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(54) **DISFAVORED ROUTE PROGRESSIONS OR LOCATIONS**

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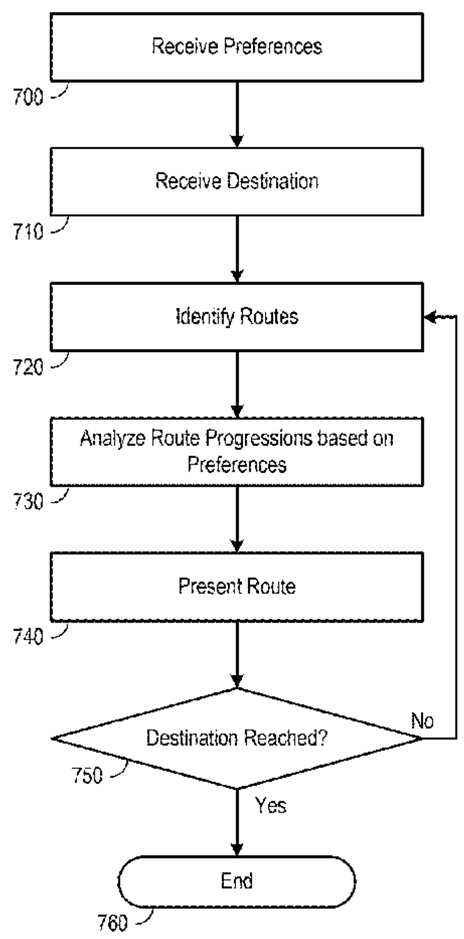
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(57) **ABSTRACT**

Adaptive route guidance can include analyzing route progressions associated with one or more routes based on multiple user preferences. The adaptive route guidance can provide one or more preferred routes based on the user preferences, which can be presented to a user for navigation purposes.

30 Claims, 7 Drawing Sheets



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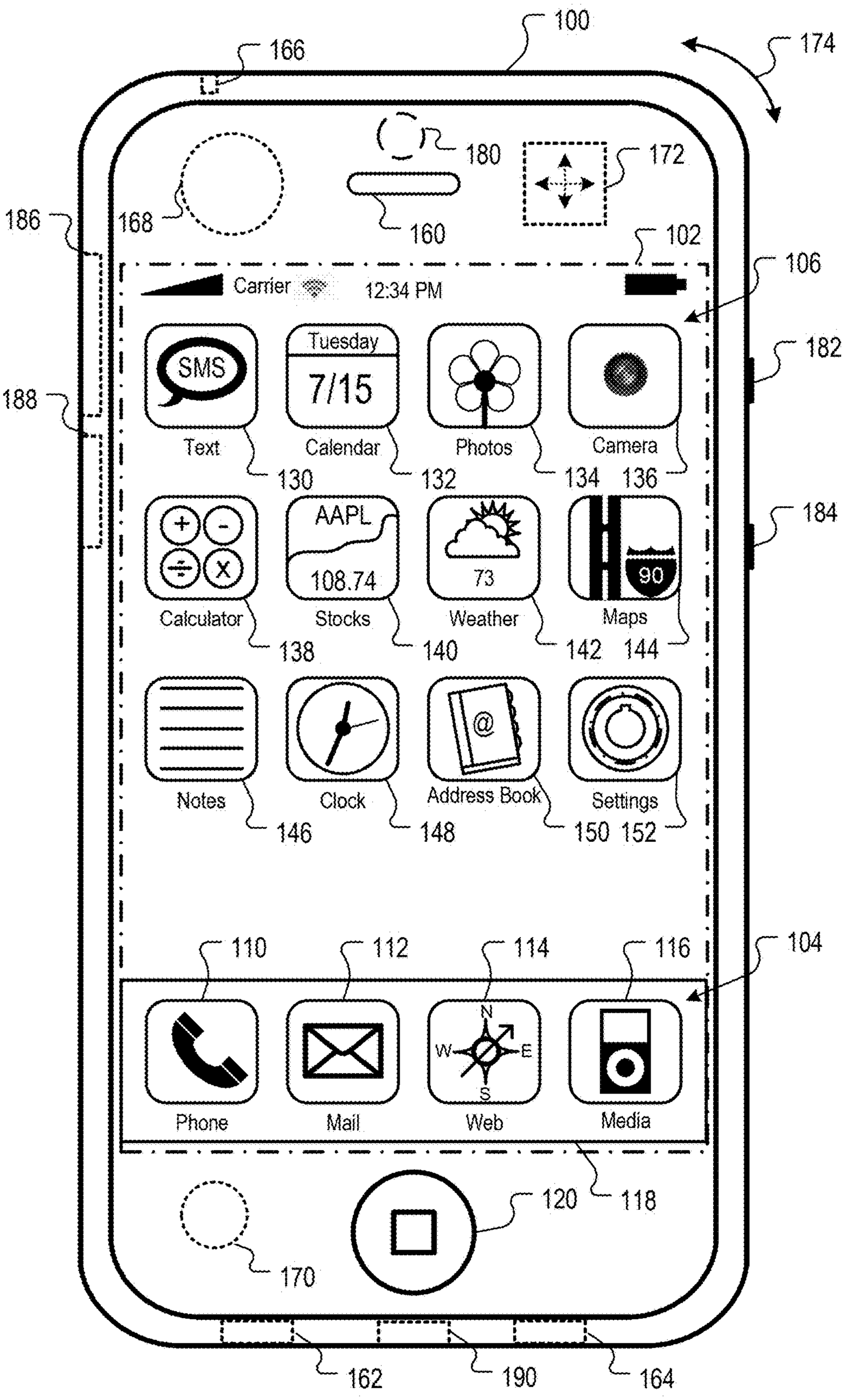

100
166
174
180
172
168
160
186
102
106
Carrier
12:34 PM
182
188
SMS
Tuesday
7/15
Text
Calendar
Photos
Camera
130
132
134
136
184
AAPL
108.74
73
90
Calculator
Stocks
Weather
Maps
138
140
142
144
Notes
Clock
Address Book
Settings
146
148
150
152
110
112
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S
Phone
Mail
Web
Media
120
118
170
162
190
164

FIG. 1

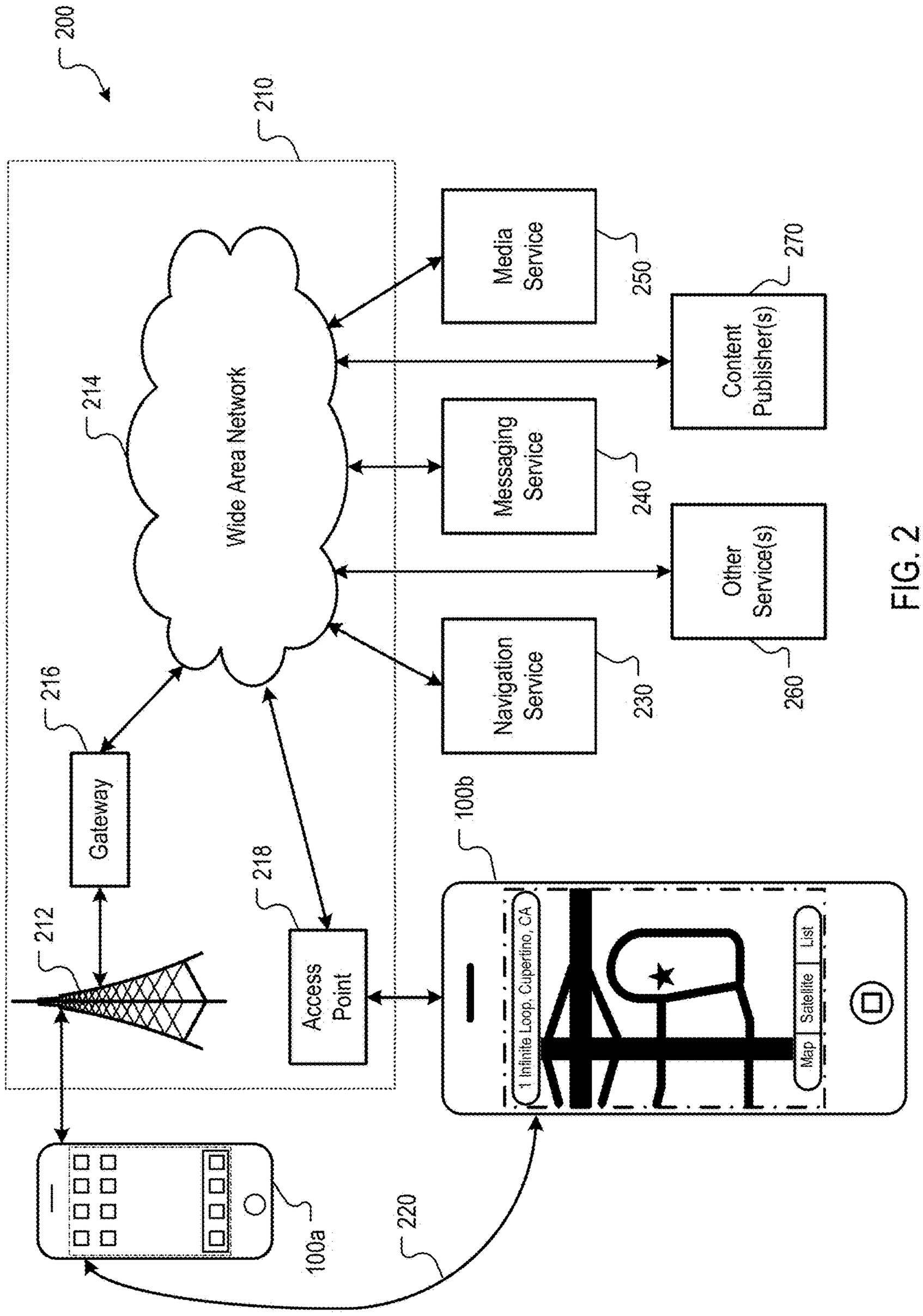

200
210
214
Wide Area Network
216
Gateway
218
212
Access Point
Media Service
250
270
Content Publisher(s)
Messaging Service
240
Other Service(s)
260
Navigation Service
230
100b
1 Infinite Loop, Cupertino, CA
Map
Satellite
List
100a
220

