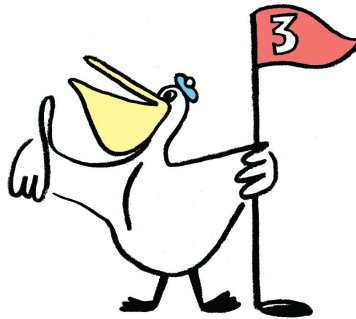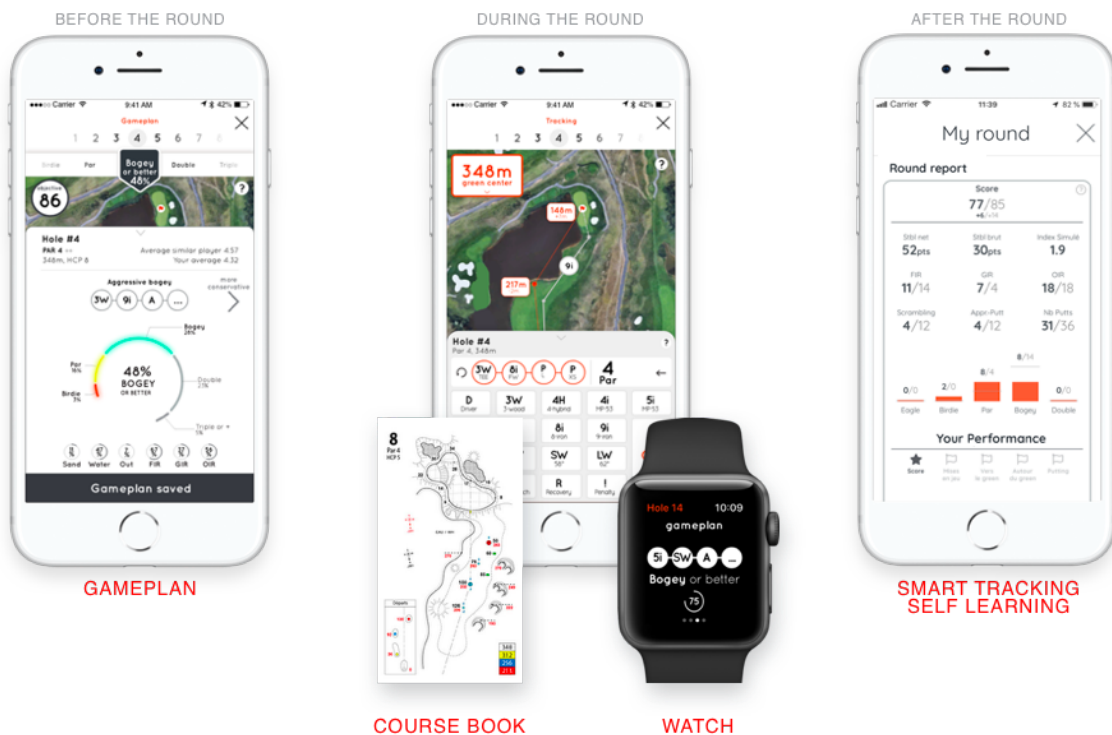# USER GUIDE

Hello Birdie app onboarding

General Principal

The Hello Birdie smart caddie is a mobile application that:

- **Before the round:** calculates the best strategy to play, no matter which golf, using your actual abilities, and tells you when to play the hole in an aggressive or defensive manner.

- **During the round:** adjusts and executes your game strategy, by taking into account the playing conditions, and recommending the right club to use.

- **After the round:** analyze your performance and calculate your statistics.

The saved shots from your rounds are used to **optimise your user profile**, and to **propose personalised strategies** based on your performance, and its evolution over time.

BEFORE THE ROUND

GAMEPLAN

DURING THE ROUND

COURSE BOOK   **WATCH**

AFTER THE ROUND

**SMART TRACKING
SELF LEARNING**

Table of content

Before the round

Create your profile

The distances that you indicated enable the initiation of your golf bag with your **distance by club**. If you don't know them, you can choose the distances by default (which are the standard distances according to your HCP).

The indication of your level (HCP) also permits to take into account, for the long game, dispersions around these distances, and to indicate **your probable performances at chipping and at putting**.

