ZENON

User Manual

Note that given the ever evolving nature of this app, features may in fact increase in complexity and be even more fantastic by release at FIBO. This manual documents the feature-set that exists as of 17th January 2014.

Also please note that this manual is intended for paid subscribers and some of the feautres are limited for free users. At present this is auto-sms.

English

Other languages coming soon 3rd April 2014

Version 1.0

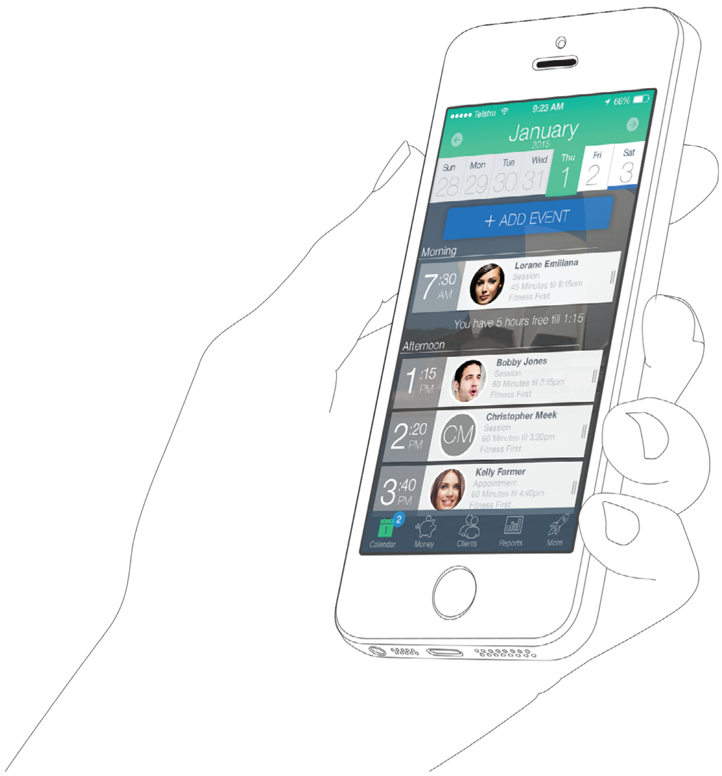
INTRODUCTION

Dear Personal Trainer

Enclosed in this user manual is important information for you to maximise the benefits of Zenon in your business. Zenon is such that the more information and data you take the time to enter in the better it can use its logic to help you.

In the rare case that you may business need that extend beyond Zenon, we recommend you seek help from qualified professionals in the relevant fields. i.e. an Accountant for accounting or financial related queries.

Regardless of your level of experience from new graduate to seasoned trainer, you will benefit from the time-savings and competitve edge that Zenon will give you.



iPhone & iPad versions

We have expended incredible effort in order to ensure that the user experience using Zenon across different devices is consistent and familar. This instruction manual is both relevant and useful across both.

WARNING

All calculations and reporting produced by Zenon is highly researched to be relevant and accurate it is still only provided on an advisory basis and you should always seek the help of professional when required.

GETTING STARTED CHECK LIST

To make sure your experience with Zenon is as good as it can be, we recommend the following is a good idea to have on hand when you first get started with Zenon.

iPhone 4 upwards

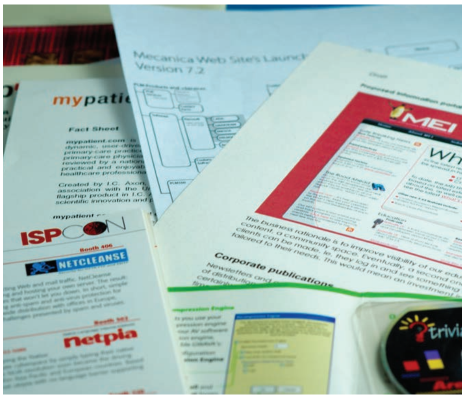
Zenon is designed to take advantage of the retina display technology.

iPad 2 upwards

If you choose to use iPad

Client information

To ensure you input this accurately.

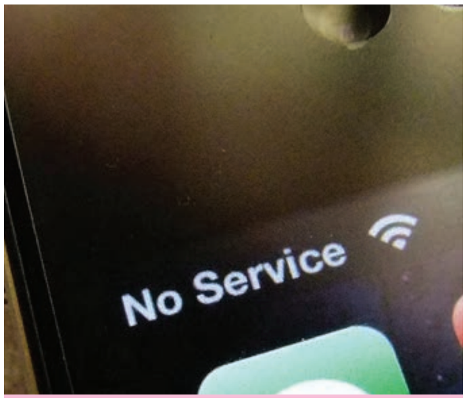


Basic business data

So Zenon can start assisting your business. Business name, logo, address, phone number

Income & Expense data

Get started recording this right away



Internet connectivity

To ensure that you start secruring you data in the cloud immediately

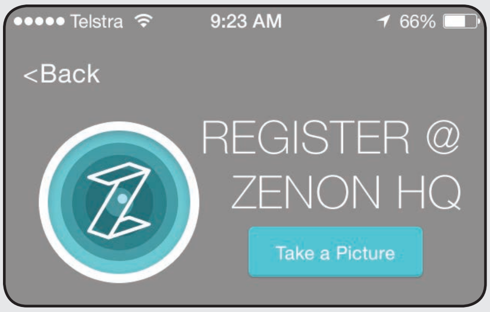
- Note that we recommend that you move as much information into Zenon as possible so initially you may want to set aside at least 1 hour to make sure that you can easily input your business data.
- Our cloud data sync is set up such that if you use both iPhone and iPad your data will syncronise between both devices once they have data connection to the internet. This is automatic and nothing will need to be done by you.
- It also helps to have your devices are at least 30% charged.

CONTENTS

QUICK START GUIDE

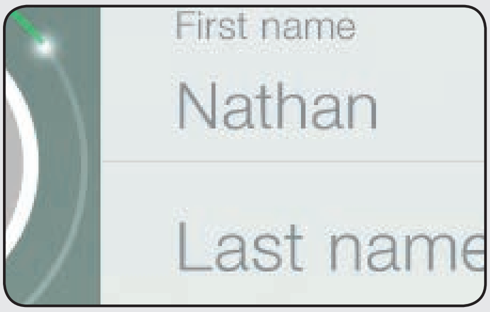
1. Download from app store

Navigate to your Apple app store on your device and search for “Zenon”. Press on the “FREE” button to start installing. (Internet connection required) Once Zenon has finished installing, press on the Zenon icon to open.



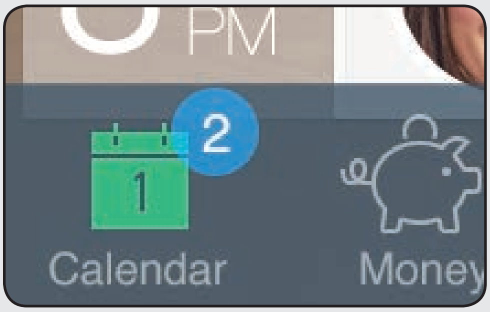
2. Register, Sign in

As a new user, you will be required to register with Zenon by completing your details and then using your username and password to sign into Zenon. (Optionally you can read the introduction before signing in)



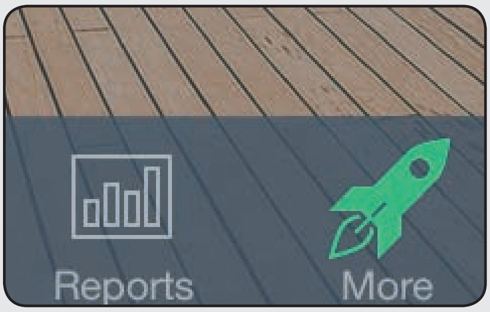
3. Complete your profile

Here you will complete details about your business, upload logos to be use by Zenon in automatic communications with your clients, such as welcome packs, sms reminders and more.



4. Home screen

Zenon is designed to be used in ways that are already familar to you. If you’ve used Facebook before, you’ll already be familar with how to navigate to the difference sections of the app. You starting point will always be calendar.

