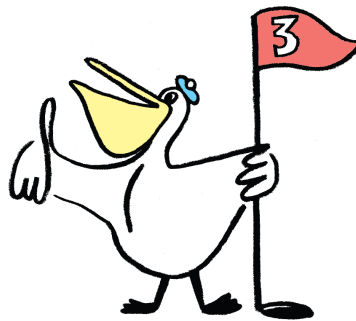


# USER GUIDE

Hello Birdie app onboarding

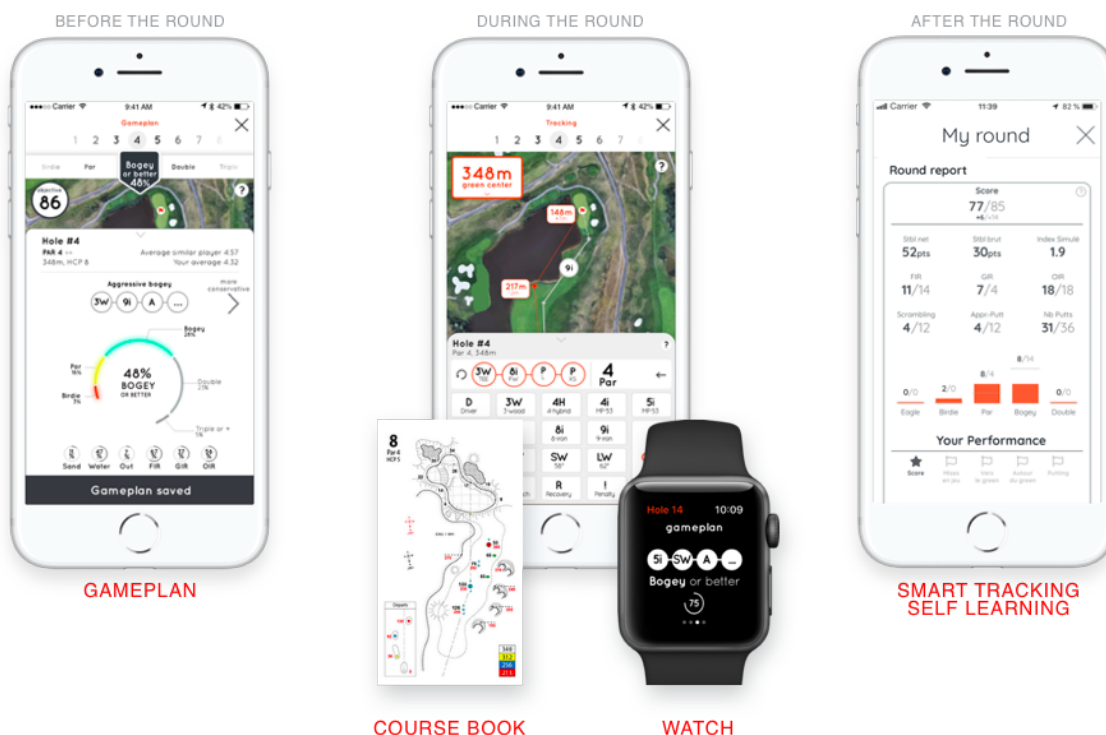


# General Principal

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.



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## 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 **Save changes**. **Custom values** is now selected with your personalized info.

←

Edit club

6-Iron

Delete club

Club

6-Iron >

Description

Edit your data >

Loft

30.0° >

Typical values

Calculated for a similar profile

167 yd

35

30

35

✓ Real values

Based on your previous rounds

172 yd

25

34

25

Customise

Edit your data >

169 yd

40

30

40

Distances ⓘ

Dispersion ⓘ

## 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**

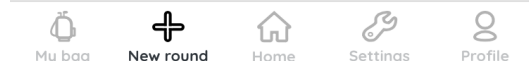
The scorecard will then appear in “My round”

## New Round



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

Create round



## Creation of a game plan<sup>1</sup>

From the previous screen, or if you access from the “Home” tab a round that has not been played yet, click on

**Setup a game plan.**


Hello Birdie then asks you to set an overall objective for your game. To set it, the caddie pre-positions you on a goal called **“Normal”** which is logically accessible given your profile.

You can manually adjust this goal. It is then automatically distributed on each hole according to their difficulty for you. This is displayed dynamically on the scorecard.