FIG. 2

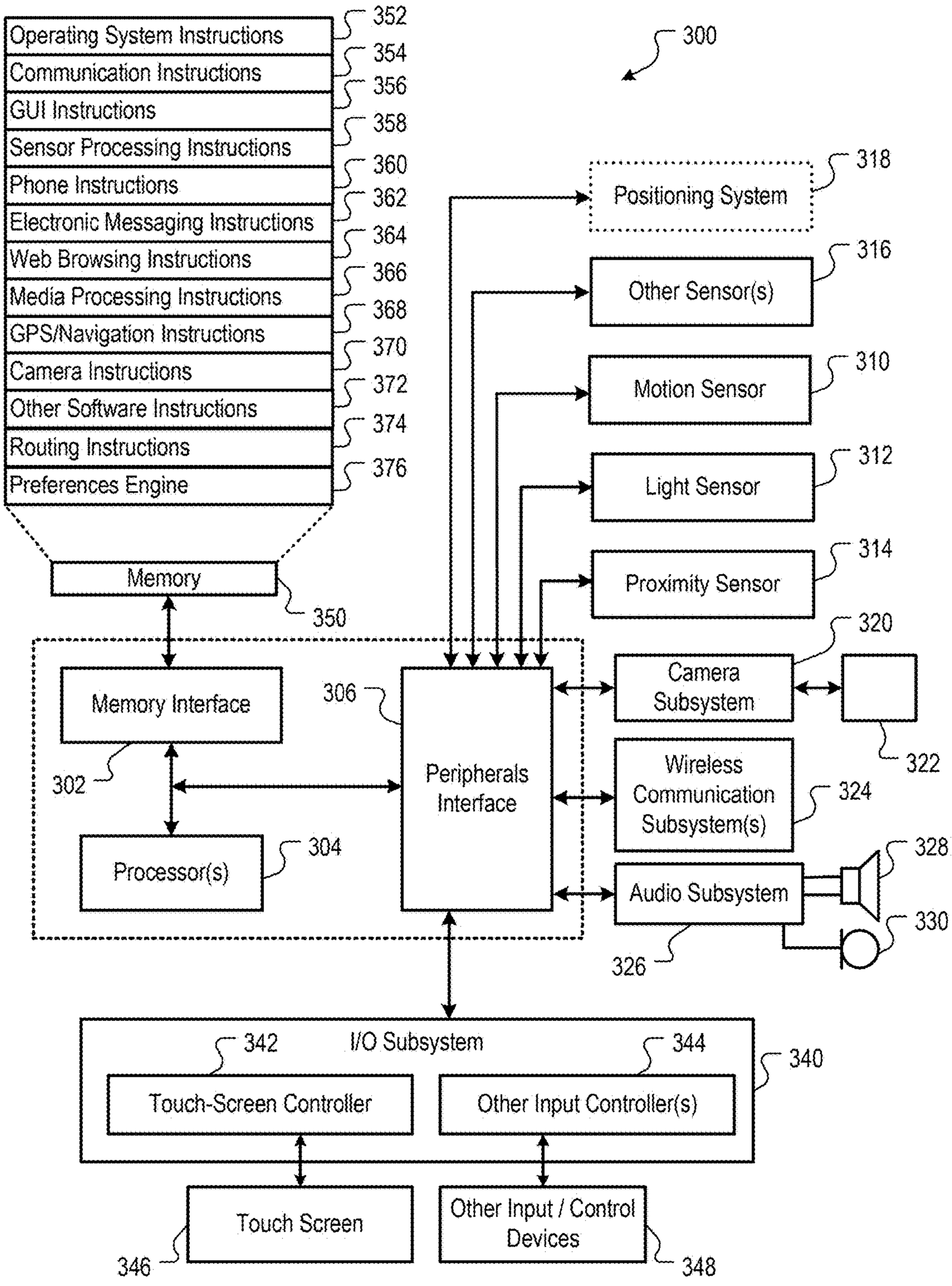

Operating System Instructions
352
Communication Instructions
354
GUI Instructions
356
Sensor Processing Instructions
358
Phone Instructions
360
Electronic Messaging Instructions
362
Web Browsing Instructions
364
Media Processing Instructions
366
GPS/Navigation Instructions
368
Camera Instructions
370
Other Software Instructions
372
Routing Instructions
374
Preferences Engine
376
Memory
350
300
Positioning System
318
Other Sensor(s)
316
Motion Sensor
310
Light Sensor
312
Proximity Sensor
314
Memory Interface
302
306
Peripherals Interface
Processor(s)
304
Camera Subsystem
320
322
Wireless Communication Subsystem(s)
324
Audio Subsystem
328
330
326
I/O Subsystem
342
344
340
Touch-Screen Controller
Other Input Controller(s)
Touch Screen
346
Other Input / Control Devices
348

FIG. 3

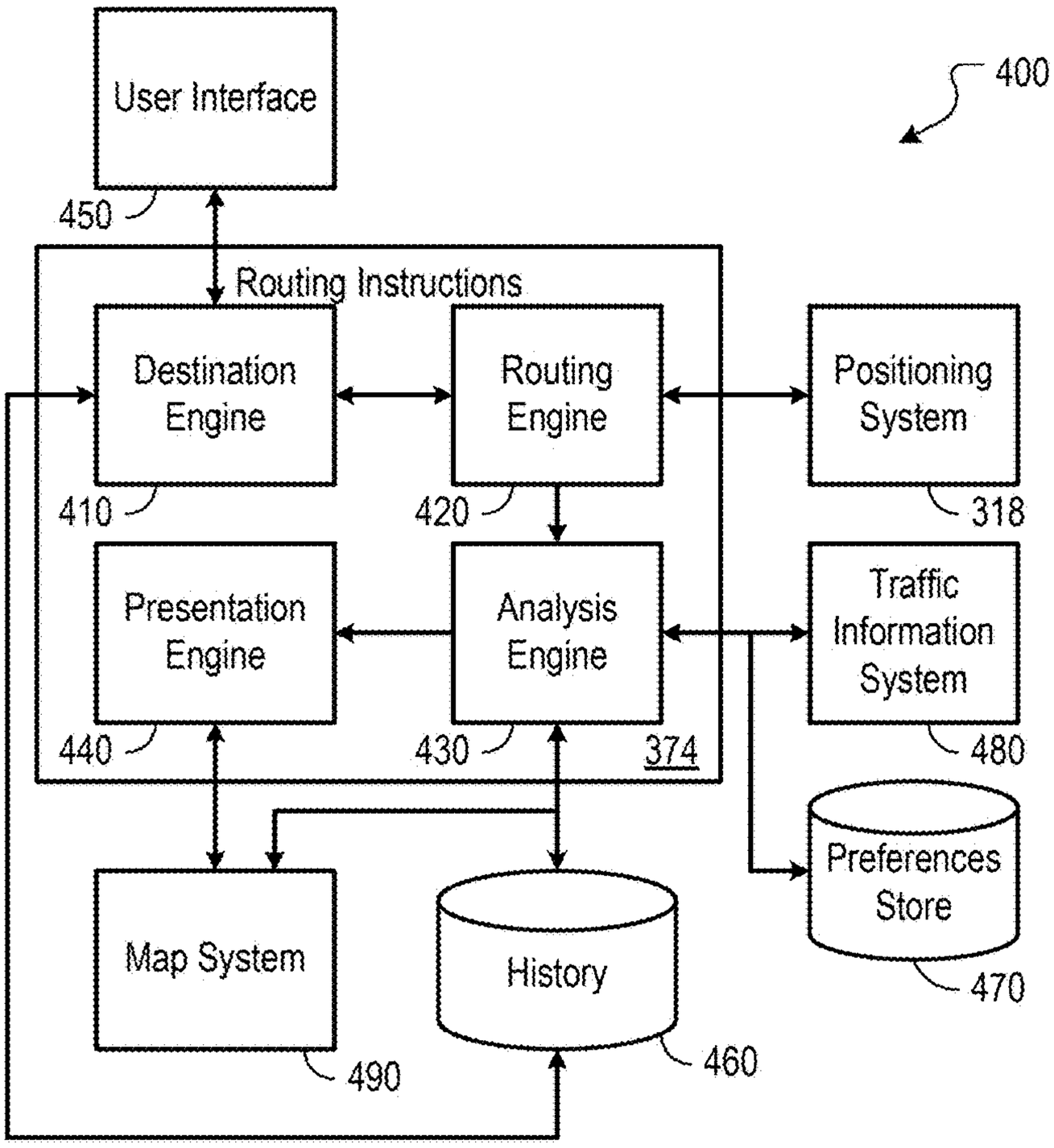

User Interface
400
450
Routing Instructions
Destination Engine
Routing Engine
Positioning System
410
420
318
Presentation Engine
Analysis Engine
Traffic Information System
440
430
374
480
Preferences Store
Map System
History
470
490
460