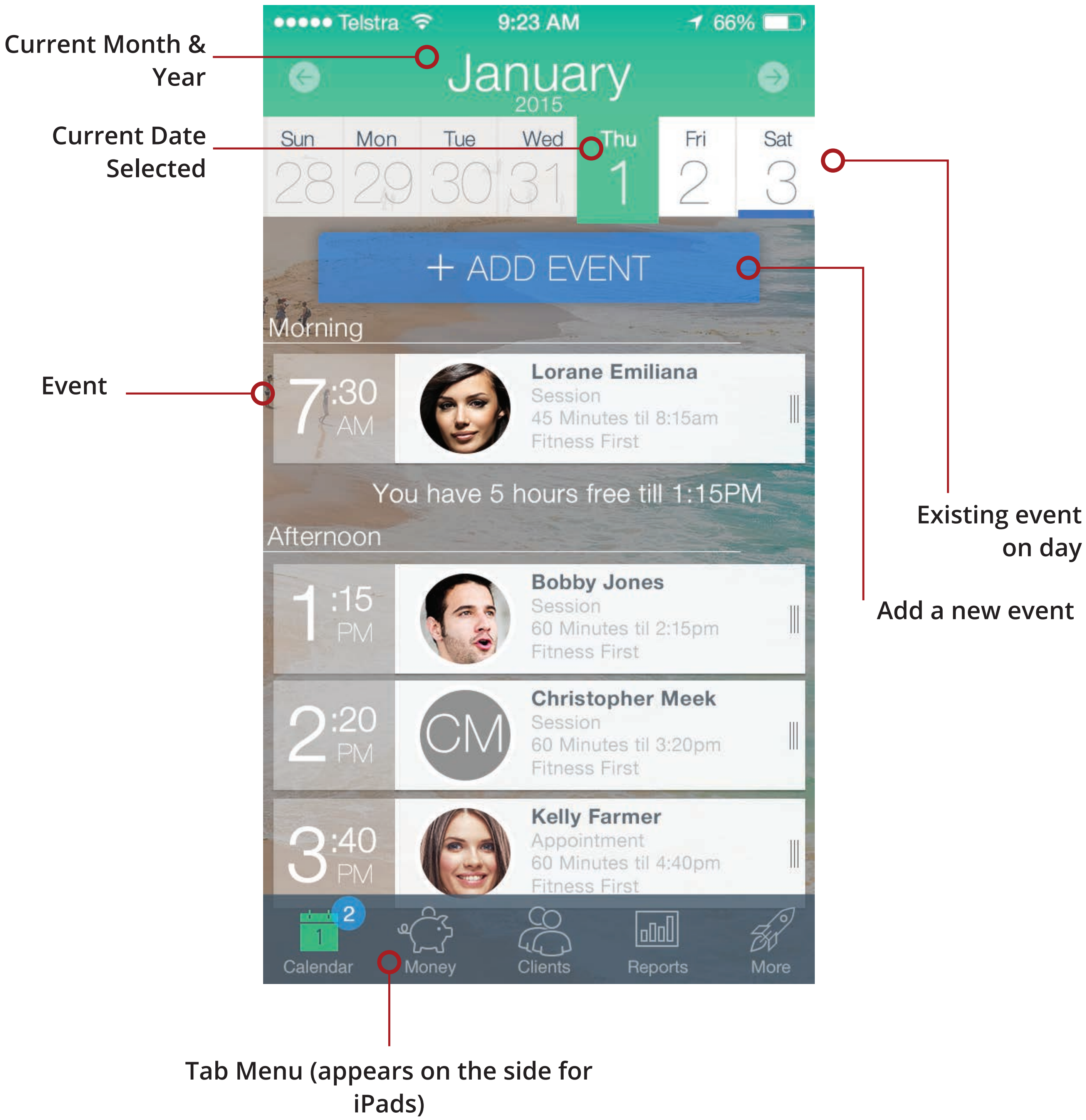


5. Access more

For set-up or help, press the “more” icon on navigation and you can adjust Zenon to suit you.

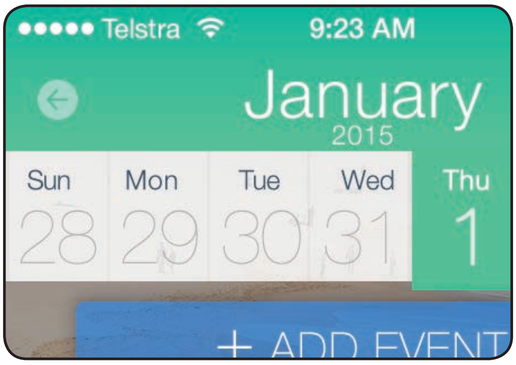
OVERVIEW - CALENDAR

This is where you will spend most of your time scheduling. Its designed to be simple and intuitive. Whilst it is not a significant departure from other calendar applications it is more powerful as it places significant emphasis on client sessions and making the process faster.



CALENDAR INSTRUCTIONS

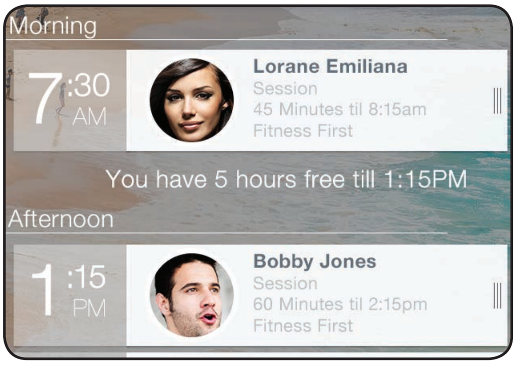
Getting around your schedule



1. Navigate through days

Use you finger to scroll left or right through the days and months. Your daily schedule will be displayed for the selected day.

Tap the Month label to go back to current day.



2. Browse your daily events

Your daily sessions/appointment/events are sorted by time in morning, afternoon and evening blocks. Scroll up and down through these.

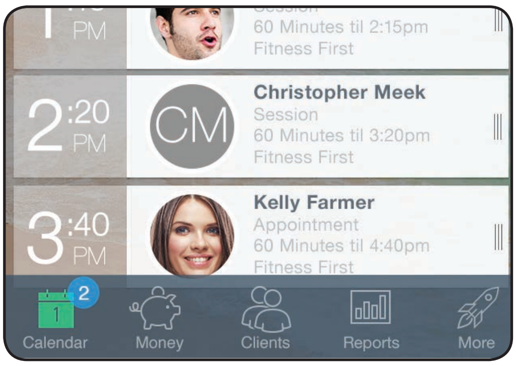
The calendar will also tell you free time slots when it is greater than two hours.

3. Swipe each event to reveal

By swiping a event you can reveal EDIT and DELETE buttons.

When EDIT is pressed you can make changes to the event.

When DELETE is pressed, you will be asked to confirm.

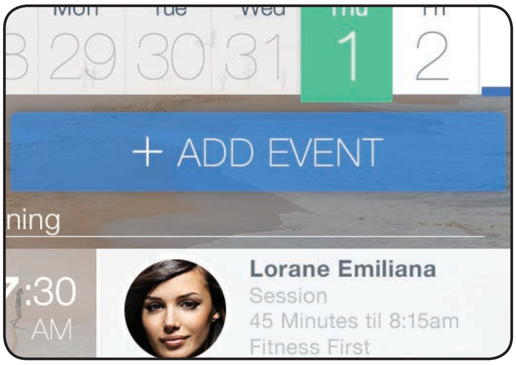


4. Tab Menu

Use this menu to navigate to the other parts of Zenon.

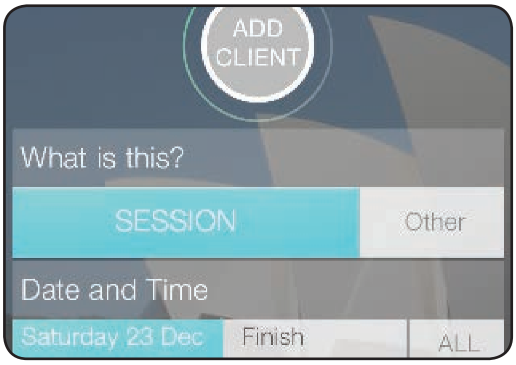
CALENDAR INSTRUCTIONS

Add a event



1. Simple as pressing a button

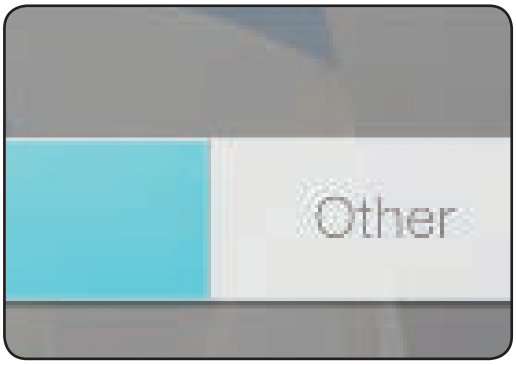
On the main calendar screen, press the blue + ADD EVENT button. This will take you New Event form where you can populate the details of the event.



2. Its very easy...

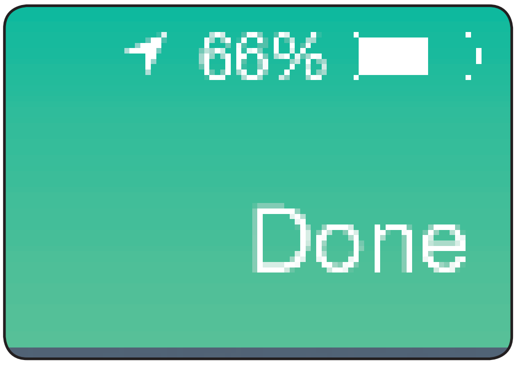
To add a basic session, all you have to do is select client, add a start and end time and you're done!

For more advanced users, you can set reminders, repeats *see page 10*



3. Other

If it isnt a session with a client but you still want a reminder then select the OTHER option . Note Client is no longer mandatory unless you select a client reminder. *see page 10*

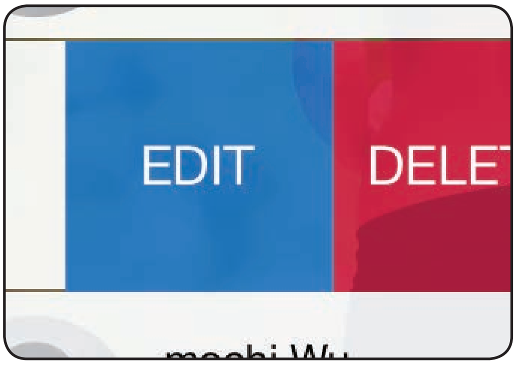


4. To add to your calendar

Just press the DONE button at the top, else if you've made a mistake just hit CANCEL.

