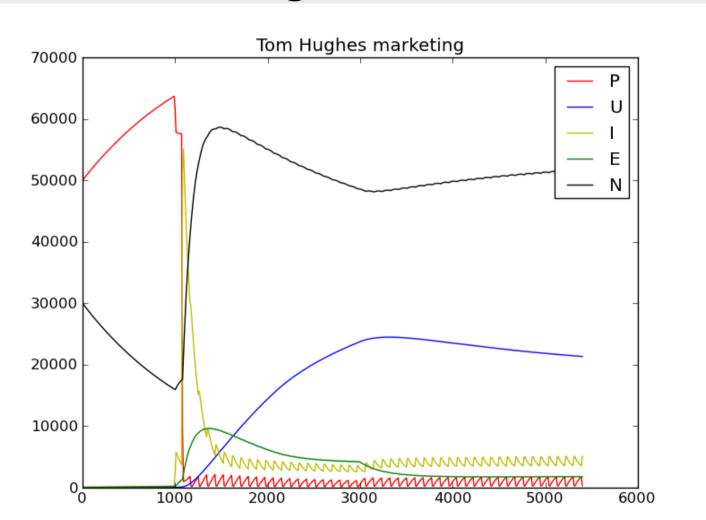
## Web announcements and tutorialsno Ring effect







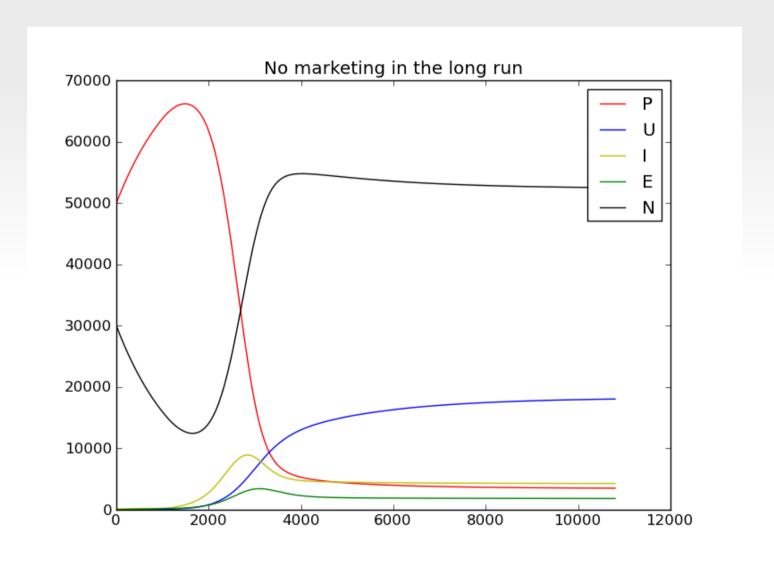
# Aggressive marketing – Tom Hughes







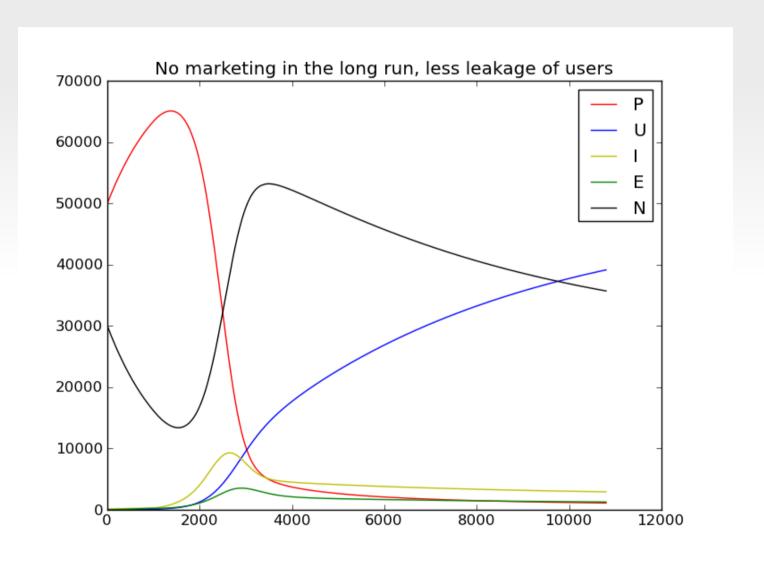
## Long run – no marketing







## Long run – keeping users







## Conclusion: FEniCS will fly



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FEniCS VS Isogeometric

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(in the long run)
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