FIG. 4A

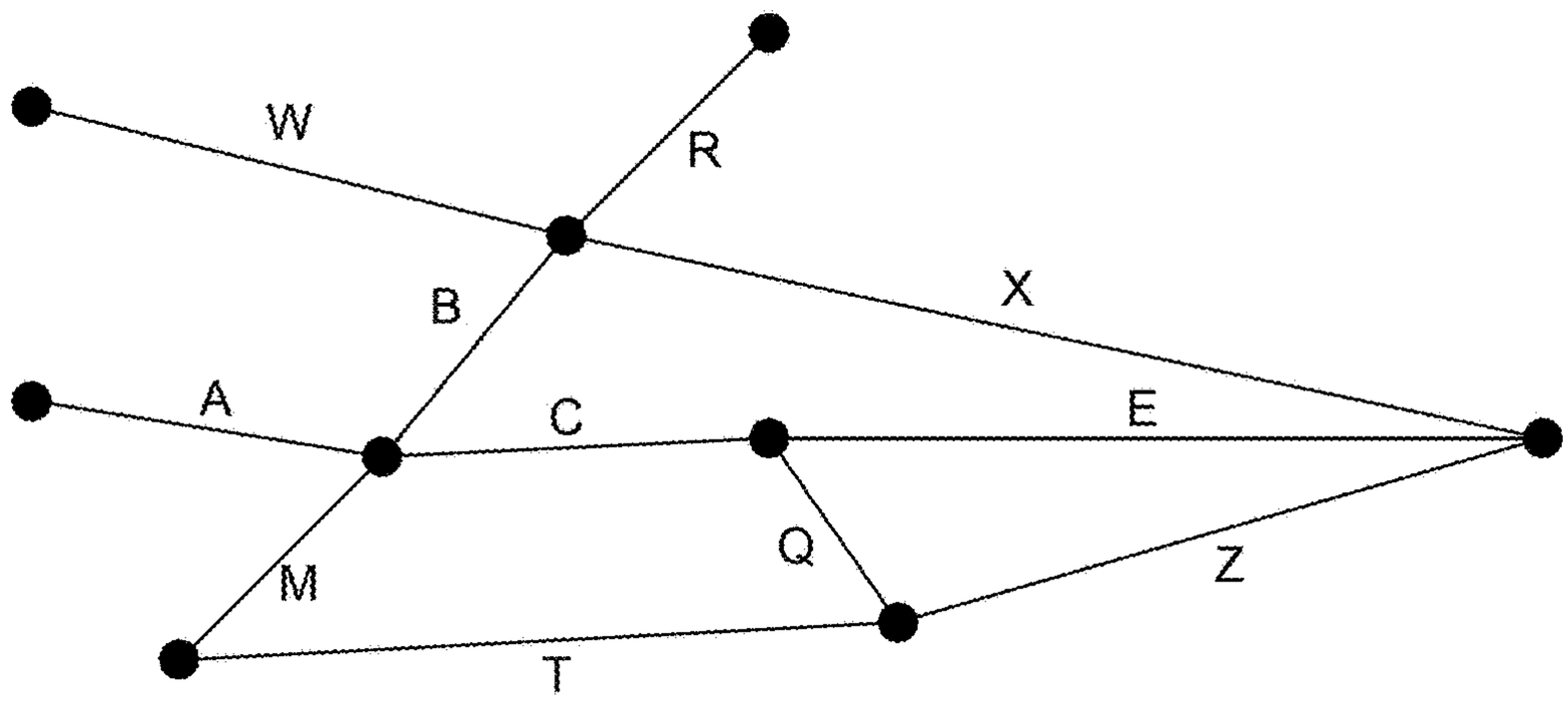

W
R
B
X
A
C
E
M
Q
Z
T

FIG. 4B

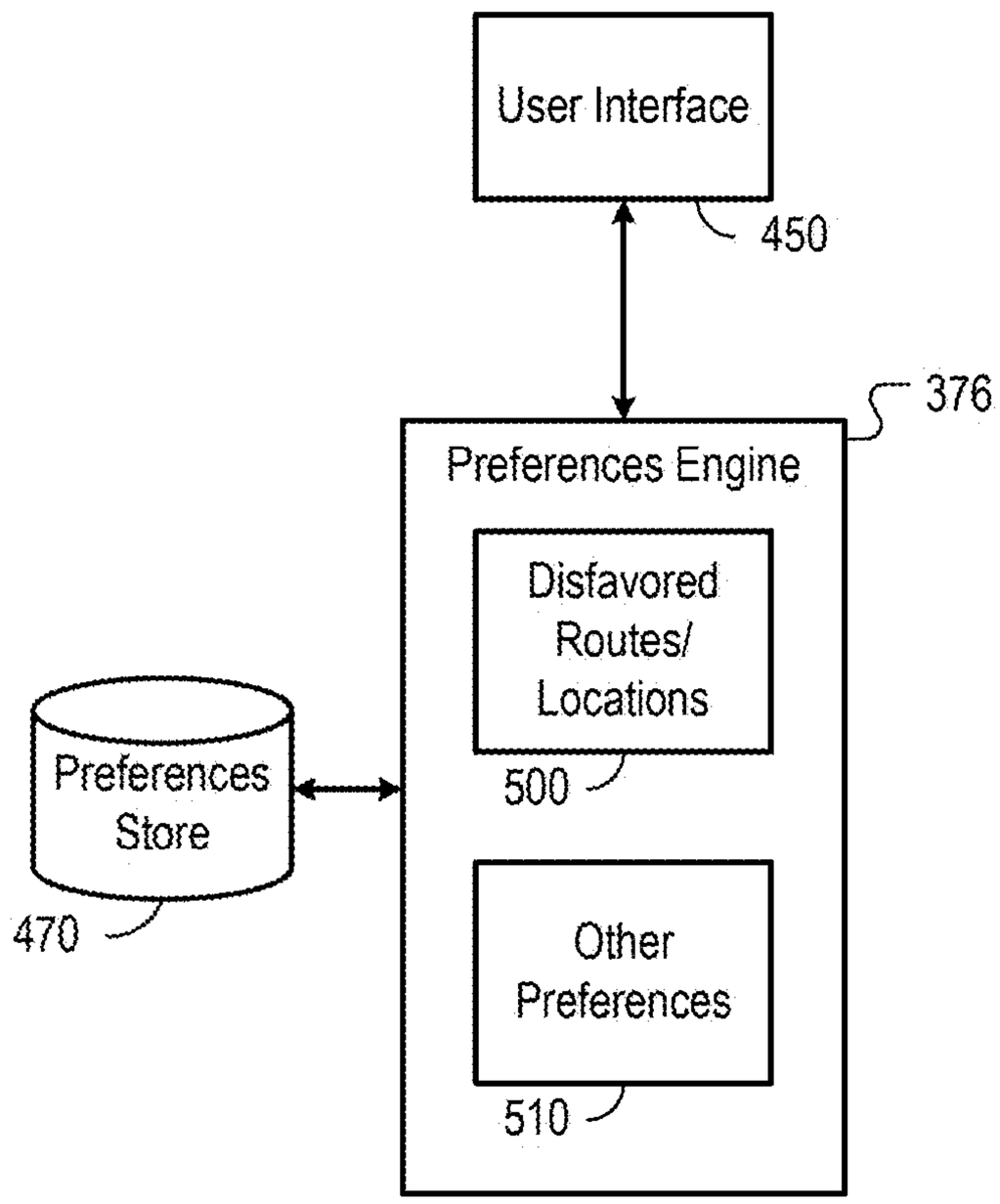

User Interface
450
376
Preferences Engine
Disfavored Routes/ Locations
500
Other Preferences
510
Preferences Store
470

FIG. 5

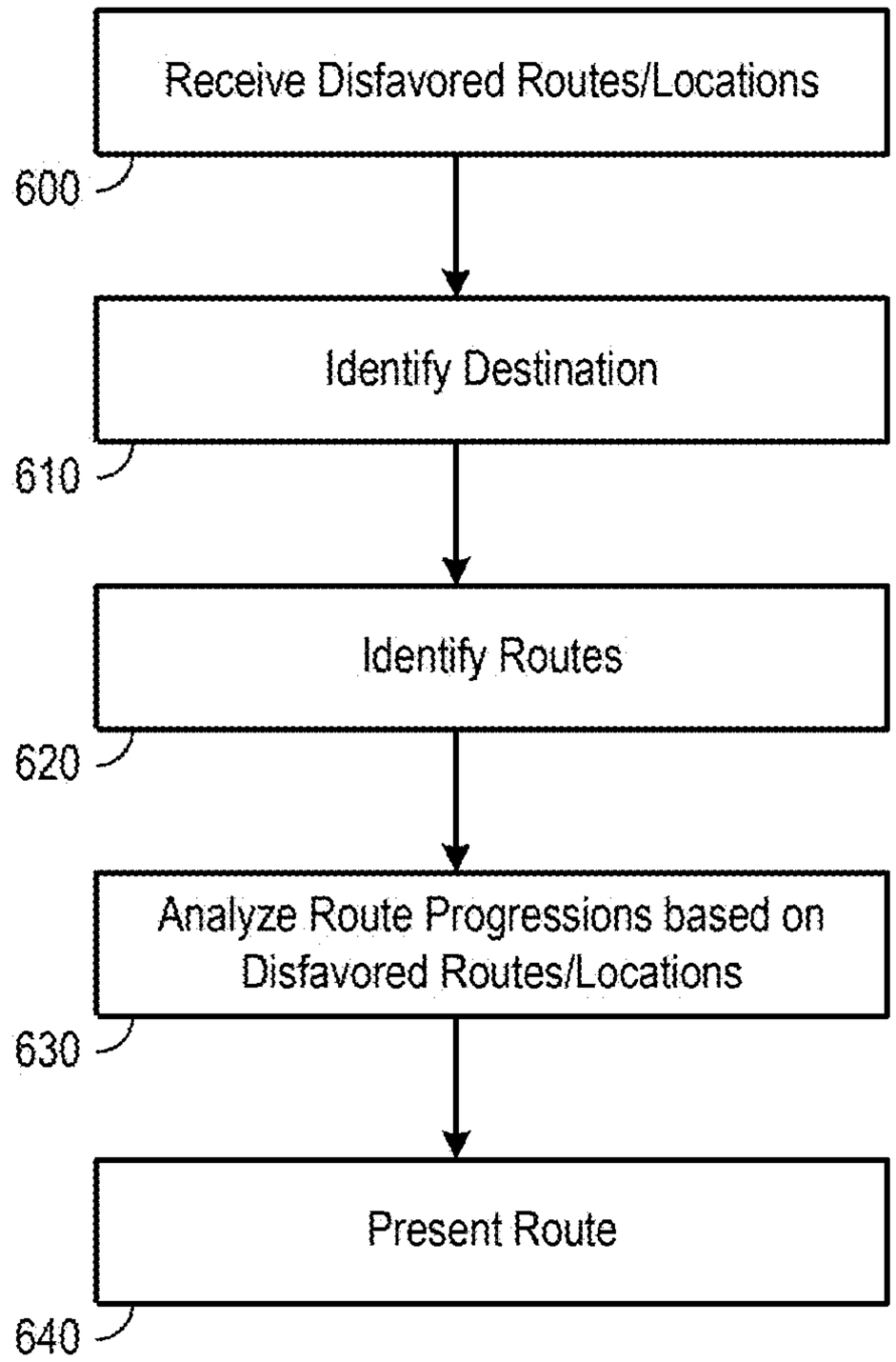

Receive Disfavored Routes/Locations
600
Identify Destination
610
Identify Routes
620
Analyze Route Progressions based on Disfavored Routes/Locations
630
Present Route
640

FIG. 6

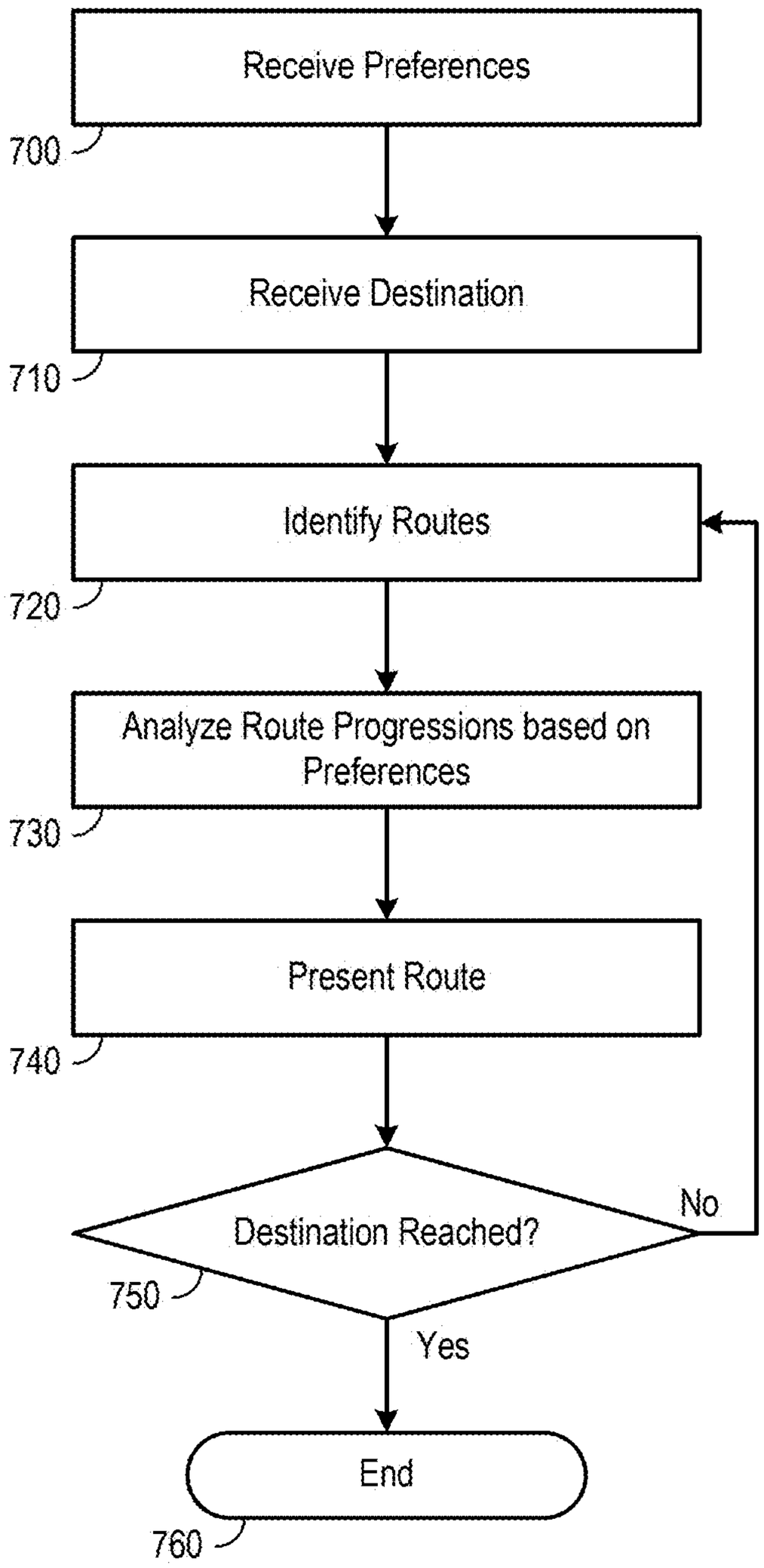

Receive Preferences
700
Receive Destination
710
Identify Routes
720
Analyze Route Progressions based on Preferences
730
Present Route
740
Destination Reached?
750
No
Yes
End
760

FIG. 7

DISFAVORED ROUTE PROGRESSIONS OR LOCATIONS

CROSS-REFERENCE TO RELATED APPLICATION

This application is a continuation (and claims the benefit of priority under 35 USC 120) of U.S. application Ser. No. 12/020,168, filed Jan. 25, 2008, now U.S. Pat. No. 8,385,946, issued Feb. 26, 2013, which claims the benefit of U.S. Provisional Patent Application Ser. No. 60/946,837 filed Jun. 28, 2007, and entitled "DISFAVORED ROUTE PROGRESSIONS OR LOCATIONS". The disclosures of the prior applications are considered part of (and are incorporated by reference in) the disclosure of this application.