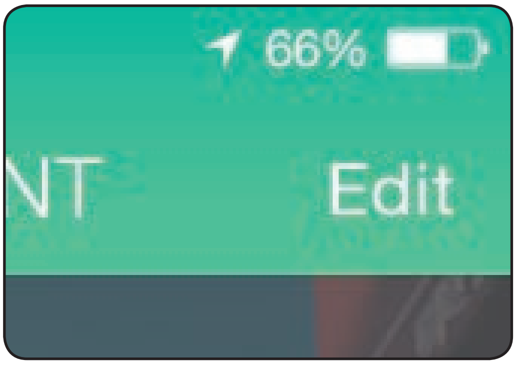
CALENDAR INSTRUCTIONS

Edit or delete a event



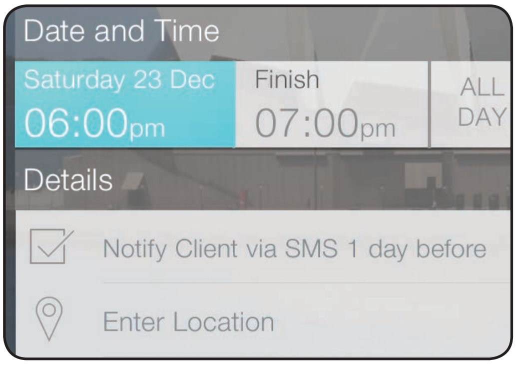
1. Edit and Delete shortcuts

These buttons can be accessed from the main calendar screen by swiping left on a existing event.



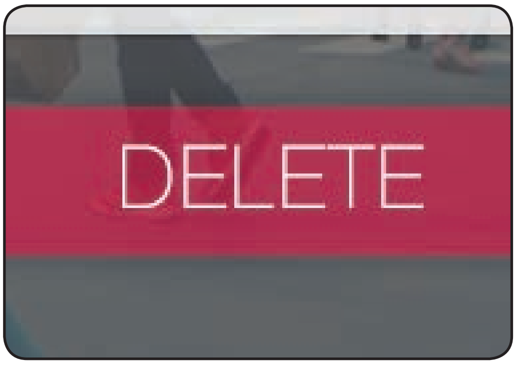
2. From within view event

To edit press the EDIT button at the top. To delete, scroll to the bottom and press the DELETE button.



3. More about Edit

Once you are in “edit event” form, this presents as virtually identical to the “add event” form with data populated. You can press on the relevant fields to adjust the data.



4. More about Delete

Once any of the DELETE buttons are pressed you will be asked to confirm the delete via a popup. If the event is a recurring event you will be asked to confirm whether you want to delete a single instance or the entire recurrance.

CALENDAR INSTRUCTIONS

One of the most useful features of our Calendar module is the abilty to set very intelligent reminders and recurrances. Depending on your subscription tier you will have an amount of auto-sms reminders too.

Client Reminders

- **Client reminder types and notification times**
  When adding a new event or editing one, you have the option of setting *client reminder type* and *client reminder*. The main types of reminding your clients are via sms, phone or email. Client reminder is simply the amount of time before a session that you would like them to be notified. <u>All client reminders are pre-populated with the session time and your name</u>.

Type	Description
SMS	When you still have auto-sms credits, Zenon will request its servers to send a sms to your client at your nominated notification time that you set in *client reminder*. However, if you have run out of auto-sms credits, your device will simple notify you via a pop-up at the nominated notification time to send your client a sms. If you press yes on the pop-up, you will be taken immediately to your iPhone's messaging app that will have been prepopulated for you. It is worth noting that auto-sms will work from your iPad, however regular sms will not.
PHONE	Your device will simple notify you via a pop-up at the nominated notification time to call your client. If you press yes on the pop-up, you will be taken immediately to your iPhone's calling app client phone number prepopulated. All you need to do is hit CALL button.
EMAIL	The concept for email is identical to SMS. However no credits are required. Zenon will automatically send email reminder to your clients at your nominated notification time set in *client reminder*.

CALENDAR INSTRUCTIONS

We know you can remember a lot but occasionally need a reminder so you can also set up reminder for yourself at the same time.

Trainer Reminders

- **All you need to do is...**
  Press reminder and choose how long before the event you'd like to be notified.

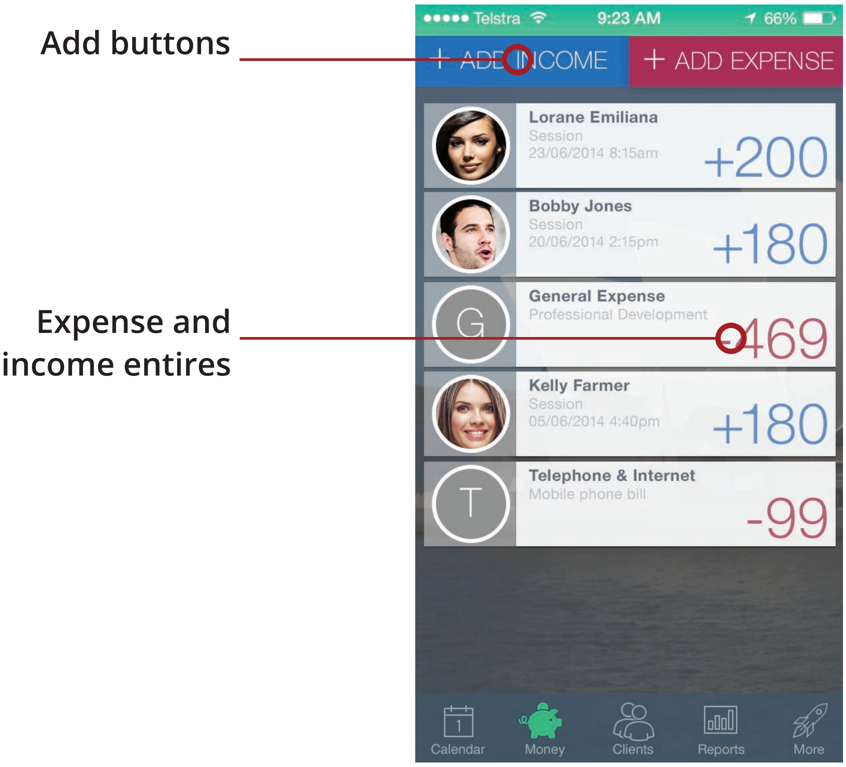
Repeating events

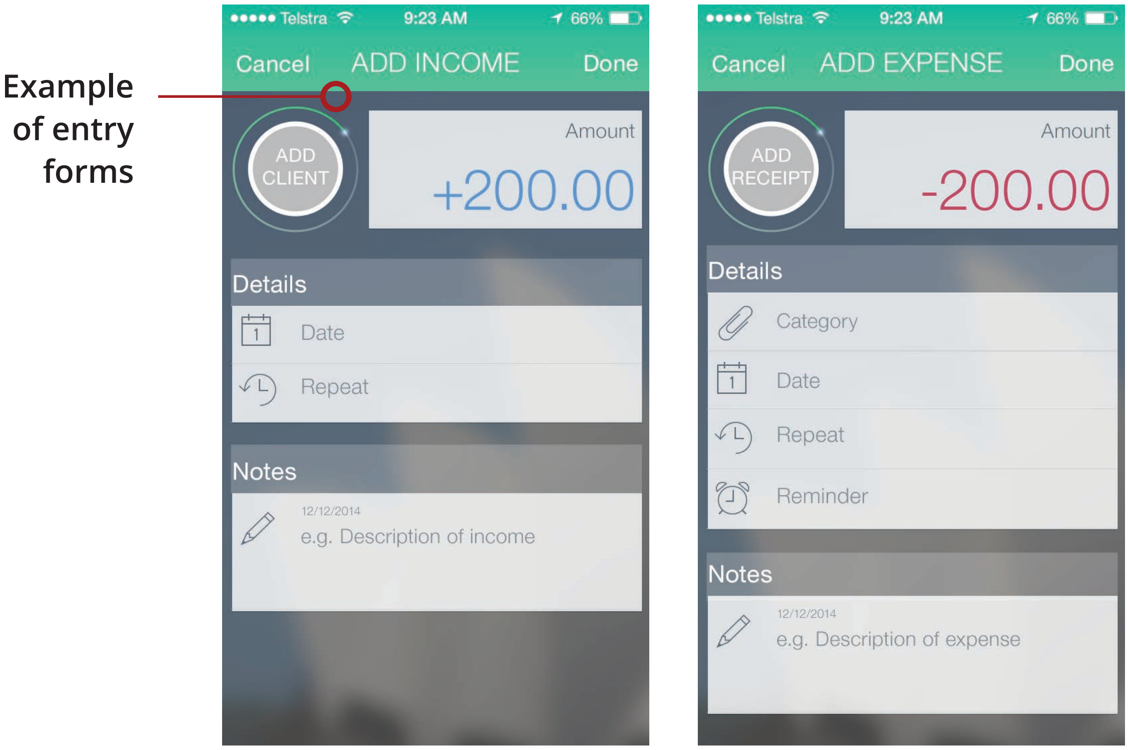
- **Its as easy as...**
  Choosing how many times you'd like this event to repeat on a daily, weekly, fortnightly, monthly or yearly basis. Next all you need to do is set the date or how many times to stop repeating.
- If you have already signed a contract with the client and set up the sessions in the contract then this will have already been populated for you. *See page 25*

OVERVIEW - MONEY

A critical function for your business, this is where you will capture the money that comes in and the money you spend! However this feature is critical for you to use correctly and with discipline. Our reporting module relies heaviliy on the data from money to accurately report on how your business is performing and to forcast future performance.