The initial profile aims to get closer to your performances. It is called **"Typical"** on the app. All the clubs in your bag will be linked to these Typical values. The distances expressed here are **"carry + roll"** in standard conditions (at 20° and at sea-level, not taking into account wind)

Also, the clubs that you selected during this phase will be used to produce the **Easy Shot Tracker** (personalised golf keyboard) as well as for the potential clubs to be used for game predictions.

**Tip:** If these distances do not cohere well with your profile, you have two ways to adjust them:

- _By modifying the average distances of your Driver and 9 Iron in "My Profile". All your club distances will then be recalculated._
- _By assigning custom values to each of your clubs from the "My Bag" tab. (see Personalisation of your bag paragraph)_

Personalisation of your bag

Each club can be edited separately to select either its **Typical values**, **Real values** or **Custom values**.

From the "My Bag" tab, select the club to modify by clicking on it, then on the interface that appears, you can adjust the selection by typing directly on it.

To indicate your own distances and dispersions, press on "**Edit your data**" under "Customise". An interface opens and allows you to fill in this information. Then click <mark>Save changes</mark>. Custom value is now selected with your personalized info.

Creation of a round

To create the round, click on "+ new round" tab:
- Select the desired course
- Select the Tee that you would like to start from.
- And optionally fill in:
    - The name of the event (to easily find the round)
    - The ratings of the round (this data impacts the number of shots taken in Stableford)
    - The playing conditions (in competition mode some data won't be accessible during the round)
    - The date and time of the round (this weather data incl. temperature will impact the game plan preparation)
- Then create round

The scorecard will then appear in "My round"

New Round

Course	St Andrews Major Golf Club	>
Tees	Yellow	>
Event name	(Optional)	>
Course ratings	Slope: 113 / SSS: 66.0	>
Rules	Strokeplay	>
Playing conditions	Training	>
Date	30/10/2019, 3:30 pm	>
Condition	10.8°C	30 km/h
Altitude	10 m	

Create round

My bag   New round   Home   Settings   Profile

Creation of a game plan[1]

From the previous screen, or if you access from the "Home" tab to a game that has not been played yet, click Setup a game plan.

Hello Birdie then asks you to set an overall score objective for your game. To set it, the screen pre-positions you on a goal called **"Normal"** which is logically accessible given your profile. It corresponds to your hope of scoring on the selected course. This goal is then spread on each hole according to their difficulty for you. It is

Set your objective (?)

Normal
84

Agressive ———●———🐢———●——— Conservative

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[1] Requires a valid Hello Birdie subscription.

manually adjustable. Then click **Start game planning**[2] when you agree with the goal.

Tip: *At first glance, the goal might seem a bit too aggressive. It's normal - so do not hesitate to keep it as it is.*

The following interface shows, hole by hole, the tactic to adopt (Birdie, Par, Bogey...) and the probability to accomplish it.
From there, you can then:
- Adjust the tactic of the hole among those proposed. (From Bogey to Par for instance)
- Access to another hole (by clicking on the holes' number at the top of the screen),

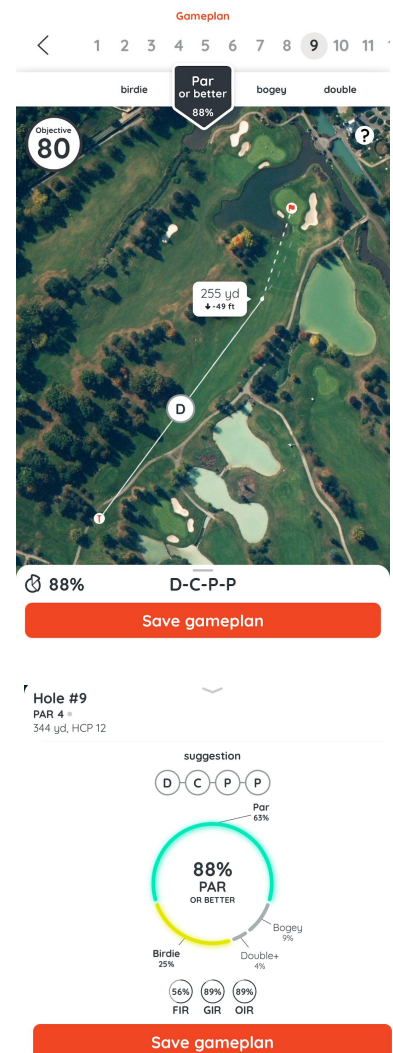Once you feel comfortable with the game plan, you can click on **Save gameplan**.