BACKGROUND

This disclosure relates to navigation using a mobile device.

Navigation systems have begun to include functionality for inclusion of traffic data overlaying a navigation interface. Such navigation systems, however, provide little intelligence other than the ability to navigate from an origination point to a destination point. Because a user often has some intelligence about routes to a location, in many instances the user ignores navigation routes provided by the navigation system in favor of the routes the user knows. Additionally, current navigation systems do not readily facilitate navigation to a destination if a user desires to travel a different route while enroute on the route recommended by the navigation system.

SUMMARY

In one aspect, systems, methods, apparatuses and computer program products are provided. In one aspect, methods are disclosed, which comprise: receiving a preference comprising disfavored route progressions or disfavored locations associated with a user; identifying destination information associated with a user; identifying one or more potential routes comprising a plurality of route progressions based on a current location and the destination information; analyzing the plurality of route progressions associated with the one or more potential routes based on the disfavored route progressions or disfavored locations associated with the user; and presenting one or more routes to the user based on the analysis.

Systems can include a preference engine, a destination engine, a routing engine, an analysis engine, and a presentation engine. The preference engine can receive disfavored route progressions or disfavored locations associated with a user. The routing engine can identify routes, each route including a plurality of route progressions. The identification of the routes can be based on a current location and the destination information. The analysis engine can analyze the plurality of route progressions associated with the potential routes based upon the disfavored route progressions or disfavored locations. The presentation engine can present preferred routes to the user, the preferred routes being based on results from the analysis engine

Systems and methods as described can facilitate navigation of roads by directing a user to use routes that do not include disfavored route progressions or locations associated with the user.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is a block diagram of an example mobile device.

FIG. **2** is a block diagram of an example network operating environment for the mobile device of FIG. **1**.

FIG. **3** is a block diagram of an example implementation of the mobile device of FIG. **1**.

FIG. **4**A is a block diagram illustrating an example implementation of routing instructions.

FIG. **4**B is a block diagram of a plurality of route progressions.

FIG. **5** is a block diagram illustrating an example implementation of a preferences engine.

FIG. **6** is a flowchart illustrating an example method for routing.

FIG. **7** is a flowchart illustrating another example method for routing.

DETAILED DESCRIPTION

FIG. **1** is a block diagram of an example mobile device **100**. The mobile device **100** can be, for example, a handheld computer, a personal digital assistant, a cellular telephone, a network appliance, a camera, a smart phone, an enhanced general packet radio service (EGPRS) mobile phone, a network base station, a media player, a navigation device, an email device, a game console, or other device or a combination of any two or more of these data processing devices or other data processing devices.

Mobile Device Overview

In some implementations, the mobile device **100** includes a touch-sensitive display **102**. The touch-sensitive display **102** can implement liquid crystal display (LCD) technology, light emitting polymer display (LPD) technology, or some other display technology. The touch-sensitive display **102** can be sensitive to haptic and/or tactile contact with a user.

In some implementations, the touch-sensitive display **102** can comprise a multi-touch-sensitive display **102**. A multi-touch-sensitive display **102** can, for example, process multiple simultaneous touch points, including processing data related to the pressure, degree and/or position of each touch point. Such processing facilitates gestures and interactions with multiple fingers, chording, and other interactions. Other touch-sensitive display technologies can also be used, e.g., a display in which contact is made using a stylus or other pointing device. Some examples of multi-touch-sensitive display technology are described in U.S. Pat. Nos. 6,323,846, 6,570,557, 6,677,932, and U.S. Patent Publication 2002/0015024A1, each of which is incorporated by reference herein in its entirety.

In some implementations, the mobile device **100** can display one or more graphical user interfaces on the touch-sensitive display **102** for providing the user access to various system objects and for conveying information to the user. In some implementations, the graphical user interface can include one or more display objects **104**, **106**. In the example shown, the display objects **104**, **106**, are graphic representations of system objects. Some examples of system objects include device functions, applications, windows, files, alerts, events, or other identifiable system objects.

Example Mobile Device Functionality

In some implementations, the mobile device **100** can implement multiple device functionalities, such as a tele-

phony device, as indicated by a phone object **110**; an e-mail device, as indicated by the e-mail object **112**; a network data communication device, as indicated by the Web object **114**; a Wi-Fi base station device (not shown); and a media processing device, as indicated by the media player object **116**. In some implementations, particular display objects **104**, e.g., the phone object **110**, the e-mail object **112**, the Web object **114**, and the media player object **116** can be displayed in a menu bar **118**. In some implementations, device functionalities can be accessed from a top-level graphical user interface, such as the graphical user interface illustrated in FIG. **1**. Touching one of the objects **110**, **112**, **114** or **116** can, for example, invoke corresponding functionality.

In some implementations, the mobile device **100** can implement network distribution functionality. For example, the functionality can enable the user to take the mobile device **100** and its associated network while traveling. In particular, the mobile device **100** can extend Internet access (e.g., Wi-Fi) to other wireless devices in the vicinity. For example, mobile device **100** can be configured as a base station for one or more devices. As such, mobile device **100** can grant or deny network access to other wireless devices.

In some implementations, upon invocation of device functionality, the graphical user interface of the mobile device **100** changes, or is augmented or replaced with another user interface or user interface elements, to facilitate user access to particular functions associated with the corresponding device functionality. For example, in response to a user touching the phone object **110**, the graphical user interface of the touch-sensitive display **102** may present display objects related to various phone functions; likewise, touching of the email object **112** may cause the graphical user interface to present display objects related to various e-mail functions; touching the Web object **114** may cause the graphical user interface to present display objects related to various Web-surfing functions; and touching the media player object **116** may cause the graphical user interface to present display objects related to various media processing functions.

In some implementations, the top-level graphical user interface environment or state of FIG. **1** can be restored by pressing a button **120** located near the bottom of the mobile device **100**. In some implementations, each corresponding device functionality may have corresponding "home" display objects displayed on the touch-sensitive display **102**, and the graphical user interface environment of FIG. **1** can be restored by pressing the "home" display object.

In some implementations, the top-level graphical user interface can include additional display objects **106**, such as a short messaging service (SMS) object **130**, a calendar object **132**, a photos object **134**, a camera object **136**, a calculator object **138**, a stocks object **140**, a weather object **142**, a maps object **144**, a notes object **146**, a clock object **148**, an address book object **150**, and a settings object **152**. Touching the SMS display object **130** can, for example, invoke an SMS messaging environment and supporting functionality; likewise, each selection of a display object **130**, **132**, **134**, **136**, **138**, **140**, **142**, **144**, **146**, **148**, **150** and **152** can invoke a corresponding object environment and functionality.

Additional and/or different display objects can also be displayed in the graphical user interface of FIG. **1**. For example, if the device **100** is functioning as a base station for other devices, one or more "connection" objects may appear in the graphical user interface to indicate the connection. In some implementations, the display objects **106** can be configured by a user, e.g., a user may specify which display objects **106** are displayed, and/or may download additional applications or other software that provides other functionalities and corresponding display objects.

In some implementations, the mobile device **100** can include one or more input/output (I/O) devices and/or sensor devices. For example, a speaker **160** and a microphone **162** can be included to facilitate voice-enabled functionalities, such as phone and voice mail functions. In some implementations, a loud speaker **164** can be included to facilitate hands-free voice functionalities, such as speaker phone functions. An audio jack **166** can also be included for use of headphones and/or a microphone.

In some implementations, a proximity sensor **168** can be included to facilitate the detection of the user positioning the mobile device **100** proximate to the user's ear and, in response, to disengage the touch-sensitive display **102** to prevent accidental function invocations. In some implementations, the touch-sensitive display **102** can be turned off to conserve additional power when the mobile device **100** is proximate to the user's ear.

Other sensors can also be used. For example, in some implementations, an ambient light sensor **170** can be utilized to facilitate adjusting the brightness of the touch-sensitive display **102**. In some implementations, an accelerometer **172** can be utilized to detect movement of the mobile device **100**, as indicated by the directional arrow **174**. Accordingly, display objects and/or media can be presented according to a detected orientation, e.g., portrait or landscape. In some implementations, the mobile device **100** may include circuitry and sensors for supporting a location determining capability, such as that provided by the global positioning system (GPS) or other positioning systems (e.g., systems using Wi-Fi access points, television signals, cellular grids, Uniform Resource Locators (URLs)). In some implementations, a positioning system (e.g., a GPS receiver) can be integrated into the mobile device **100** or provided as a separate device that can be coupled to the mobile device **100** through an interface (e.g., port device **190**) to provide access to location-based services.

The mobile device **100** can also include a camera lens and sensor **180**. In some implementations, the camera lens and sensor **180** can be located on the back surface of the mobile device **100**. The camera can capture still images and/or video.

The mobile device **100** can also include one or more wireless communication subsystems, such as an 802.11b/g communication device **186**, and/or a Bluetooth™ communication device **188**. Other communication protocols can also be supported, including other 802.x communication protocols (e.g., WiMax, Wi-Fi, 3G), code division multiple access (CDMA), global system for mobile communications (GSM), Enhanced Data GSM Environment (EDGE), etc.

In some implementations, a port device **190**, e.g., a Universal Serial Bus (USB) port, or a docking port, or some other wired port connection, can be included. The port device **190** can, for example, be utilized to establish a wired connection to other computing devices, such as other communication devices **100**, network access devices, a personal computer, a printer, or other processing devices capable of receiving and/or transmitting data. In some implementations, the port device **190** allows the mobile device **100** to synchronize with a host device using one or more protocols, such as, for example, the TCP/IP, HTTP, UDP and any other known protocol. In some implementations, a TCP/IP over USB protocol can be used.