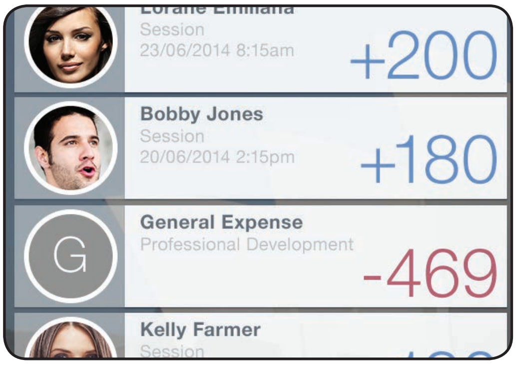
Typically, income entries are automated (via client contract) and do not require manual input.





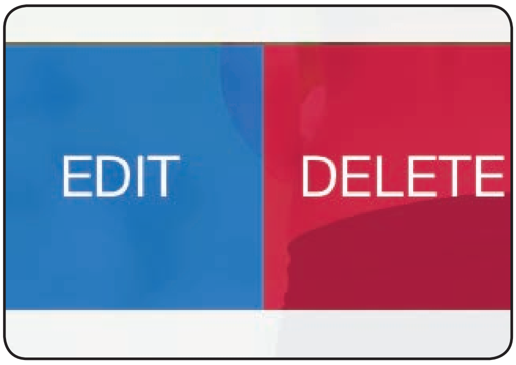
MONEY INSTRUCTIONS

Getting around the money summary



1. Your history at a glance

All you previous entries will be listed chronologically from newest to oldest with income amounts in blue and expense amounts in red.

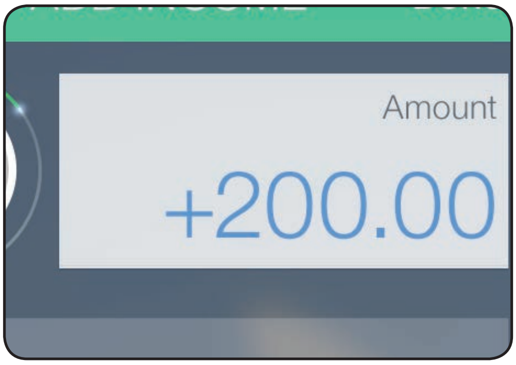


2. Swiping on a entry

By swiping a entry you can reveal EDIT and DELETE buttons.

When EDIT is pressed you can make changes to the entry.

When DELETE is pressed, you will be asked to confirm.



3. More about Edit

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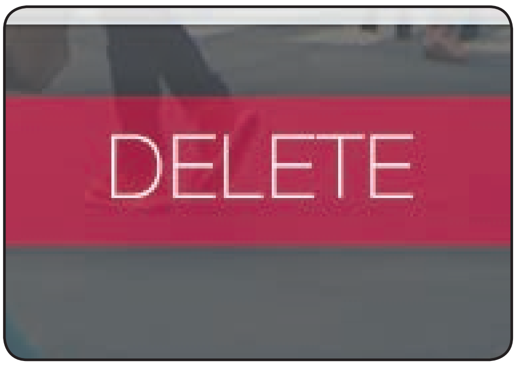
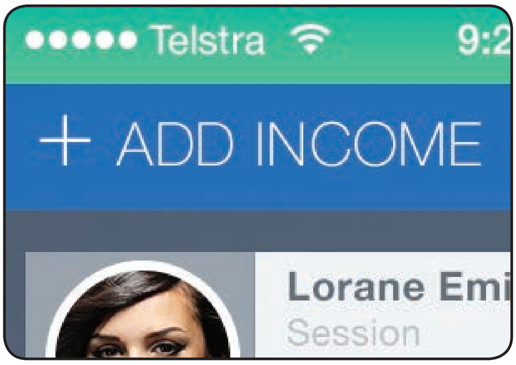


4. More about Delete

Once any of the DELETE buttons are pressed you will be asked to confirm the delete via a popup. If the entry is a recurring event you will be asked to confirm whether you want to delete a single instance or the entire recurrance.

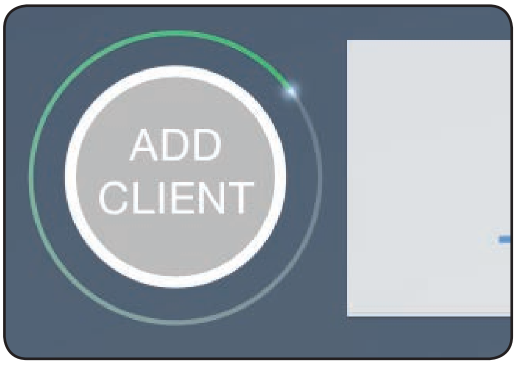
MONEY INSTRUCTIONS

Adding income entries



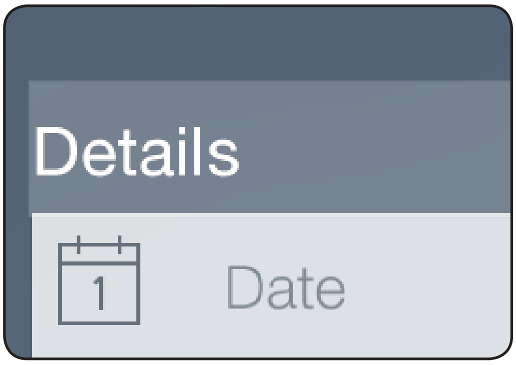
1. Press the add income button

This will take you to the “add income” form. First thing’s first, add the amount of income.



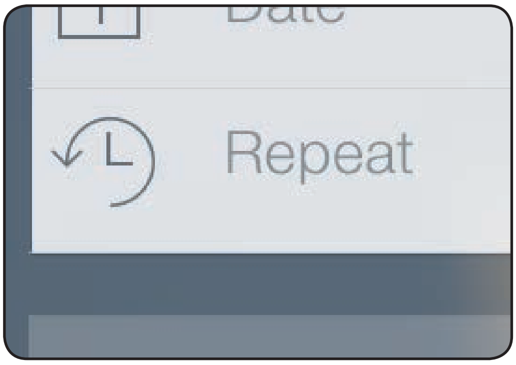
2. Select a client

Press on the “ADD CLIENT” button and select one from your list. If no client is selected you must enter a note against the entry to describe where the income came from.



3. Enter the date

This is populated by deafult with the current day’s date. You can edit this by pressing this field.



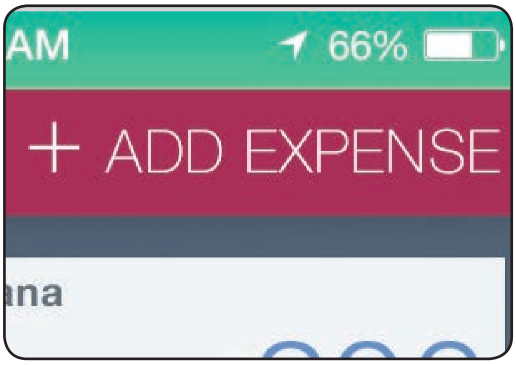
4. Repeat and notes

Repeat will be covered in more detail later in this section but it is to capture income that is recurring.

Notes are intended for you to capture any special circumstances or information. After you’re complete, hit “Done” and you are finished.

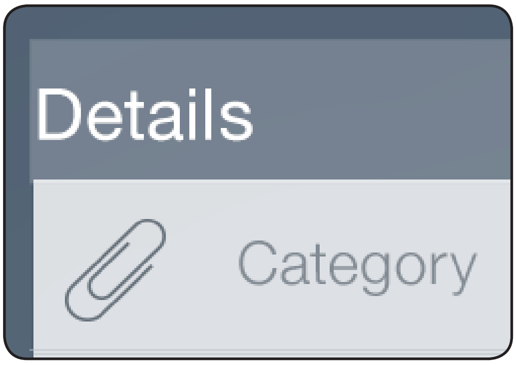
MONEY INSTRUCTIONS

Adding expense entries



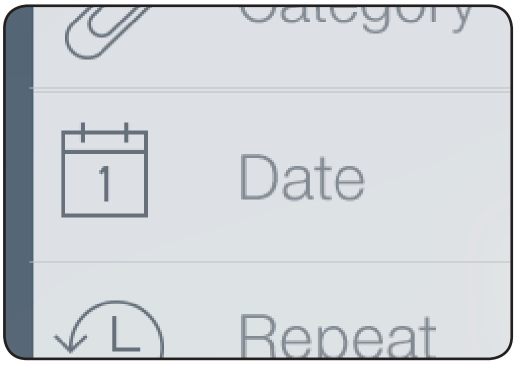
1. Press the add expense but-

This will take you to the “add expense” form. Enter the amount of the expense as your first step. Also there is a “ADD RECIEPT” button, you can use this to take a photo of your reciept for record keeping and auditing. (You can even throw away the original after!)



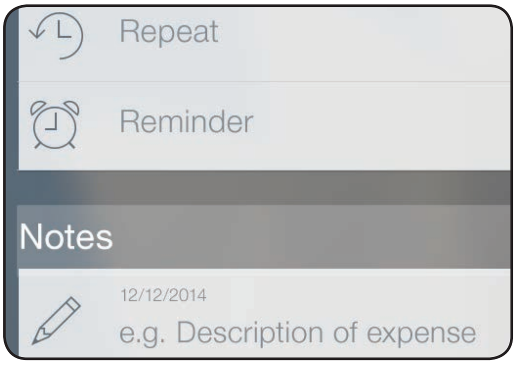
2. Select a category

Press on the category and select one of the expense types to record this entry under. i.e. Telephone expense.



