In the main menu you can view the rules of the game again.

Click Start button to start the game.

In the left bottom corner, you will see your ships clicking on one of them will initiate placement phase. You can click on all of them and place them in the order you selected them on place them one by one. If you want to stop placement right click will return ship to its previous position.

When placing ships, you can press spacebar to rate ship to place it under 90\* pressing space bar again will return back to normal.

After placement is over just click on the second grid to fire.