Then click **Start game planning**<sup>2</sup> when you agree with the objective.

Game plan

< Smart objective



Le Golf National,  
L'Albatros  
L'Albatros - Le  
Golf National  
White, Handicap 20.0  
Par 72, 6 245 m

  
4,1°C

Set your objective ?

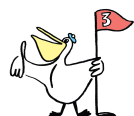
Normal

7.4 — 89 — 10.4

1	2	3	4	5	6	7	8	9	Out
4	3	5	4	4	4	4	3	5	36
**	**	*	**	*	*	**	*	**	1.4
5	4	6	5	5	5	5	4	6	+9 Planned

10	11	12	13	14	15	16	17	18	In	Total
4	3	4	4	5	4	3	4	5	36	72
**	*	**	**	**	**	*	**	*	15	29
5	3	5	5	6	5	4	5	6	+8	+17

Start Game Planning



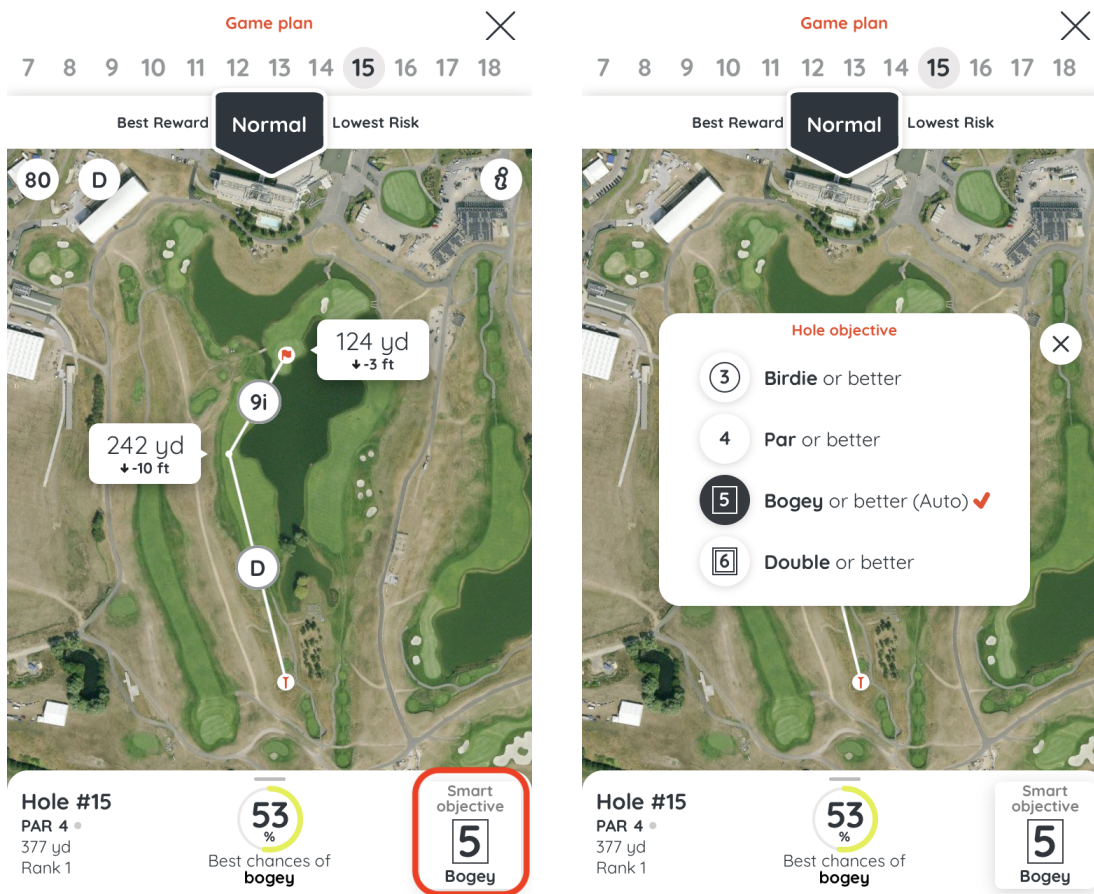
**Tip:** At first glance, the goal might seem a bit too aggressive. It's normal - so do not hesitate to keep it as it is.

<sup>1</sup> Requires a valid Hello Birdie subscription.