3. Enter the date

This is populated by deafult with the current day’s date. You can edit this by pressing this field.



4. Repeat, reminder and notes

Repeat will be covered in more detail later in this section but it is to capture income that is recurring.

Notes are intended for you to capture any special circumstances or information. After you’re complete, hit “Done” and you are finished.

MONEY INSTRUCTIONS

This is a quick summary on the reciept, repeat and reminder functionality as it applies to Money.

Repeats

- **Income repeat.**
  Typically this is automated by setting it up during the client contract stage (*see page XX*). In the rare case that it is not the case, you can input this manually. Similar to calendar events, you can set this to repeat automatically over a period of time.

- **Expense repeat.**
  Quite often you will have expenses of a recurring nature. This could be telphone bills or rent for instance. When you are completing the expense entry, you can set this to repeat automatically over a period of time.

Reminder

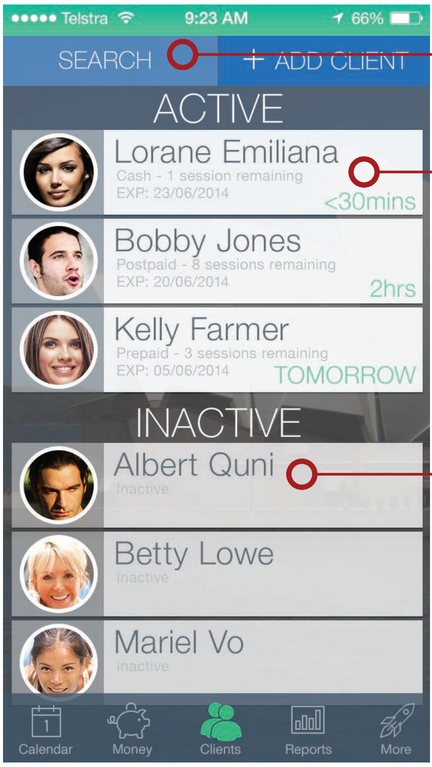
- **Expense reminder.**
  Where you would like to get a short reminder to pay an expense that will occur in the future. Zenon will remind you at the time set by you. It will even take you directly to the "add expense" form so that you can insert a entry for the expense.

Reciept capture

- **Take a quick photo of the reciept.**
  To save the hassle of continously saving up reciepts related to your expenses for accounting and auditing purposes, the solution is very simple. Take a quick photo by pressing the "ADD RECIEPT" button, which will open the camera module and allow you to take a photo for record keeping purposes.

OVERVIEW - CLIENT

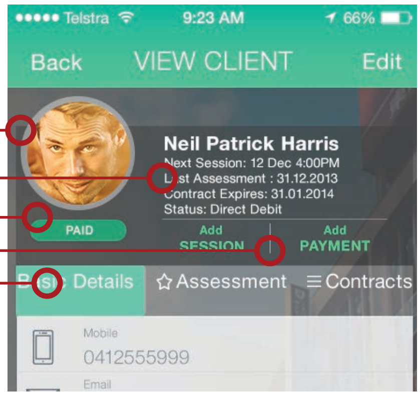
This feature goes far and beyond a regular addressbook that you would typically have on your iPhone or iPad. It was designed from the ground up specifically for a personal trainer. As such it includes virtually everything that you would need to capture about your clients. Here you can adminster clients, physical activity readiness forms, assessments and contracts.



Quick search through your client list

Your active clients sorted by who has the soonest sesions

Inactive clients, important to retain for future marketing activity



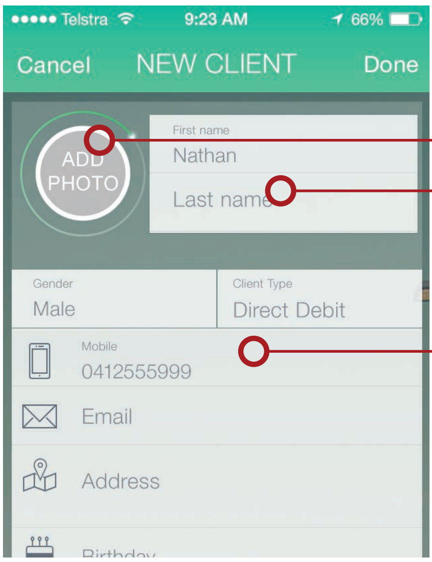
Client Photo

Key Client information summary

Payment Status

Shortcuts

Section tabs



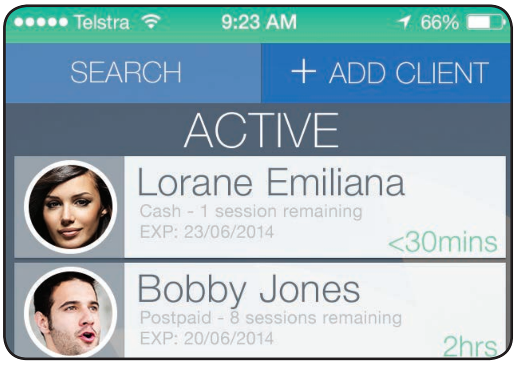
Add client profile photo

First and last name

Mandatory client information

CLIENT INSTRUCTIONS

Getting around your client list

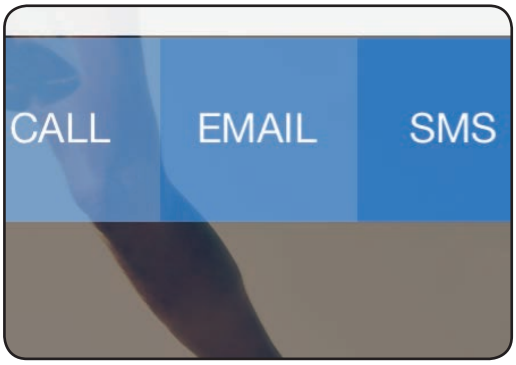


1. Most relevant first.

Use you finger to scroll up or down through you client list. Its smartly sorted into Active and Inactive clients sections. Even better within Active, the clients you'll be seeing soonest according to your calendar will appear first. If you've got a ton of clients, no worries just press the search button and start typing, we'll recognise the client after a few characters.

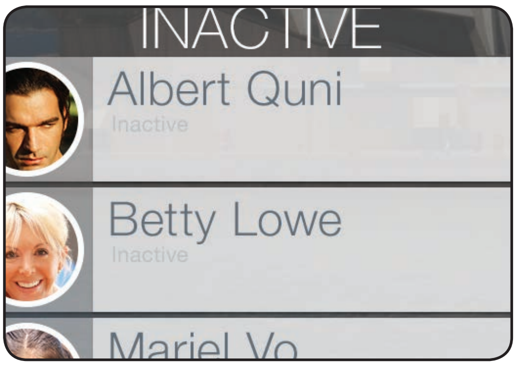
2. Key information at a glance.

Your active clients will have critical information displayed such as contract expiry, client payment type and how much time remaining until you see them next.



3. Swipe each for shortcuts

By swiping left on a client you can reveal sms, call and email buttons. So if you need to communicate with a client, they are only a swipe away.

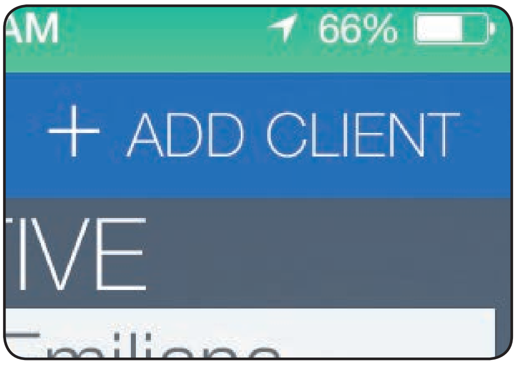


4. Inactive clients

We recommend never deleting these clients, assuming you provided good services and finished on amicable terms, these inactive clients are valuable from a marketing perspective. Within Zenon, you have marketing capability so it would be a waste not to keep them in your client list. Zenon is smart enough to keep them out of the way.

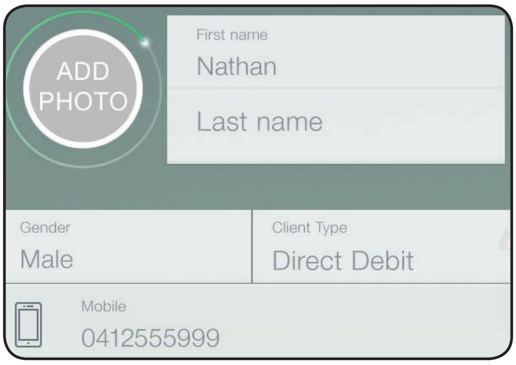
CLIENT INSTRUCTIONS

Add a client



1. Press your finger here

On the main client list screen, press the blue + ADD CLIENT button. This will take you New Client form where you can populate the details of the Client.