Network Operating Environment

FIG. **2** is a block diagram of an example network operating environment **200** for the mobile device **100** of FIG. **1**. The mobile device **100** of FIG. **1** can, for example, communicate over one or more wired and/or wireless networks **210** in data communication. For example, a wireless network **212**, e.g., a cellular network, can communicate with a wide area network (WAN) **214**, such as the Internet, by use of a gateway **216**. Likewise, an access point **218**, such as an 802.11g wireless access point device, can provide communication access to the wide area network **214**. In some implementations, both voice and data communications can be established over the wireless network **212** and the access point **218**. For example, the mobile device **100***a* can place and receive phone calls (e.g., using VoIP protocols), send and receive e-mail messages (e.g., using POP**3** protocol), and retrieve electronic documents and/or streams, such as web pages, photographs, and videos, over the wireless network **212**, gateway **216**, and wide area network **214** (e.g., using TCP/IP or UDP protocols). Likewise, the mobile device **100***b* can place and receive phone calls, send and receive e-mail messages, and retrieve electronic documents over the access point **218** and the wide area network **214**. In some implementations, the mobile device **100** can be physically connected to the access point **218** using one or more cables and the access point **218** can be a personal computer. In this configuration, the mobile device **100** can be referred to as a "tethered" device.

The mobile devices **100***a* and **100***b* can also establish communications by other means. For example, the wireless device **100***a* can communicate with other wireless devices, e.g., other wireless devices **100**, cell phones, etc., over the wireless network **212**. Likewise, the mobile devices **100***a* and **100***b* can establish peer-to-peer communications **220**, e.g., a personal area network, by use of one or more communication subsystems, such as the Bluetooth™ communication device **188** shown in FIG. **1**. Other communication protocols and topologies can also be implemented.

The mobile device **100** can, for example, communicate with one or more services **230**, **240**, **250**, and **260** and/or one or more content publishers **270** over the one or more wired and/or wireless networks **210**. For example, a navigation service **230** can provide navigation information, e.g., map information, location information, route information, and other information, to the mobile device **100**. In the example shown, a user of the mobile device **100***b* has invoked a map functionality, e.g., by pressing the maps object **144** on the top-level graphical user interface shown in FIG. **1**, and has requested and received a map for the location "1 Infinite Loop, Cupertino, Calif."

A messaging service **240** can, for example, provide e-mail and/or other messaging services. A media service **250** can, for example, provide access to media files, such as song files, movie files, video clips, and other media data. One or more other services **260** can also be utilized by the mobile device **100**.

The mobile device **100** can also access other data and content over the one or more wired and/or wireless networks **210**. For example, content publishers **270**, such as news sites, RSS feeds, web sites, blogs, social networking sites, developer networks, etc., can be accessed by the mobile device **100**. Such access can be provided by invocation of a web browsing function or application (e.g., a browser) in response to a user touching the Web object **114**.

Example Mobile Device Architecture

FIG. **3** is a block diagram **300** of an example implementation of the mobile device **100** of FIG. **1**. The mobile device **100** can include a memory interface **302**, one or more data processors, image processors and/or central processing units **304**, and a peripherals interface **306**. The memory interface **302**, the one or more processors **304** and/or the peripherals interface **306** can be separate components or can be integrated in one or more integrated circuits. The various components in the mobile device **100** can be coupled by one or more communication buses or signal lines.

Sensors, devices and subsystems can be coupled to the peripherals interface **306** to facilitate multiple functionalities. For example, a motion sensor **310**, a light sensor **312**, and a proximity sensor **314** can be coupled to the peripherals interface **306** to facilitate the orientation, lighting and proximity functions described with respect to FIG. **1**. Other sensors **316** can also be connected to the peripherals interface **306**, such as a positioning system (e.g., GPS receiver), a temperature sensor, a biometric sensor, or other sensing device, to facilitate related functionalities.

In some implementations, the mobile device can receive positioning information from a positioning system **318**. The positioning system **318**, in various implementations, can be located on the mobile device, or can be coupled to the mobile device (e.g., using a wired connection or a wireless connection). In some implementations, the positioning system **318** can include a global positioning system (GPS) receiver and a positioning engine operable to derive positioning information from received GPS satellite signals. In other implementations, the positioning system **318** can include a compass and an accelerometer, as well as a positioning engine operable to derive positioning information based on dead reckoning techniques. In still further implementations, the positioning system **318** can use wireless signals (e.g., cellular signals, IEEE 802.11 signals, etc) to determine location information associated with the mobile device, such as those provided by Skyhook Wireless, Inc. of Boston, Mass. Hybrid positioning systems using a combination of satellite and television signals, such as those provided by Rosum Corporation of Mountain View, Calif., can also be used. Other positioning systems are possible.

A camera subsystem **320** and an optical sensor **322**, e.g., a charged coupled device (CCD) or a complementary metal-oxide semiconductor (CMOS) optical sensor, can be utilized to facilitate camera functions, such as recording photographs and video clips.

Communication functions can be facilitated through one or more wireless communication subsystems **324**, which can include radio frequency receivers and transmitters and/or optical (e.g., infrared) receivers and transmitters. The specific design and implementation of the communication subsystem **324** can depend on the communication network(s) over which the mobile device **100** is intended to operate. For example, a mobile device **100** may include communication subsystems **324** designed to operate over a GSM network, a GPRS network, an EDGE network, a Wi-Fi or WiMax network, and a Bluetooth™ network. In particular, the wireless communication subsystems **324** may include hosting protocols such that the device **100** may be configured as a base station for other wireless devices.

An audio subsystem **326** can be coupled to a speaker **328** and a microphone **330** to facilitate voice-enabled functions, such as voice recognition, voice replication, digital recording, and telephony functions.

The I/O subsystem **340** can include a touch screen controller **342** and/or other input controller(s) **344**. The touch-screen controller **342** can be coupled to a touch screen **346**. The touch screen **346** and touch screen controller **342** can, for example, detect contact and movement or break thereof

using any of a plurality of touch sensitivity technologies, including but not limited to capacitive, resistive, infrared, and surface acoustic wave technologies, as well as other proximity sensor arrays or other elements for determining one or more points of contact with the touch screen **346**.

The other input controller(s) **344** can be coupled to other input/control devices **348**, such as one or more buttons, rocker switches, thumb-wheel, infrared port, USB port, and/or a pointer device such as a stylus. The one or more buttons (not shown) can include an up/down button for volume control of the speaker **328** and/or the microphone **330**.

In one implementation, a pressing of the button for a first duration may disengage a lock of the touch screen **346**; and a pressing of the button for a second duration that is longer than the first duration may turn power to the mobile device **100** on or off. The user may be able to customize a functionality of one or more of the buttons. The touch screen **346** can, for example, also be used to implement virtual or soft buttons and/or a keyboard.

In some implementations, the mobile device **100** can present recorded audio and/or video files, such as MP3, AAC, and MPEG files. In some implementations, the mobile device **100** can include the functionality of an MP3 player, such as an iPod™. The mobile device **100** may, therefore, include a 36-pin connector that is compatible with the iPod. Other input/output and control devices can also be used.

The memory interface **302** can be coupled to memory **350**. The memory **350** can include high-speed random access memory and/or non-volatile memory, such as one or more magnetic disk storage devices, one or more optical storage devices, and/or flash memory (e.g., NAND, NOR). The memory **350** can store an operating system **352**, such as Darwin, RTXC, LINUX, UNIX, OS X, WINDOWS, or an embedded operating system such as VxWorks. The operating system **352** may include instructions for handling basic system services and for performing hardware dependent tasks. In some implementations, the operating system **352** can be a kernel (e.g., UNIX kernel).

The memory **350** may also store communication instructions **354** to facilitate communicating with one or more additional devices, one or more computers and/or one or more servers. The memory **350** may include graphical user interface instructions **356** to facilitate graphic user interface processing; sensor processing instructions **358** to facilitate sensor-related processing and functions; phone instructions **360** to facilitate phone-related processes and functions; electronic messaging instructions **362** to facilitate electronic-messaging related processes and functions; web browsing instructions **364** to facilitate web browsing-related processes and functions; media processing instructions **366** to facilitate media processing-related processes and functions; GPS/Navigation instructions **368** to facilitate GPS and navigation-related processes and instructions; camera instructions **370** to facilitate camera-related processes and functions; and/or other software instructions **372** to facilitate other processes and functions.

In some implementations, the mobile device can also include routing instructions **374**. The routing instructions **374** can be used to provide navigation guidance to a user of the mobile device. In such implementations, the routing instructions **374** can provide intelligent routing based on disfavored routes/locations, traffic, user preferences, and/or history.

Each of the above identified instructions and applications can correspond to a set of instructions for performing one or more functions described above. These instructions need not be implemented as separate software programs, procedures or modules. The memory **350** can include additional instructions or fewer instructions. Furthermore, various functions of the mobile device **100** may be implemented in hardware and/or in software, including in one or more signal processing and/or application specific integrated circuits.

FIG. **4**A is a block diagram illustrating an example implementation of a routing system (e.g., embodied in routing instructions stored in a memory). The system **400** can, for example receive multiple preferences including disfavored route progressions and/or locations from a user of a mobile device and arbitrate between competing preferences to provide the user with a route based on the preferences provided by the user.

In some implementations, the routing instructions, when executed, can implement a destination engine **410**, a routing engine **420**, an analysis engine **430** and a presentation engine **440**. In an implementation, the destination engine **410** can receive destination information from a user interface **450**. In various implementations, the user interface can include a graphical user interface such as could be provided by the GUI instructions and touch screen of FIG. **3**.

In other implementations, the destination engine **410** can derive destination information based on historical data retrieved, for example, from a historical data store **460**. The destination engine **410** can parse the historical data to derive navigation habits. For example, a user might drive to work every day. Thus, the destination engine **410** can determine that there is a probability that a destination associated with the user is a workplace. In other implementations, the destination engine **410** can use other algorithms to derive a destination, such as a Markov chain based algorithm. In various examples, the derived destination can include multiple destinations. In such examples, the destinations can include one or more waypoints along with a final destination. In other examples, the derived destination can also take into account a parking situation associated with a destination. Thus, if a user is headed for a stadium for a sporting event, the destination engine **410** can determine that while the stadium is the ultimate destination, the user might be directed to a parking lot as a waypoint to park his/her car before going to the stadium.

In some implementations, the destination engine **410** utilizes date information, time information, calendar information, history information, preference information, etc. to derive destination information. Date information can include, for example, the day of the week, holiday information, etc. For example, a user might have a history of navigating to/from work on Monday through Friday, navigating to/from a grocery store on Sundays, navigating to a parent's house on Mother's Day or Father's Day, etc.

In some implementations, the destination engine **410** can also use the time information such as, e.g., the time of day to derive a destination. For example, on Monday morning, it is likely that a user is navigating to work, on Wednesday night it is likely that the user is navigating to a softball field for a regularly scheduled game, etc.

In some implementations, the destination engine **410** can use calendar information such as appointments, tasks, etc. to derive destination information. For example, a user might have a calendar entry indicating a court date on Aug. 23, 2007 at 9:00 AM, and thus it is likely that on Aug. 23, 2007 at 8:30 am, the user is navigating to a courthouse. In additional implementations, the device can pull calendar information from a variety of sources. For example, a user might keep a business calendar and a personal calendar on separate systems. The device can pull information from both

systems to derive a destination. In other examples, a husband and wife might each have separate calendars and the device can derive destination information based upon both of the calendars. In examples where the calendar information conflicts, the device can determine which calendar appointment to use, for example, based upon the current user of the device. In further examples, the calendar information can be pulled from the local device itself, a favorite sports team calendar, a shared calendar, etc.