The game plan will then be accessible on different format:
- On paper by clicking on the printing icon

- On your phone after having started the round.
- On Apple Watch (see dedicated chapter)

During the Round

Starting a round

In "my round", click on `Start round`, From this step, and until the signature of your scorecard, network connection or wifi are optional.

During this phase of Tracking, you can access the following info:

Distance point to point (217 yd here)

Elevation (-43 feet here): difference of altitude between the point of arrival and the starting point of the shot.

"Plays like" distance[3] (223 yd here):
Adjusted distance, based on Elevation and all playing conditions such as weather.

Club Recommendation[4] (e.g: 3H for 3 Hybrid): Based on the itinerary of the game plan, adjusted according to "Plays like" distances.

Tip: By default, the app starts by presenting hole # 1. You can, at any time, select another hole if needed (this is particularly useful if you start in shotgun). To do so, you would just need to select directly your hole # at the top of the interface (e.g. on hole # 12):

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[3] Requires a valid Hello Birdie subscription.
[4] Requires a valid Hello Birdie subscription.

Shot Tracker

Overview

When the round is started and you are on the course, your GPS trace is recorded by the phone (and / or the connected watch). This trace will subsequently be used to detect the position of the shots played.

In addition, you will be asked to input your scorecard. Thanks to the GPS trace, you don't need to **be positioned where the shot was made to register it**. We actually suggest that you wait to do so until the end of the hole to avoid slowing down the game or interrupting your routine.
When to register a shot?
- At the end of the hole (recommended method for game's fluidity)
- At the end of the round (note that you can write down your shots on the printable version of the game plan to help you remember your shots sequences if needed)

How to register your shots:

Once the hole you played is selected, click on Track your shots. A panel "shot-tracker" will deploy to enable you to enter the full shots sequence.

Fill in **all of your shots** one after the other. Each in 2 steps:

1 / From the main keyboard: the shots played (which results in the display of an overlay)
2 / On the overlay: a precision on the shot itself.

Once you have inputted the last Putt (if the previous shot did not directly holed in!),

click on [**OK**], the shot-tracker tool will vanish. The complete club sequence and the score are now displayed on the panel. You just have to click on this score to validate it. It will automatically direct you to the visualisation of the next hole.

Tracked shots

- The name of the club: Drive **[D]**, Hybrid **[H]**, Iron **[5i … 9i],** Wedge **[GW, LW …]** when you played a **full shot,**
- A **Chip [C]:** any shot in the direction of the green and not being a full club shot,
- A **Recovery [R]:** whatever club is used as long as it's not a **full shot,**
- A **Penalty [!]** (It happens!)
- A **Putt [P]**: Shot played from the green (see the precision on the Chipping for a putt played from outside the green)
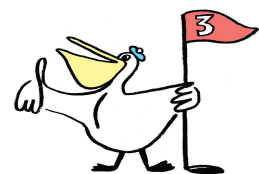

Details on Chipping [C]:

For this sector of play (the short game), it is your skill that is measured regardless of the club used or how to play it.
Examples:
- *Chips, lobed or rolled towards the green*
- *The bunker exits near the green*
- *A putt from the fringe of the green*

Precision on a shot

- For a **full shot** or a **Chip [C]**: The type of **Lie** as follow:
    - Tee: shot made from the **Tee**.
    - Fairway: shot made from **the fairway.**
    - Rough: shot made in the **rough.**
    - Fringe of green: shot made from just outside **of the green** (on a nice lie).
    - Bunker: shot made from a sand area.

- For a **Putt [P]**: the approximate remaining **distance** to the hole is to be filled.
    - <3ft: putt of less than **3 feet or given**
    - <6ft: putt to play between **3 and 6** feet from the hole
    - <9ft: putt to play between **6 and 9** feet from the hole
    - <15ft: putt to play between **9 and 15** feet from the hole
    - <30: putt to play between **15 and 30** feet from the hole
    - >30m: for the other **longer shots!**

- For the **Penalties [!]**: the type of penalty,

- For the **Recovery [R]**: only from "trouble" is available!

Access to tools

While in 'Tracking' mode, you can:

Access the scorecard (with even more information if the phone is held horizontally) and even sign the round before the end of the 18 holes (for when you don't play every holes).