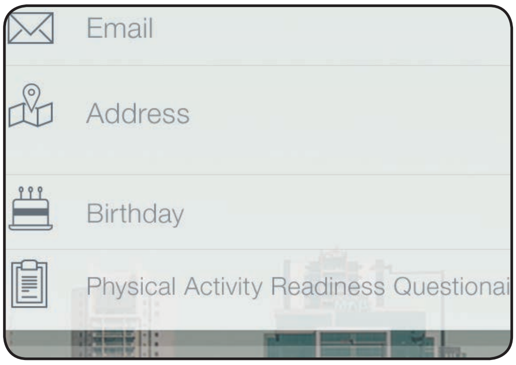


2. Fast, but just enough.

Zenon makes sure that you capture just enough information for each different client type. For example if a client is a “lead” Zenon only requires you to populate client type of lead, name and a method of contact. *see page 20*

3. Good business built in.

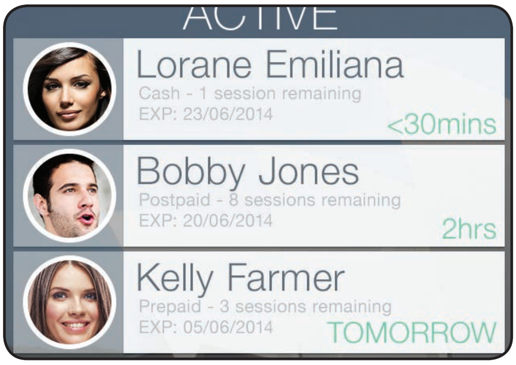
If the client is a paying one straight away, Zenon will require more from you, its designed to make sure that you are protected legally and financially. We enforce PARQ and Contracts for all other client types besides Lead and Inactive. *see pages 21, 25*



4. There’s still more

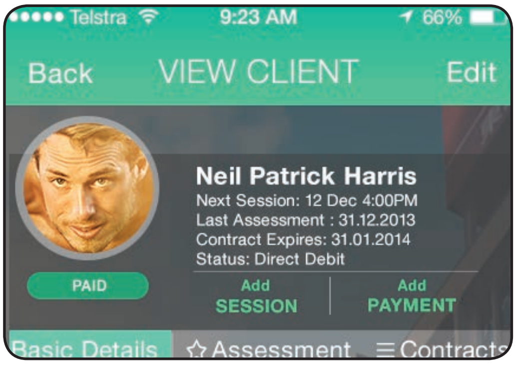
Optionally there is further information you can add such as birthday, primary goals, emergency contact and medical history. After you’re complete, hit “Done” and you are finished.

View a client



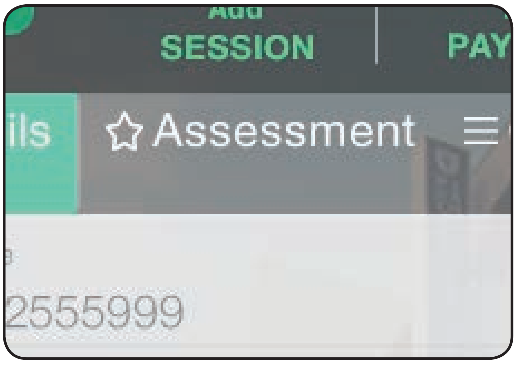
1. Press a client on the list

By pressing on any client in the client list. This is important as it will allow you to access other critical client related functionality. When you are in view client we give you access to a large amount of additional client related features.



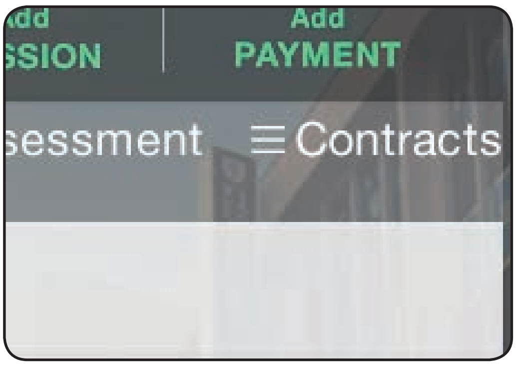
2. See what is important first.

The summary information area contains: next appointment, last assessment, contract expiry and client type. More importantly from here you can also see if their payments are up to date and also quickly access shortcuts to payment entry and scheduling session forms.



3. Assessments tab

By pressing on the Assessments tab you can access previous assessments, send assessment reports to the client and also add new assessments. *See page 22.*

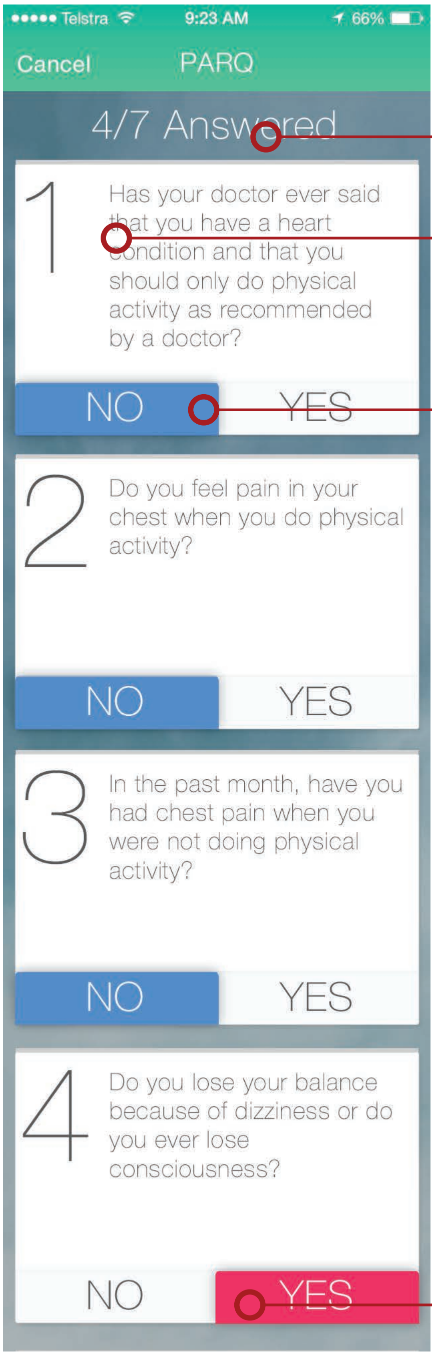


4. Contracts tab

By pressing on the Contacts tab you can access previous contracts, send contract and welcome packs to clients and also add new contracts. Also full history of client contracts is availalbe there too. *See page 25.*

OVERVIEW - PARQ

To protect your business and to ensure that your client is fit to train physically. We have included a simple and effective Phyasical Activity Readiness Questionaire, which you should ensure is filled out prior to training. Zenon enforces this as a key component of signing a contract but you have flexibility for Clients that are only leads as the may not actually be training with you. The PARQ can be accessed from “Add Client” or “Edit Client” screens.



Progress

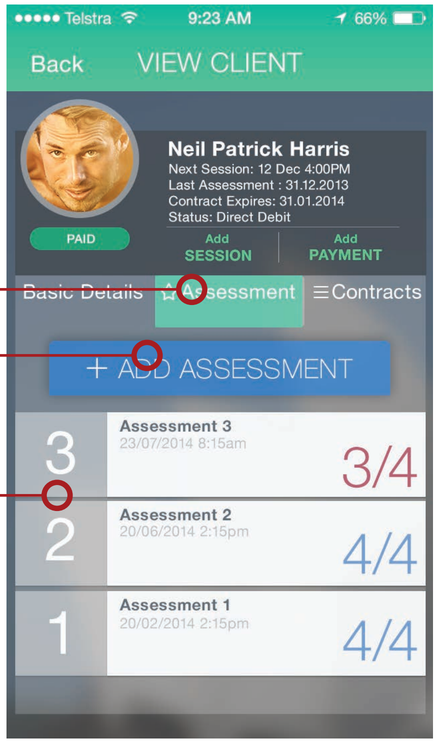
Question to Client

Answer

If answered yes, Zenon will warn you to tell client to seek a medical certificate stating they are fit to perform physical activity prior to training with you. This certificate can be entered into Medical history in the client profile.

OVERVIEW - ASSESSMENTS

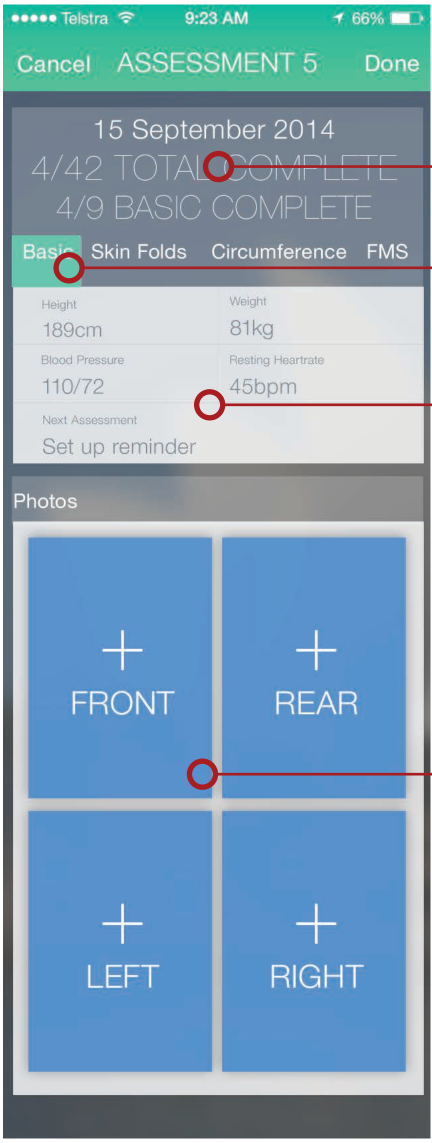
An important part of every personal trainer's business is to be able to demonstrate results to you clients. Zenon covers this using proven and popular assessment methodologies. Skin folds, Circumference and Functional Movement Screen. This can all be accesssed from the Assessment tab in View Client.