In some implementations, the destination engine **410** can use history information to recognize patterns, and can use preference information to determine which of a plurality of destinations the user intends (e.g., a user might indicate a preference for destination information derived from calendar information over destination information derived from date information). In some implementations, the destination engine **410** can automatically recognize patterns without user input. In other implementations, the destination engine **410** can automatically recognize navigation patterns and allow users to confirm or reject a destination through a user interface.

In some implementations, the routing engine **420** can derive one or more routes based on current location information and destination information. The one or more routes can be derived using existing routing technology, e.g. map overlays. Current location information of the mobile device can be obtained, for example, using a positioning system **318**. In various implementations, the positioning system **318** can be provided by a separate device coupled to the mobile device (e.g., mobile device **100** of FIG. **1**). In other implementations, the positioning system **318** can be provided internal to the mobile device.

In one implementation, the positioning system **318** can be a global positioning system (GPS) device. In other implementations, the positioning system **318** can be provided by an accelerometer and a compass using dead reckoning techniques. In such implementations, the user can occasionally reset the positioning system by marking the devices presence at a known location (e.g., landmark, intersection, etc.). In still further implementations, the positioning system **318** can be provided by using wireless signal strength and one or more locations of known wireless signal sources to provide current location. Wireless signal sources can include access points and/or cellular towers. Other positioning systems can also be used.

The routing engine **420** can communicate one or more derived routes to an analysis engine **430**. The analysis engine **430** can analyze the one or more routes received from the routing engine **420**. In some implementations, the one or more routes can be analyzed based on user preferences received from a preference data store **470**. Based on the complexity of a route, the route can include many route progressions. Route progressions, in some implementations, can include discrete lengths of roads which, when put together, make up a route.

In some implementations, the route progressions included in a route can be analyzed based upon user preferences retrieved from a preference data store **470**. User preference data, for example, might include preferences to avoid certain route progressions or location. In other examples, the preference data can indicate a user preference for types of roads, distance, traffic, traffic control devices (e.g., traffic lights, stop signs, rotaries, etc.), navigation time, preferred routes, neighborhoods, highways, restaurants, etc. In some implementations, the analysis engine can use such preferences to select among the one or more routes provided by the routing engine.

In those implementations that analyze route progressions based on user preferences, route information can be retrieved and used to provide input by which to weight and compare routes based on the preferences. In some implementations, route information can include disfavored route progressions or locations or disfavor preferences (e.g., disfavored types of roads, disfavored neighborhoods, disfavor for taking the same route everyday, disfavored parking places (e.g., street parking, certain parking lots, etc.). In further implementations, route information can also include a probability that a route progression will include a certain type of activity (e.g., accidents, heavy traffic) even if the route progression is not currently exhibiting that type of activity. In those implementations that include disfavored route progressions or locations or preferences, the disfavored route progressions or locations or preferences can be avoided.

In some implementations, the routes can be analyzed based upon the traffic information associated with route progressions included in the route. For example, FIG. **4**B is a block diagram of a plurality of route progressions. In the example of FIG. **4**B, a first route includes progressions A, B and X, a second route includes progressions A, C, Q and Z, and a third route includes progressions A, C and E. However, route progressions M, T, R and W are not included in any of the routes according to a user preference. In those implementations using traffic preferences, the analysis engine **430** can send a request for traffic information associated with only route progressions A, B, C, E, Q, X and Z to the traffic information system **480**, while omitting route progressions M, T, R and W because those route progressions are not included in any of the identified routes.

In other implementations using traffic preferences, the traffic information sent to a mobile device (e.g., mobile devices **100** of FIG. **1**) can include a universe of traffic information including all available traffic information related to local roads. In such implementations the traffic signal can include many component parts (e.g., one for each available road), and the traffic information for the various roads can be encoded into the signal (e.g., using time division, code division, frequency division, etc.). Thus, the analysis engine **430** can parse (e.g., decode, demultiplex, etc.) the signal to obtain traffic information for a desired route progression. Thus, the mobile device might receive traffic information associated with route progressions A through Z (e.g., A, B, C, E, M, R, T, W, Q, X and Z). Based on the previous example, the analysis engine **430** can parse the traffic information to retrieve traffic related to route progressions A, B, C, E, Q, X and Z.

In some implementations, a user might have indicated a disfavor for route progressions M, Q and X. A routing engine **420**, for example, might have determined three routes associated with an origin and destination. A first route might include route progressions A, B and X, a second route might include route progressions A, C, Q and Z, and a third route might include route progressions A, C and E. Based upon the example disfavored routes, the analysis engine **430** can remove the first and second routes from the potential routes, and present only the third route to the user through the presentation engine **440**.

In other implementations, the presentation engine can reorder the presentation of all three routes based upon the analysis engine **430** results. Routes including disfavored route progressions can be listed after those routes that do not include disfavored route progressions. In those implementations including a degree of disfavor or weighting associated with the disfavored route progressions or locations or

preferences, those routes including the most heavily disfavored route progressions or locations or preferences can be listed after those routes including less disfavored ones. In other implementations, a graphical representation of disfavor can be applied to presented routes. For example, a color spectrum might be applied to the route presentation, whereby green is used to depict most favorable routes, while red is used to depict most disfavored routes.

In some examples, routes might include more than one disfavored route progression or location. In some implementations, the route with the most heavily disfavored route progression or location can be listed after each of the other routes. In other implementations, the analysis engine **430** can derive an aggregation of disfavor associated with the entire route. For example, a first route might include a route progression rated 2 (e.g., on a scale from 1 to 10, "1" being most disfavored and "10" being slightly disfavored), while a second route might include several route progressions rated 3. In such implementations, the analysis engine can place the second route lower in priority because the second route can be inferred to produce more total disfavor based upon the traversal of several disfavored route progressions, while the first route only includes a single disfavored route progression. However, as mentioned above, in some implementations, the second route can be listed ahead of the first route based on the fact that the lowest route progression rating associated with the second route is "3," while the lowest route progression rating associated with the first route is "2."

In further implementations, a distance associated with a route progression can be factored into the determination of whether to give priority to the first route or the second route. For example, if the route progression rated "2" associated with the first route in the above example were the same total distance as an aggregation of the several route progressions rated "3" associated with the second route in the above example, the second route could be given priority over the first route. In such an example, an aggregation of the disfavor associated with the first route would rank the first route lower than an aggregation of the disfavor associated with the second route.

In some implementations, the route information can include historical data. For example, historical data can include information about the average time associated with navigating a route progression. The average time associated with each of the route progressions that are included in a route can combined to provide an estimated total time to navigate the route. The route may then be compared to similarly analyzed routes based on estimated total time to navigate the other routes, which can be used to recommend a route to a user.

In some implementations, the average time to navigate a route progression can be dependent upon the time of day the route progression is being navigated. For example, a section of highway in a large city may be slow at 8:00 am due to rush hour, while the same section of highway might be clear at 10:00 pm. Thus, the historical data can include a time of day for which the average is to be computed. For example, the analysis engine **430** can average the five navigations taken at the closest times of day to a current time. In further implementations, recency of a navigation can be factored in to the estimation of navigation time. For example, the five most recent navigations of a road may be used to calculate an estimated navigation time associated with the route progression. In other implementations, any of these factors can be combined. For example, the time of day can be balanced with the recency of a navigation to produce the five most recent navigations which are closest in time of day to a current time of day.

In further implementations, the route information can include map information received from map system **490**. In these implementations, the map information can include distances associated with route progressions, traffic control devices associated with route progressions or portions of route progressions, speed limits associated with route progressions, etc. In some implementations, preferences can be provided which use map information as comparison points between potential routes. For example, if the user indicates a preference for neighborhood driving versus highway driving, the map information can be used to reorder the potential routes based upon such a user preference. The map information can therefore be used to weigh and compare routes based on the preferences.

The analysis engine **430** can provide one or more recommended routes to a presentation engine **440** based on user preferences from the preferences store **470**. The presentation engine **440** can communicate with a map system **490** to retrieve map information. In some implementations, the map system **490** can be provided, for example, by a navigation service (e.g., navigation service **230** of FIG. **2**). In other implementations, the map system **490** can be provided by a map store residing on the mobile device (e.g., mobile device **100** of FIG. **1**). The presentation engine **440** uses map information provided by the map system **490** to overlay the recommended route information based on user preferences. In examples where multiple routes are provided to the user, the presentation engine **440** can receive a route preference from the user and display the preferred route.

In some implementations, the routing engine **420** can continue to analyze a current route to monitor for changing conditions. For example, an accident between the start of navigation of a route and the end of navigation of the route can change the analysis associated with the recommendation of the current route. In such situations, the routing engine **420** and analysis engine **430** can calculate estimated navigation times associated with alternative routes. In some implementations, the routing engine **420** and the analysis engine **430** can automatically communicate a new route to the user through the presentation engine **440**. Such automatic rerouting can be provided to the user with notification of the change or without notification of the change to the user. In other implementations, the routing engine **420** and analysis engine **430** can present the estimated navigation times associated with alternative routes to the user through the presentation engine **440**. The user can then choose an alternative route based upon the estimated navigation times. The user's choice, in various implementations, can be indicated by selecting a route using an I/O device (e.g., touch screen **346** of FIG. **3**), or by navigating one of the alternative routes, among others.

FIG. **5** is a block diagram illustrating an example implementation of a preferences engine **376**. The preferences engine **376** can receive preferences from a user through a user interface **450**. The preferences engine **376** can be configured to receive preferences on a variety of different topics. In various implementations, the preferences engine **376** can be configured to receive preferences regarding disfavored routes or locations **500** and other preferences **510**.

A disfavored routes or locations preference **500** can include a user's preferences with respect to the user's desire to avoid certain routes or cities. In some implementations, desire to avoid certain routes or locations can be rated on a

non-binary scale. In some implementations, the user preference can include a strength associated with the traffic preferences **500**. The strength, for example, could be a metric of how strongly a user holds a preference (e.g., on a scale from 1 to 10, how strongly they feel). In some implementations, disfavored routes or locations can include those routes or locations to which the user has negative preferences. For example, a user might be afraid of heights, and therefore wants to avoid route progressions that include high bridges (e.g., the Golden Gate Bridge in San Francisco, Calif.). In other examples, the user might want to avoid urban areas (e.g., large cities).

In some implementations, the user can provide input to the preferences engine **376** specifying those routes or areas that the user wants to avoid. For example, the user can use a user interface to enter locations or streets that the user wants to avoid. In some implementations, the user can provide input to the preferences engine based upon his or her adherence to a presented route. For example, if a user consistently deviates from a presented route at a certain location or route progression, the preferences engine can use this information as input specifying a disfavor with a route progression or location. In other implementations, the preferences engine **376** can analyze historical route information to identify routes or locations avoided by the user. For example, a preferences engine can analyze frequency of use associated with a street or location to determine which streets or locations a user tends to avoid.