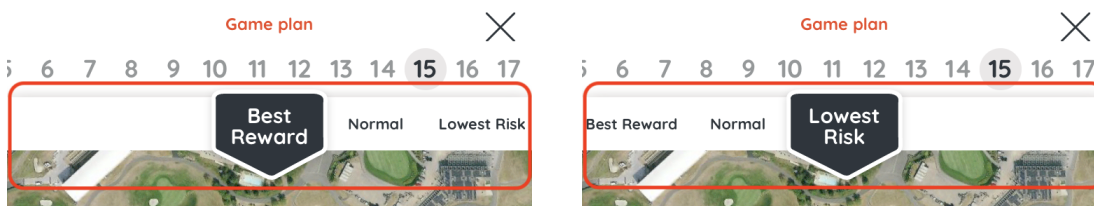
<sup>2</sup> Requires a valid Hello Birdie subscription.

The following interface shows, hole by hole, the tactic to adopt and the probability to accomplish it. Several options are available, you can either :

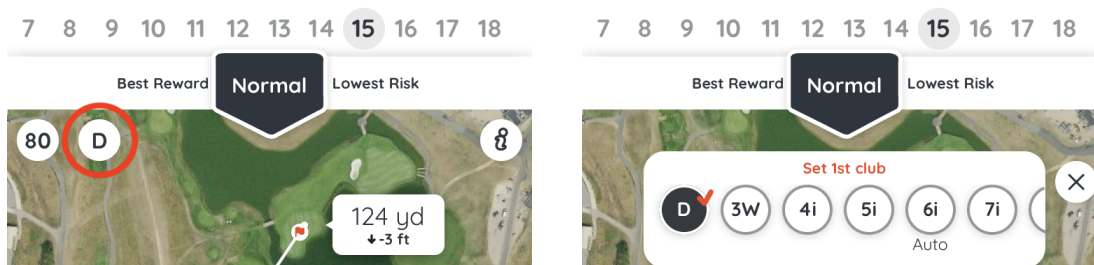
- Choose to change your hole's objective (by tapping on "Smart Objective" at the bottom right of your screen).



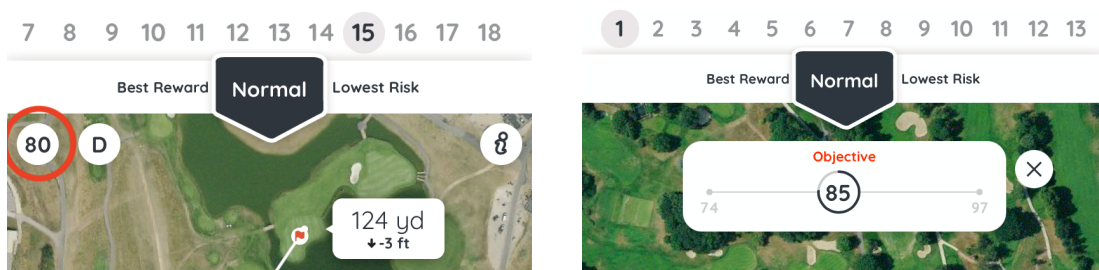
- Choose an aggressive, normal or conservative strategy by navigating from "Best Reward" to "Lowest Risk" in the menu below the list of holes.



- Choose to force the choice of a club to tee-off, so you can play the clubs with which you feel the most confident.



Note that from this window, you can always change the overall objective of your round by clicking on your score in the top left corner.



The game plan is saved as you make changes. Once the game plan is adjusted as you wish, you can close it by clicking on the cross (top right). As long as you have not started to track your round, you can come back to modify it at any time.

The game plan will then be accessible on different format:

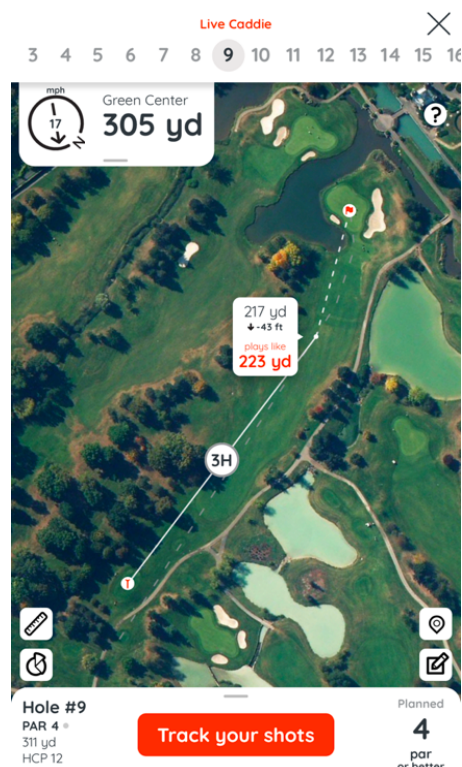
- On your phone or Apple Watch after starting the round.
- On paper by clicking on the printing icon