Tab

Add Assessment

List of previous assessments and progress in each



Progress

Tab

Basic metrics

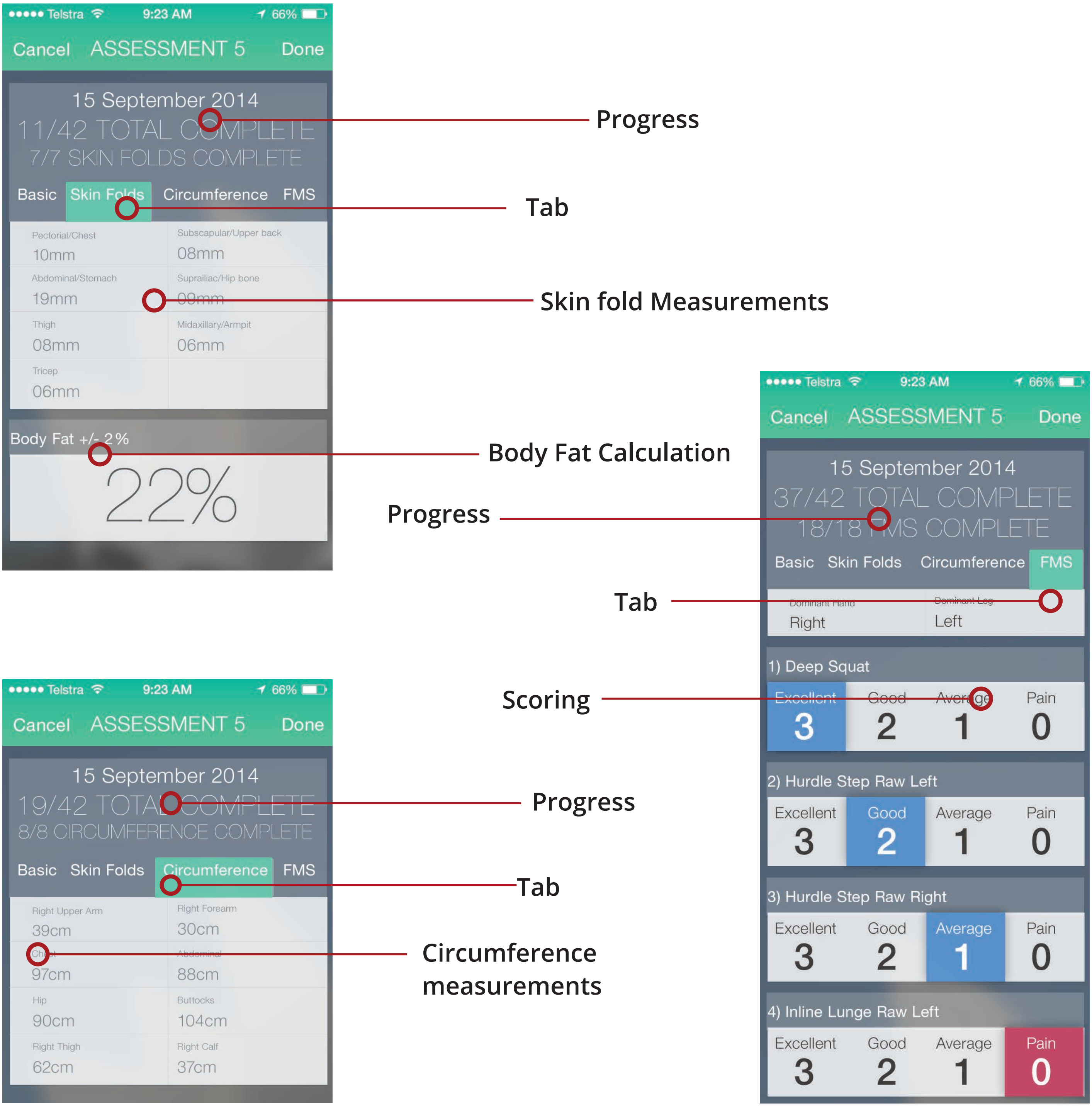
Photo snap shots to demonstrate progress between assessments

OVERVIEW - ASSESSMENT

We've made this feature to be simple and quick, eliminating as much of the non-essential information and measurements as possible to ensure that you can perform better assessments faster.

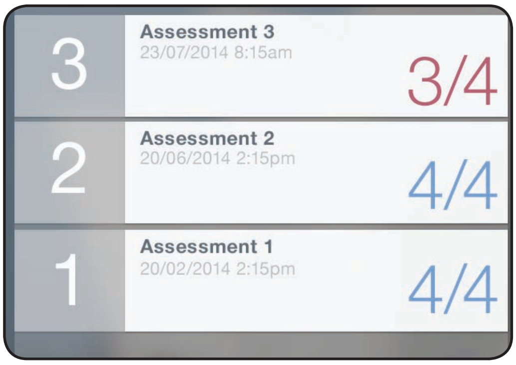
WARNING

FMS should only be used by certified FMS practioners who will understand the correct procedures to use and the meaning of the results.



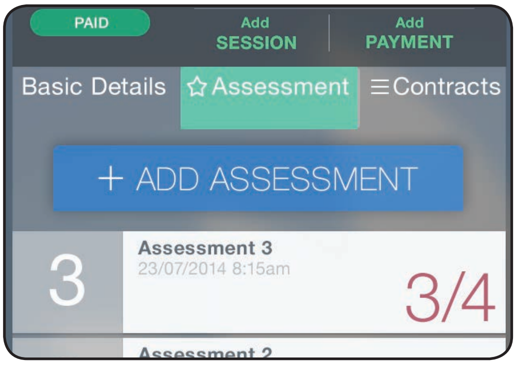
ASSESSMENT INSTRUCTIONS

Getting around Assessments



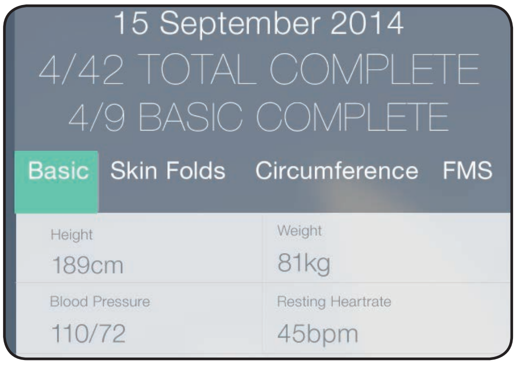
1. Assessment List.

This is a simple list of all previous and in progress assessments pertaining to a specific client. From this screen you can easily press on any assessment to view or to continue from where you left off.



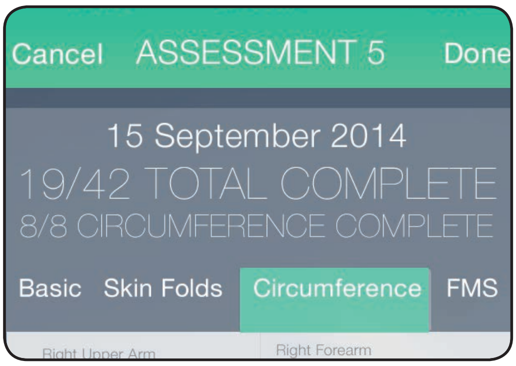
2. Creating new assessments.

By pressing on the “ADD ASSESSMENT” button, you will be taken to a new assessment screen where you can see your progress through a assessment and also complete a through assessment on each of your clients.



3. Convienently split up.

We have split the key assessment items into four distinct tabs named Basic, Skin Folds, Circumference and FMS. These are all forms that you should be familar with and we recommend to get training if you are not.



4. Making progress.

Zenon keeps track of your progress in completing a client assessment so you never get lost or forget how much is left to be completed. Once you are done, hit “Done” and the assessment will be safely stored away.

You will also have to option to send assessment to client or send a comparison between two assessments as a progress report to the client.