Access the rangefinder by clicking on whichever part of the course on the map (eg. to determine the distance and elevation to an hazards). An additional click on the rangefinder icon will bring you back to the previous mode.

Visualise the statistics associated with the chosen tactic.

Center the map on your GPS position.

Signing the scorecard

At the end of the round, one can verify that the scorecard is complete. Access to the scorecard is either manual or after having registered the shots on the last hole of the course.

In "My scorecard", before pressing on `Sign scorecard`, a network connection (3G/4G, wifi) is needed. Your data from the course will then be transferred to the servers to get processed, notably for the calculations associated with "Round report"

After the round

Performance analysis and statistics

The scorecard of the round

The statistics of the round

'The simulated HCP' corresponds to the level of play reached, bearing in mind the difficulty of the course and the amount of holes played.

In this exemple, six holes have been played on an 18 holes course, and the application calculates a simulated index of 9,6.
Detailed information on these statistics are accessible by pressing the help button "**(?)**"

Detailed statistics and sharing

 This data can easily be shared (email, text, whatsapp...) by clicking this icon.

Learning of the Caddie

Round after round (signed rounds), your player's profile is updated on the different game compartments:
- the **Real Values** of each club based on the **long game** shots detected during the played rounds
- Capabilities of **chipping / short game** among the different **lies**.
- Capabilities of **putting** according to the distance ranges.

Apple Watch

The watch is not essential to the use of Hello Birdie, but it completes the usage by enabling you:
- To directly start a round (those already planned on the mobile app).
- During the game, access to:
    - information of the hole being played,
    - the rangefinder (distance and elevation of the hole),
    - the game plan[5] (if it was previously made),
    - the live caddy[6] with Plays like distances and club recommendation based on weather conditions
    - the wind conditions,
    - the current score.

Installation

If the watch is not already installed, it is necessary to refer to the instructions on the Apple website: https://support.apple.com/en-us/HT204505.
The operating system supported is watchOS 3 or newer.

At first download (or following its update) of the application on the iPhone, the application will automatically install on the Apple Watch.
To check that the application is correctly installed on the watch, go onto the "Watch' application on your phone itself, and then onto the 'my watch' tab. You should see that Hello Birdie appears in "Installed on Apple Watch".
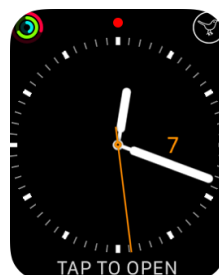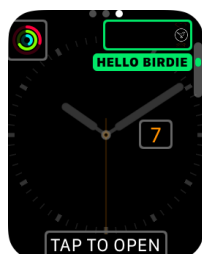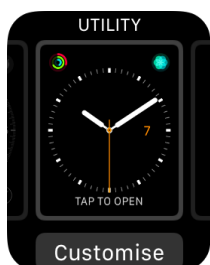

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[5] Requires a valid Hello Birdie subscription.
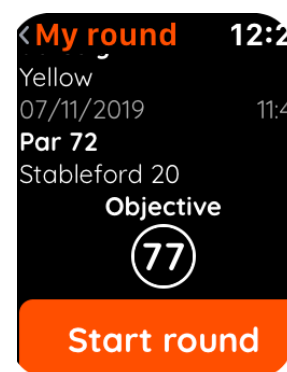[6] Requires a valid Hello Birdie subscription.

Trick: *on the watch, the majority of the dials allow you to add additional features (quick access, shortcut). For these, press hard on the dials of the watch, then click on 'personalise' choose the zone, and adjust the Hello Birdie logo using the side wheel.*

Usage

Course selection

Rounds scheduled from the mobile app can be viewed on the watch. At the beginning of the game, select your round (from the planned list) and launch it either from the phone or the watch by pressing on Start round . This operation requires access to the network, then it is no longer necessary to have access to the network until the signature of the scorecard. If your watch has direct network access with a GSM chip, the use of the Apple Watch does not require a nearby phone. Otherwise, the phone must be nearby (pocket, cart, trolley ...).