## 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<sup>3</sup>** (223 yd here):

Adjusted distance, based on Elevation and all playing conditions such as weather.

**Club Recommendation<sup>4</sup>** (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):



<sup>3</sup> Requires a valid Hello Birdie subscription.

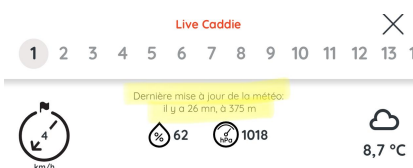
<sup>4</sup> Requires a valid Hello Birdie subscription.

## Live Caddie

On arrival near the next shot, the recommendation previously calculated for the game plan is adapted according to the playing conditions of the moment (precise position of the player and possible consideration of the wind according to your choice).

The **club recommendation** might evolve to target the predefined lay-up zone. If a lay-up (or the green) is deemed easily reachable, some intermediate lay-ups are deliberately skipped.

The wind taken into account is not measured locally (information from a remote internet server).



If the wind felt locally does not correspond to the one displayed (indication on the phone or on the watch), we recommend you to deactivate the feature.

## 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.

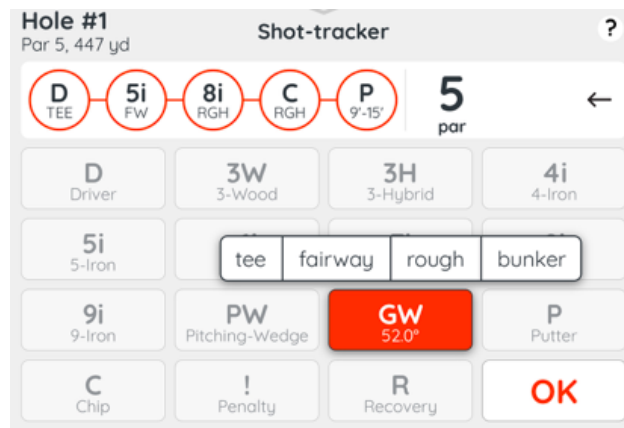
In addition, you will be asked to input your scorecard. Thanks to the GPS trace, you don't need to **be positioned where the shot was made to register it**. We actually suggest that you wait to do so until the end of the hole to avoid slowing down the game or interrupting your routine.

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.



**Hole #1**  
Par 5, 447 yd

**Shot-tracker**

D TEE 5i FW 8i RGH C RGH P 9-15' 5 par

D Driver 3W 3-Wood 3H 3-Hybrid 4i 4-Iron

5i 5-Iron

tee fairway rough bunker


9i 9-Iron PW Pitching-Wedge GW 52.0° P Putter

C Chip ! Penalty R Recovery OK



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 , 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)

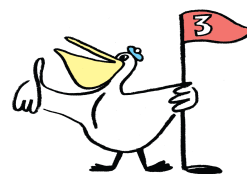
---

### *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 any 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.

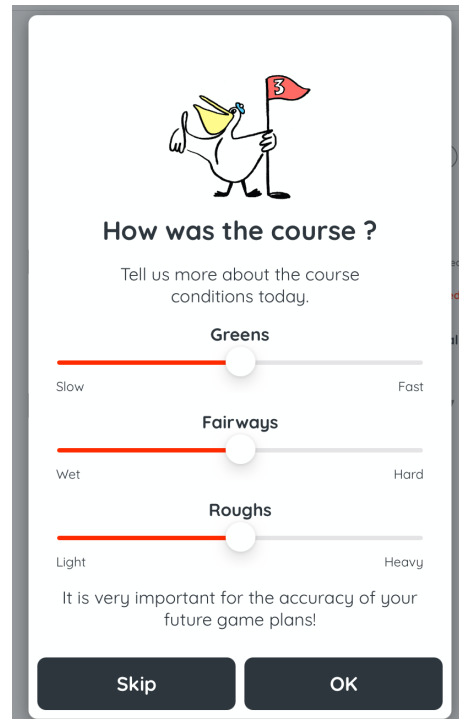
## Signing the scorecard


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"

## Rate the round

Just after signing your scorecard, a pop up message will appear asking you how the conditions of the course were. (speed of the greens, quality of the fairways or thickness of the roughs). Filling in this window is optional but this feedback will be very useful to us to fine tune your next game plan.