In further implementations, a weighting can be applied to a disfavored route progression or location **500** based upon the extent to which a user goes to avoid a route or location. In some implementations, the preferences engine **376** can associate a route progression or location that has never been visited with a neutral rating, inferring that the user might not be familiar with the route progression or location rather than consciously avoiding the route progression or location. In these implementations, the preferences engine **376** can infer that a route progression or location visited only a few times in association with a commonly traveled route is disfavored. Such an inference can be based upon the ratio of the number of times the route has been traveled and not included the route progression. In other implementations, a disfavor preference **500** can be associated with route progressions or locations never visited.

By way of example, if a route from a first location to a second location has been traveled a hundred times, and included a third location only 4 times, an inference can be made that the user disfavors the third location. However, if for example, the route from the first location to the second location had only been traveled ten times, and included the third location four times, the third location is likely not disfavored. In some implementations a weighting associated with the disfavor of a route progression or location **500** can be set based upon the ratio between usage of a routes progressions/locations during a route and the total number of times the route has been traversed (e.g., excluding route progressions/locations that have never been used/visited).

In still further implementations, routing instructions (e.g., routing instructions **374** of FIG. **4**A) can identify when a user avoids a route progression presented by the routing instructions and notify the preferences engine **376**. In such implementations, the preferences engine **376** can infer from the user's rejection of the route progression that the user does not favor the route progression or location included within the route provided by the routing instructions. In those implementations including a weighting associated with a disfavored route progression or location **500**, the preference engine **376** can infer that the avoidance of a route progression or location during presentation of a route is an indication that the route progression or location should be more heavily disfavored in comparison to other derivations of disfavored route progressions or locations **500**.

Other preferences **510** can include many different types of preferences including: traffic preferences, road preferences, scenery preferences, traffic control device preferences, services preferences, city preferences, or speed preferences, new route preferences, among many others.

In those implementations including a strength associated with a user preference, the analysis engine (e.g., analysis engine **430** of FIG. **4**A) can use the strength to weight the route progressions and use the weighted route progressions to compare routes. For example, the user's desire to avoid traffic can be rated on a scale from 1 to 10, with a rating of "1" corresponding to a highly disfavored route progression or location, and a rating of "10" corresponding to a slightly disfavored route progression or location. In examples where the user indicates a strong disfavor for a route progression or location, the analysis engine can weight the route progressions with higher disfavor more negatively than those with slight disfavor, thereby making it more likely that an analysis engine (e.g., analysis engine **430**) will recommend routes having slight disfavor or no disfavor at all. However, in the implementations that include multiple preferences associated with the user, the strengths of other preferences could outweigh other preferences depending on a strength associated with the other preferences.

In some implementations, a group of users can rate a route progression in several categories. The route progression can be assigned a score based on the user ratings. In other implementations, route progressions can be assigned scores based on the individual route progression's popularity among users that have indicated a strong preference for a certain kind of route progression. For example, if a user or group of users indicate a strong preference for scenic roads, and each uses a certain road more frequently in comparison to other roads, the system can assign a high scenery score to the road. In still further implementations, the route progressions can be rated automatically based on measurable statistics. For example, traffic information can identify which route progression is the worst for traffic based upon the average speed associated with the road, or based upon a delta between average speed and speed limit. Similarly, the best route progression for traffic can be identified based on the average speed associated with the road, or based upon a delta between average speed and the speed limit. The worst route progression can be assigned the lowest possible score, and the best route progression can be assigned the highest possible score, while other route progressions are assigned scores which are scaled based upon the high and low scales. Such automatic scoring can be performed where there is an objective measure by which to compare route progressions.

FIG. **6** is a flowchart illustrating an example method for route guidance. At stage **600** disfavored route progressions or locations or preferences are received. Disfavored route progressions or locations can be received, for example, by a preferences engine (e.g., preferences engine **376** of FIG. **5**) in conjunction with a user interface (e.g., user interface **450** of FIG. **5**). The disfavored route progressions or locations can include, for example, any route progressions or locations indicated by the user (e.g., through a user interface, frequency of use, avoidance of presented routes, etc.).

At stage **610** the destination is identified. The destination can be identified, for example, by a destination engine (e.g., destination engine **410** of FIG. **4**). In some implementations,

the destination engine can identify destination information from user input received using a user interface (e.g., user interface **450** of FIG. **4**). In such implementations, the user can provide destination information to a mobile device (e.g., mobile device **100** of FIG. **1**). In other implementations, the destination engine can identify destination information based on historical data retrieved from a history data store (e.g., history data store **460** of FIG. **4**). For example, the destination engine can mine the historical data to automatically derive navigation patterns based on such variables as day, time of day, holiday, and user calendar, among many others. In still further examples, the destination engine can identify destination information based on a combination of user input and historical information. For example, the destination engine can use the user interface to prompt the user to select a destination from among a group of destinations derived based on the historical data.

At stage **620**, routes associated with the destination are identified. The routes can be identified, for example, using a routing engine (e.g., routing engine **420**). In some implementations, the routing engine can receive position information from a positioning system (e.g., positioning system **318** of FIG. **4**). The positioning information can be used as a starting point for the routing engine. In some implementations, the routing engine can use a navigation service (e.g., navigation service **230** of FIG. **2**) to derive one or more routes. In other implementations, the routing engine can use GPS/navigation instructions **368** to derive one or more routes.

At stage **630**, the route is analyzed based on disfavored route progressions or locations or preferences. The route can be analyzed, for example, using an analysis engine (e.g., analysis engine **430** of FIG. **4**). The analysis can retrieve disfavored route progressions or locations from a preferences store (e.g., preferences store **470** of FIG. **4**) and use the preferences to weight the route progressions included in the identified routes. The weighted route progressions can be used to rearrange the identified routes based on the user preferences. In some implementations, the analysis can retrieve route information from several different sources (e.g., history data store **460**, traffic information system **480**, map system **490**, of FIG. **4**) to use in conjunction with the preference information.

At stage **640**, a route is presented. The route can be presented, for example, by a presentation engine (e.g., presentation engine **440**) to a user of a mobile device. The presented route can be overlaid onto a map provided by a navigation system (e.g., map system **490** of FIG. **4**, or navigation services **230** of FIG. **2**). In other implementations, the route can be overlaid on a map provided by a local map data store. In some implementations, the map includes a number of road representations. In further implementations, the road representations, for example, can be overlaid by route information associated with respective route progressions. The presentation of the route can enable a user of the mobile device to navigate from a current position to a destination.

FIG. **7** is a flowchart illustrating another example method for route guidance. At stage **700** user preferences are received. Preferences can be received, for example, by a preferences engine (e.g., preferences engine **376** of FIG. **5**) in conjunction with a user interface (e.g., user interface **450** of FIG. **5**). The preferences can include, for example, disfavored route progressions or locations as well as other preferences. In various implementations, other preferences can include traffic preferences, road preferences, scenery preferences, traffic control device preference, services preferences, city preferences, speed preferences, or other preferences. Disfavored route progressions can include, for example, streets that the user does not want to take for some reason (e.g., a road that is in disrepair, etc.). Disfavored locations can include, for example, areas that the user wants to avoid (e.g., industrial areas, areas with high traffic, etc.). In some implementations, disfavored route progressions and/or locations can be disfavored dependent on a time of day. For example, a user might dislike driving on a particular road or through a particular area at night, while not disfavoring the road or area during the daytime. In further implementations, there can be multiple sets of preferences, each set of preferences being associated with a particular user of the device. In such implementations, the device can provide route guidance based upon the particular user who is logged into the system.

In some implementations, the preferences can be received directly from a user. For example, a user can use a user interface to enter his or her disfavored roads and/or areas. In other implementations, the preferences can be derived based upon the user's actions during previous route guidance. For example, if a user consistently refuses to follow a presented route, the device can determine that the user disfavors the route progression and/or location where he/she deviated from the route. In some implementations, the disfavor can be time-based. For example, a user might heavily disfavor a route progression in the morning, but favor the route progression at night. In other implementations, the preferences can be derived based upon historical data. For example, if a user travels from home to work every day for a year, and has used a particular road on that trip only once, a preference engine can derive that the user disfavors that road or area associated with the road. In some implementations, a combination of user input, deviation from route guidance and/or derivation from historical data can be used to determine preferences.

At stage **710** the destination is received/identified. The destination can be received, for example, by a destination engine (e.g., destination engine **410** of FIG. **4**). In various implementations, the destination engine can operate based on user input received using a user interface (e.g., user interface **450** of FIG. **4**), or can automatically derive a destination based on historical data, and combinations thereof.

At stage **720**, routes associated with the destination are identified. The routes can be identified, for example, using a routing engine (e.g., routing engine **420**). In some implementations, the routing engine can receive position information from a positioning system (e.g., positioning system **318** of FIG. **4**). The positioning information can be used as a starting point for the routing engine, and the routing engine can use a navigation service (e.g., navigation service **230** of FIG. **2**) to derive one or more routes. In other implementations, the routing engine can use GPS/navigation instructions **368** to derive one or more routes.

At stage **730**, the route is analyzed based on user preferences. The route can be analyzed, for example, using an analysis engine (e.g., analysis engine **430** of FIG. **4**) in conjunction with preference information retrieved from a preference store (e.g., preferences store **470** of FIG. **4**). In some implementations, the analysis can receive several different routes and prioritize the routes based on the received user preferences, including, for example, disfavored route progressions and/or locations. In some implementations, the analysis engine can reorder the presentation of a plurality of identified routes based on analysis of the route progressions with respect to the user preferences.

At stage **740**, a route is presented. The route can be presented, for example, by a presentation engine (e.g., presentation engine **440**) to a user of a mobile device. The route can be presented in any of the ways discussed with reference to FIG. **6**.

At stage **750**, a determination can be made whether a destination has been reached. The determination can be made, for example, by an analysis engine (e.g., analysis engine **430** of FIG. **4**) in conjunction with a positioning system (e.g., positioning system **318** of FIG. **4**). Where the destination has been reached, the process ends at stage **760**.

If the destination has not been reached, the method can return to stage **720**, where alternative routes including a plurality of route progressions are retrieved. The route progressions associated with the alternative routes can then be analyzed, and one or more alternative routes are presented to a user based on the analysis (e.g., an accident, traffic build-up, traffic clearing up, time of day dependencies elapsing, etc.). Thus, a mobile device (e.g., mobile device **100** of FIG. **1**) can reroute the user based on changing road conditions. In some implementations, an alternative route is automatically presented to the user without notification, and replaces the current route. In other implementations, a user can be notified that another route might be preferable, and the estimated navigation times associated with both routes can be compared and the user can decide whether to continue on a current route, or to take an alternative route.

The systems and methods disclosed herein may use data signals conveyed using networks (e.g., local area network, wide area network, internet, etc.), fiber optic medium, carrier waves, wireless networks (e.g., wireless local area networks, wireless metropolitan area networks, cellular networks, etc.), etc. for communication with one or more data processing devices (e.g., mobile devices). The data signals can carry any or all of the data disclosed herein that is provided to or from a device.

The methods and systems described herein may be implemented on many different types of processing devices by program code comprising program instructions that are executable by one or more processors. The software program instructions may include source code, object code, machine code, or any other stored data that is operable to cause a processing system to perform methods described herein.