Hole selection

The watch selects automatically the hole that you are playing based on its GPS. If you are crossing an adjacent fairway to the hole being played, the watch may get confused. It is therefore possible to manually lock it on a selected hole, by activating the side wheel of the watch. To come back to automatic mode, select 'AUTO' at the edge of the holes' list.
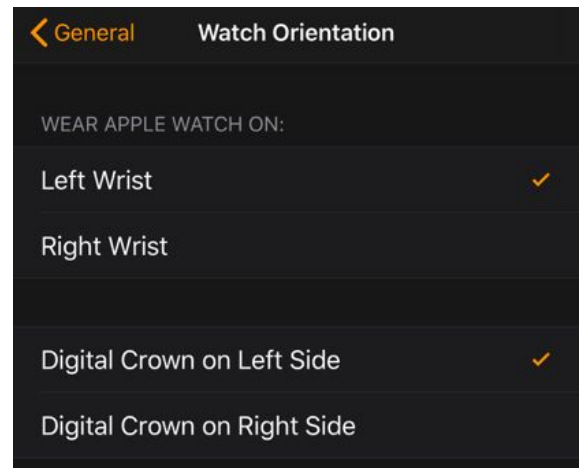
Trick: If while playing, your glove presses the buttons, then it is recommended to wear the watch with:
- The watch wheel on the left hand if you wear the watch on your left wrist.
- The watch wheel on the right hand if you wear the watch on the right wrist.

For this, you would need to configure the watch with the "Watch" app from your iPhone as follow: on the "my watch" tab, select in "General / Watch Orientation":
- Left wrist & digital crown on left, or
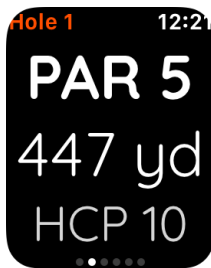- Right wrist & digital crown on right.

Features

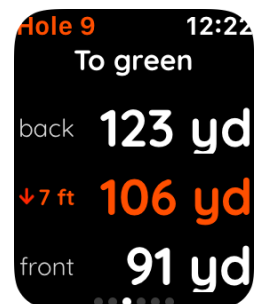Switch between screens by swiping left or right.
<u>Information on the hole in question:</u>

- Hole PAR;
- Distance (considering Tee selected for hole);
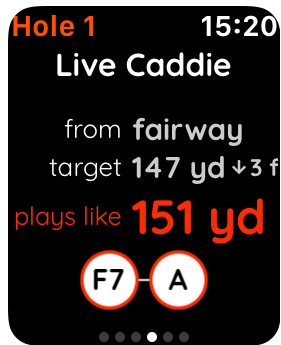- Hole Handicap ranking

<u>Range-finder:</u>
- On the right side: Distance from your GPS position to the front, the center (in orange) and the back of the green.
- On the left side, in orange: the height difference from your position towards the green in meters or feet depending on your configuration. The arrow shows the direction: up or down (e.g: going down, 7ft).

Game plan:

The sequence of shots corresponds to the game plan created without wind; the shots are adapted with regard to the game conditions as soon as the round commences.

Live Caddie:

- The estimated lie at the shot location from your GPS location (e.g: lie is "Fairway")
- The real distance between you and the target
- The Plays-like distance: equivalent distance considering corrections due to current weather and slope/elevation.
- The proposed sequence of club to reach the hole. In the example given: a 7 Iron (7i) then an Approach (A) (or Chip (C)). This second club recommendation will be updated live depending on where your first shot brought you.
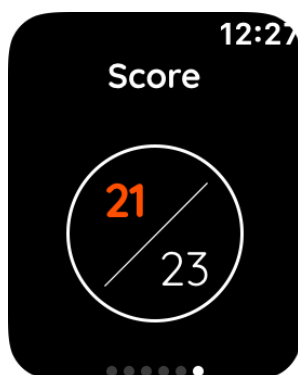
Wind conditions:

The arrow represents the **direction in which the wind is blowing**. In the example given, (arrow going downwards meaning headwind), the wind will contribute to bringing the ball short of the distance compared to the one without wind.

Score (use combined with the phone)

The score is displayed in real time during the game. The score is updated after the entry of each shot using the "Shot Tracker" (inputting scorecard data is currently only available on the phone).

- The **number in orange** is the **sum of the shots played** since the beginning of the game (e.g: 21 shots, after 6 holes played).

- The **white number** is **the sum of planned shots** on the holes played (e.g: 23 shots planned on the first 6 holes). Alternatively, "-" will be displayed if no game plan prepared