A screenshot of a mobile app feedback form titled "How was the course?". It features a cartoon bird holding a flag with the number 3. The form has three sliders for "Greens" (Slow to Fast), "Fairways" (Wet to Hard), and "Roughs" (Light to Heavy). It includes a message about the importance of feedback and "Skip" and "OK" buttons at the bottom.



**How was the course ?**

Tell us more about the course conditions today.

**Greens**

Slow Fast

**Fairways**

Wet Hard

**Roughs**

Light Heavy

It is very important for the accuracy of your future game plans!


**Skip** **OK**

## After the round


### Performance analysis and statistics

#### The scorecard of the round

My round ×



**UGOLF Château de Cély,**  
**Exclusiv golf Cély**  
 Golf du Château de Cély  
Yellow, Handicap 20.0  
07/11/2019 14:45

  
**50,8°F**

Scorecard ?

1	2	3	4	5	6	7	8	9	Out	
5	4	4	4	3	5	3	4	4	36	
•	•	•	•	•	••	•	•	•	10	
6	4	4	4	4	6	4	4	4	+4	Planned
6	5	6	3	3	5				+3	Scored

10	11	12	13	14	15	16	17	18	In	Total
5	4	3	4	4	5	4	3	4	36	72
•	•	•	•	•	••	•	•	•	10	20
5	5	3	5	4	6	4	4	4	+4	+8
									+3	

#### 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 “(?)”

#### Round report

?

Score		
<b>28/28</b>		
<b>+3/+3</b>		
Net Stbl	Gross Stbl	Simulated HCP
<b>16pts</b>	<b>9pts</b>	<b>9.6</b>
FIR	GIR	OIR
<b>4/5</b>	<b>1/3</b>	<b>4/6</b>
Scrambling	Up & Down	Nb Putts
<b>3/4</b>	<b>4/6</b>	<b>8/12</b>
<div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div> <b>2/3</b>  <b>0/0</b>              Eagle           </div> <div> <b>1/0</b>  <b>0/0</b>              Birdie           </div> <div> <b>2/3</b>  <b>0/0</b>              Par           </div> <div> <b>1/0</b>  <b>0/0</b>              Bogey           </div> <div> <b>0/0</b>  <b>0/0</b>              Double           </div> <div> <b>0/0</b>  <b>0/0</b>              Triple           </div> </div>		

## Detailed statistics and sharing



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

## Dashboard

A blue rectangular button with rounded corners and a white border, containing the word "LOGIN" in white, uppercase letters.

LOGIN

You can access your Strokes Gained, your trends over time and many statistics from the [web site](#)

## 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

Hello Birdie is fully autonomous on the Apple Watch once you are on the golf course. After creating a round on your iPhone, you can then:

- Directly start a round and Sign the scorecard
- During the game, access to<sup>5</sup>:
  - information of the hole being played, GPS distances with elevation
  - live caddie with Plays like distances and club recommendation based on playing conditions
  - 2D smart map of the hole,
  - Shot tracking + score overview
  - game plan info (if it was previously made),
  - Weather conditions,

## 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>.

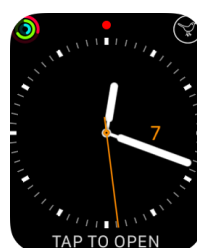
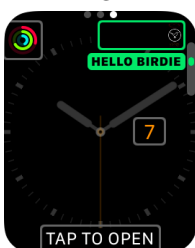
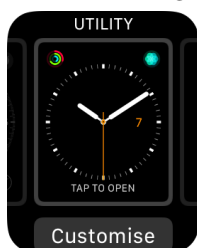
The operating system supported is watchOS 7 or newer.

At first download - or after any 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”.



**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 digital crown.



<sup>5</sup> Some features may require a valid Hello Birdie subscription.