The systems and methods may be provided on many different types of computer-readable media including computer storage mechanisms (e.g., CD-ROM, diskette, RAM, flash memory, computer's hard drive, etc.) that contain instructions for use in execution by a processor to perform the methods' operations and implement the systems described herein.

The computer components, software modules, functions and data structures described herein may be connected directly or indirectly to each other in order to allow the flow of data needed for their operations. It is also noted that software instructions or a module can be implemented for example as a subroutine unit of code, or as a software function unit of code, or as an object (as in an object-oriented paradigm), or as an applet, or in a computer script language, or as another type of computer code or firmware. The software components and/or functionality may be located on a single device or distributed across multiple devices depending upon the situation at hand.

This written description sets forth the best mode of the invention and provides examples to describe the invention and to enable a person of ordinary skill in the art to make and use the invention. This written description does not limit the invention to the precise terms set forth. Thus, while the invention has been described in detail with reference to the examples set forth above, those of ordinary skill in the art may effect alterations, modifications and variations to the examples without departing from the scope of the invention.

These and other implementations are within the scope of the following claims.

The invention claimed is:

1. A method performed by a mobile device, the method comprising:

identifying a destination that a user intends to travel to;

computing one or more routes for traveling to the destination, wherein each of the one or more routes includes route progressions, a route progression indicating a discrete length of a road that is part of a route;

for each of the one or more routes, analyzing the included route progressions based on preferences for travel associated with the user, wherein the preferences include disfavored route progressions or disfavored locations, a disfavored route progression indicating a route progression to be avoided while driving to the destination, and a disfavored location indicating a geographical area that is to be avoided while driving to the destination; and

selecting a route from the one or more routes based on an aggregate number of disfavored route progressions or disfavored locations included in each route.

2. The method of claim **1**, wherein the disfavored route progressions or disfavored locations are based on one or more of traffic preferences, road preferences, scenery preferences, traffic control device preference, services preferences, city preferences and speed preferences.

3. The method of claim **2**, comprising:

examining historical data associated with the user's actions during previous route guidance;

based on the examining, determining one or more of a route progression and location avoided by the user previously; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively.

4. The method of claim **3**, wherein a disfavored route progression or disfavored location is based on a diurnal time, the method comprising:

determining a route progression or a location avoided by the user at a first time of a day, but favored by the user at a second time of the day; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively, wherein the identifying as a disfavored route progression or disfavored location is limited to the first time of the day.

5. The method of claim **3**, wherein a disfavored route progression or disfavored location is based on a frequency of traversal, the method comprising:

determining a route progression or a location traversed by the user less than a predetermined number for traveling to a particular destination; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively for traveling to the particular destination.

6. The method of claim **2**, comprising:

computing a probability that a particular route progression will include in future a certain type of activity that the particular route progression is not currently exhibiting; and

determining the particular route progression to be a disfavored route progression based on computing the probability.

7. The method of claim **1**, wherein determining the preferences associated with the user comprises at least one of:

receiving the preferences directly from the user, the preferences entered through a user interface that is coupled to the mobile device,

automatically deriving the preferences based upon actions of the user during a previous route guidance, and

automatically deriving the preferences using historical route data associated with the user.

8. The method of claim **1**, wherein identifying the destination comprises automatically deriving destination information using historical data associated with the user, the method further comprising:

examining the historical data associated with the user to derive navigation habits associated with the user; and

automatically determining destination information based on the navigation habits and utilizing one or more of date information, time information, calendar information, history information and preference information associated with the user.

9. The method of claim **8**, wherein automatically determining destination information utilizing calendar information comprises:

retrieving one or more calendars associated with a first user and a second user, wherein both the first user and the second user are associated with operation of the mobile device for navigation;

identifying one or more calendar entries included in the retrieved calendars that are within a predetermined range of a present date and time;

determining one or more prospective destinations from the identified calendar entries; and

selecting one of the prospective destinations as the destination for navigation, wherein the selected destination is associated with one of the first user or the second user who is currently operating the mobile device.

10. The method of claim **8**, wherein automatically determining destination information utilizing date information comprises:

determining at least one of current day of the week or current time of the day;

identifying, based on examining the historical data, a destination associated with at least one of the determined current day of the week or determined current time on the day; and

selecting the identified destination.

11. The method of claim **8**, wherein automatically determining destination information utilizing date information comprises:

determining that current date is a specific holiday;

identifying, based on examining the historical data, a destination previously visited by the user on the determined specific holiday; and

selecting the identified destination.

12. The method of claim **1**, further comprising:

determining whether the destination has been reached;

based on determining that the destination has not been reached, retrieving alternative routes for traveling to the destination;

analyzing the route progressions included in the alternative routes based on route preferences associated with the user and metrics associated with the respective route preferences; and

presenting the one or more alternative routes to the user for rerouting to the destination.

13. The method of claim **1**, wherein selecting a route from the one or more routes comprises:

assigning weights to the disfavored route progressions or disfavored locations based on user route preferences;

for each route, computing a score based on a combined weight for the aggregate number of disfavored route progressions or disfavored locations included in the route;

ordering the one or more routes based on the computed scores; and

selecting the route from the ordering of the one or more routes.

14. The method of claim **13**, wherein assigning weights to the disfavored route progressions or disfavored locations comprises:

determining that a first route preference is more strongly disfavored by the user compared to a second route preference; and

based on the determination, providing greater weight to a disfavored route progression or disfavored location associated with the first route preference compared to disfavored route progression or disfavored location associated with the second route preference.

15. The method of claim **1**, wherein selecting a route from the one or more routes comprises:

displaying graphical representations of the one or more routes to the user, wherein the graphical representations are color-coded based on route preferences associated with the user and metrics associated with the route preferences.

16. A method performed by a mobile device, the method comprising:

determining preferences associated with a user of a mobile device for traveling;

identifying a destination that the user intends to travel to;

computing potential routes for traveling to the destination, each of the potential routes comprising route progressions, wherein a route progression includes a discrete length of a road that is part of a route for driving to a destination;

for each of the potential routes, analyzing the route progressions associated with the potential route based on the preferences associated with the user and ratings for one or more of the route progressions, wherein a rating for a route progression is based on the route progression being used by a plurality of users more frequently than other similar route progressions; and

based on the analyzing, presenting one or more of the potential routes as recommended routes to the user for traveling to the destination.

17. A device comprising:

a processor; and

instructions stored in a machine-readable medium for execution by the processor and configured to cause the processor to perform operations comprising:

identifying a destination that a user intends to travel to;

computing one or more routes for traveling to the destination, wherein each of the one or more routes includes route progressions, a route progression indicating a discrete length of a road that is part of a route;

for each of the one or more routes, analyzing the included route progressions based on preferences for travel associated with the user, wherein the preferences include disfavored route progressions or dis-

favored locations, a disfavored route progression indicating a route progression to be avoided while driving to the destination, and a disfavored location indicating a geographical area that is to be avoided while driving to the destination; and

selecting a route from the one or more routes based on an aggregate number of disfavored route progressions or disfavored locations included in each route.

18. The device of claim **17**, wherein the disfavored route progressions or disfavored locations are based on one or more of traffic preferences, road preferences, scenery preferences, traffic control device preference, services preferences, city preferences and speed preferences.

19. The device of claim **18**, wherein the instructions are configured to cause the processor to perform operations further comprising:

computing a probability that a particular route progression will include in future a certain type of activity that the particular route progression is not currently exhibiting; and

determining the particular route progression to be a disfavored route progression based on computing the probability.

20. The device of claim **18**, wherein the instructions are configured to cause the processor to perform operations comprising:

examining historical data associated with the user's actions during previous route guidance;

based on the examining, determining one or more of a route progression and location avoided by the user previously; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively.

21. The device of claim **20**, wherein a disfavored route progression or disfavored location is based on a diurnal time, and wherein the instructions are configured to cause the processor to perform operations comprising:

determining a route progression or a location avoided by the user at a first time of a day, but favored by the user at a second time of the day; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively, wherein the identifying as a disfavored route progression or disfavored location is limited to the first time of the day.

22. The device of claim **20**, wherein a disfavored route progression or disfavored location is based on a frequency of traversal, and wherein the instructions are configured to cause the processor to perform operations comprising:

determining a route progression or a location traversed by the user less than a predetermined number for traveling to a particular destination; and

identifying the determined route progression or the location as a disfavored route progression or disfavored location respectively for traveling to the particular destination.

23. The device of claim **17**, wherein the instructions that are configured to cause the processor to perform operations comprising determining the preferences associated with the user include instructions that are configured to cause the processor to perform operations comprising at least one of:

receiving the preferences directly from the user, the preferences entered through a user interface that is coupled to the device,

automatically deriving the preferences based upon actions of the user during a previous route guidance, and

automatically deriving the preferences using historical route data associated with the user.

24. The device of claim **17**, wherein identifying the destination comprises automatically deriving destination information using historical data associated with the user, and wherein the instructions are configured to cause the processor to perform operations further comprising:

examining the historical data associated with the user to derive navigation habits associated with the user; and

automatically determining destination information based on the navigation habits and utilizing one or more of date information, time information, calendar information, history information and preference information associated with the user.

25. The device of claim **24**, wherein the instructions that are configured to cause the processor to perform operations comprising automatically determining destination information utilizing calendar information include instructions that are configured to cause the processor to perform operations comprising:

retrieving one or more calendars associated with a first user and a second user, wherein both the first user and the second user are associated with operation of the device for navigation;

identifying one or more calendar entries included in the retrieved calendars that are within a predetermined range of a present date and time;

determining one or more prospective destinations from the identified calendar entries; and

selecting one of the prospective destinations as the destination for navigation, wherein the selected destination is associated with one of the first user or the second user who is currently operating the device.

26. The device of claim **24**, wherein the instructions that are configured to cause the processor to perform operations comprising automatically determining destination information utilizing calendar information include instructions that are configured to cause the processor to perform operations comprising:

determining at least one of current day of the week or current time of the day;

identifying, based on examining the historical data, a destination associated with at least one of the determined current day of the week or determined current time on the day; and

selecting the identified destination.

27. The device of claim **24**, wherein the instructions that are configured to cause the processor to perform operations comprising automatically determining destination information utilizing calendar information include instructions that are configured to cause the processor to perform operations comprising:

determining that current date is a specific holiday;

identifying, based on examining the historical data, a destination previously visited by the user on the determined specific holiday; and

selecting the identified destination.

28. The device of claim **17**, wherein the instructions are configured to cause the processor to perform operations further comprising:

determining whether the destination has been reached;

based on determining that the destination has not been reached, retrieving alternative routes for traveling to the destination;

analyzing the route progressions included in the alternative routes based on route preferences associated with the user and metrics associated with the respective route preferences; and

presenting the one or more alternative routes to the user for rerouting to the destination.

29. The device of claim **17**, wherein selecting a route from the one or more routes comprises:

assigning weights to the of disfavored route progressions or disfavored locations based on user route preferences;

for each route, computing a score based on a combined weight for the aggregate number of disfavored route progressions or disfavored locations included in the route;

ordering the one or more routes based on the computed scores; and

selecting the route from the ordering of the one or more routes.

30. The device of claim **17**, wherein selecting a route from the one or more routes comprises:

displaying graphical representations of the one or more routes to the user, wherein the graphical representations are color-coded based on route preferences associated with the user and metrics associated with the route preferences.

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