

$$= \begin{bmatrix} 1 + 0u - 3u^2 + 2u^3 \\ 0 + 0u + 3u^2 - 2u^3 \\ 0 + 1u - 2u^2 + 1u^3 \\ 0 + 0u - 1u^2 + 1u^3 \end{bmatrix} \mathbf{p}$$