## 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.



### Hole selection



Once you have started the round, the watch will vertically present you the scorecard - empty at first - from hole 1 to 18 (resp. 9). You can directly click on the first hole or pick any other by sliding down. Useful if you don't start on hole #1.

### End round

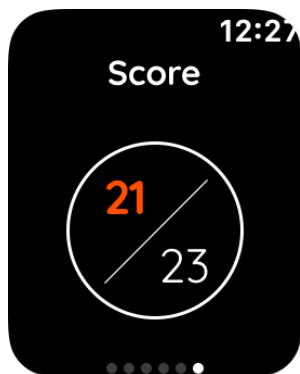
From the vertical scorecard view, you can swipe left to end the round, either to cancel it - all data entered will be erased - or to sign it. As those actions are not reversibles, a confirmation's screen will be prompted.





## Global score

From the vertical scorecard view, you can swipe right to get the global score. The score is displayed in real time during the game, even if you track it with your iPhone. The score is updated after the input of each shot using the “Shot Tracker”.



- The **number on top** is the **sum of the shots played** since the beginning of the game (e.g: 21 shots, after 6 holes played).
- The **number below** is **the sum of planned shots** on the holes already played and scored (e.g: 23 shots planned on the first 6 holes). Alternatively, “-” will be displayed if no game plan prepared

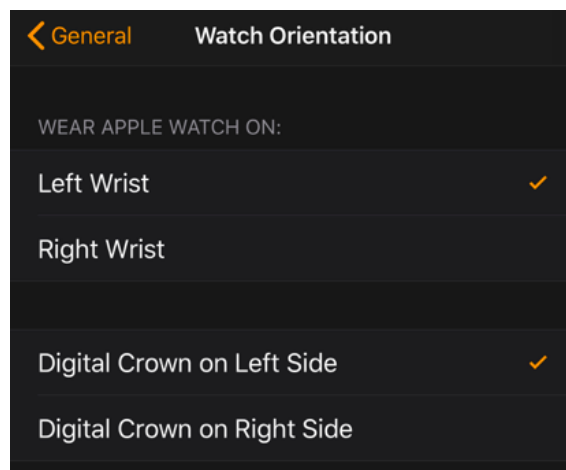


**Trick:** If while playing, your glove presses the buttons, then it is recommended to wear the watch with:

- 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.



## Hole by hole features

Once you have selected a specific hole, you can access the following views, by swiping from left to right.

### Screen #1: Hole's info and distances.



**On “very” top:** Hole #; Hole PAR; Distance considering the selected Tee; Hole Handicap ranking.

**On top:** [Layup] <> [Green], toggle, to let you choose between the 2 strategic options.

#### **On the left:**

- GPS distance in the center, with Min and Max distances below and above\*,
- Elevation: the height difference from your position towards the targeted area - Layup or Green - in meters or feet depending on your configuration. The arrow shows the direction: up or down (e.g: going up, 10ft).

**On the right:** Plays Like distance in the center considering corrections due to weather and slope/elevation, with Min and Max distances below and above\*.

**In the Middle:** Club recommendation.

\*The caddie indicates the minimum and maximum distance to reach the targeted area: either the green - front and back - or the fairway in the case of a layup or a recovery shot, for example. These distances are calculated according to the player's alignment with the target.

## Screen #2: 2D Smart Map

**On top:** [Layup] <> [Green], toggle, to let you choose between the 2 strategic options.

**Main view:** Map of the hole. This view intelligently adapts to your position on the course and the area you're aiming for.

**Upper left:** Wind information, with intensity and direction are presented according to the upcoming shot - very useful when playing on a dogleg, for example. 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.



## Screen #3: Shot tracking

Tap anywhere on the center of the screen or on the **Edit** button to enter or modify your shot sequence. A keyboard will appear and you can then enter the clubs and the lies exactly the same way as on the iPhone. ([see corresponding paragraphe](#)). Once you have entered your shots, click on **OK**, then **Next hole** to move forward.



## Screen #4: Game plan & Weather



The game plan panel is only shown if you have prepared a game plan. Otherwise, you will directly see the following panel.

The sequence of shots corresponds to the game plan initially planned. Please keep in mind that this plan was voluntarily made without taking into consideration the wind conditions.

The percentage shows the odds to succeed.

Your strategy is displayed below. E.g: “Best trade-off for **par**”

As you scroll down, you will get access to the weather panel.