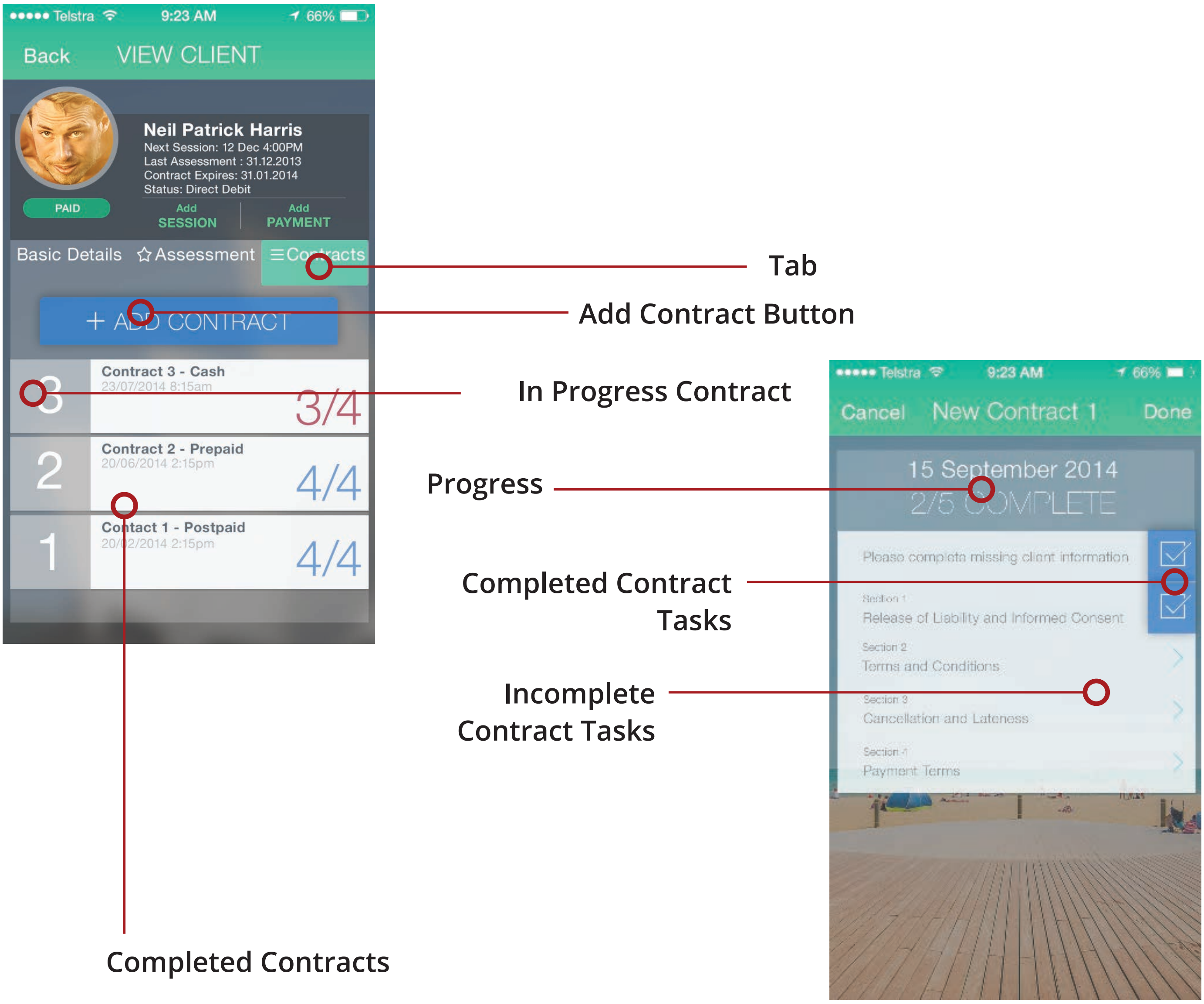
OVERVIEW - CONTRACT

This was identified as one of the largest pain points for personal trainers in conducting their business, which isnt suprising since small service based businesses normally have issues with contracts as well. We have divided the Contract in for convient and relevant sections that are easily accessible from setting to modify to your business.

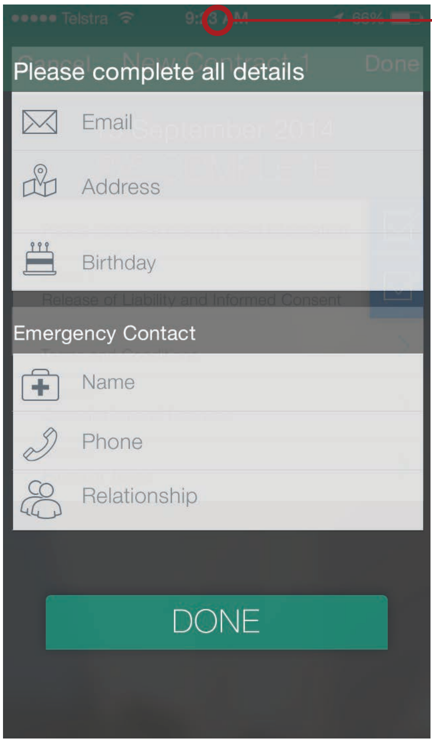
For personal trainers at all levels, this is a important step that should never be neglected to do proerly. Zenon even provided functionality that ensures that during the signup process of a client, you also complete any missing information not completed previously. For example if it is a "lead" being converted to a paying client.

WARNING

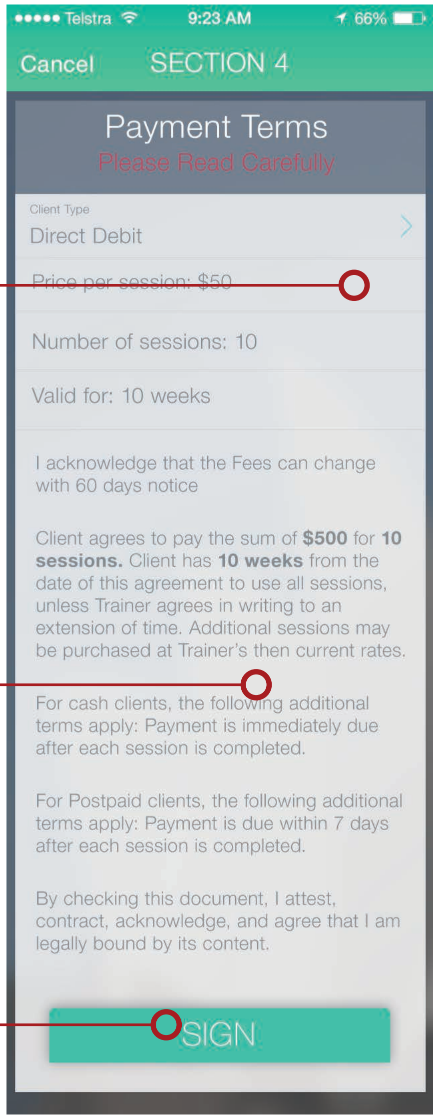
We provide a contract from our research of good practice for personal trainers. You are free to use this or modify for your own usage, however we are not responsible for this nor liable. We recommend legal advice if you are not comfortable doing this.



OVERVIEW - CONTRACT



This is the screen that displays missing client information that still neeeds to be completed for valid contracts.



Any contract variable will appear ath the top of a section for your to populate as mandatory fields

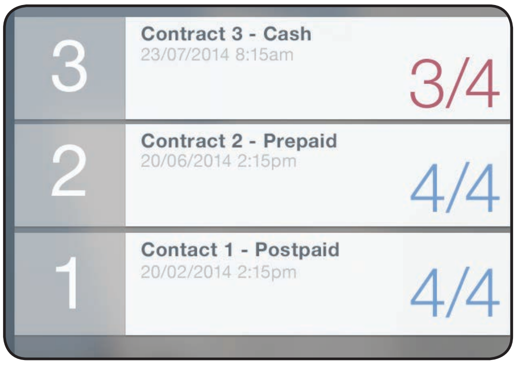
Main body of the contract for each section of which there is 4 seperate sections. This is a sample of Section 4.

Signature button which will open singature screen

Client to sign here

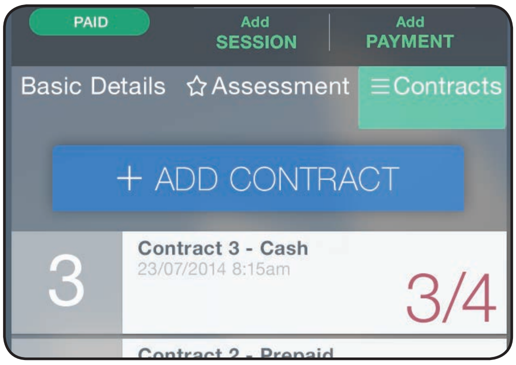
CONRACT INSTRUCTIONS

Getting around Contracts



1. Contract List.

This is a simple list of all previous and in progress contracts pertaining to a specific client. From this screen you can easily press on any contract to view or to continue from where you left off.

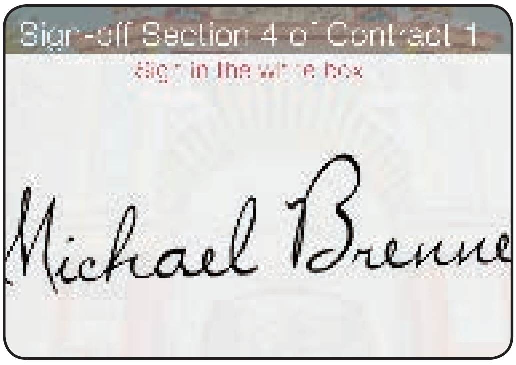


2. Creating new contracts.

By pressing on the “ADD CONTRACT” button, you will be taken to a new contract menu screen where you can see your progress through a contract and subsequently get your clients to sign-off on each task. If there is missing client information required for the contract, it will appear as a additional task to complete.

3. Finishing tasks.

We have split the key sections up into four tasks so its not too heavy for your clients to read. They relate to “Release of Liability and Infomed Consent”, “Terms and Conditions”, “Cancellation and Lateness” and last of all “Payment Terms”. Your clients will be required to sign all sections. All that needs to be done is pressing the “SIGN” button.



4. Automation is KING.

It is worth noting that we will be using a legally recognized electronic signature capture system. Once all sections tasks have been completed, you simply press DONE.

These tasks are important because it is how the Calendar and Money modules know about this client to automate calendar events and income entries.

CONTRACT INSTRUCTIONS

Of course its important that your client has a copy of the contract too, so we've automated the process but also included additional information such as "Healthy eating tips" that will be included into a "Welcome Pack" that is emailed to your client. Of course this is all branded with your information that was populated as part of your trainer profile set-up.

Welcome Pack

- **Value added for your clients.**
  We believe that a welcome pack enhances the experience that a client has with you is important both when they are with you and away. The welcome pack is designed to fit perfectly with your own branding and enhance your service.

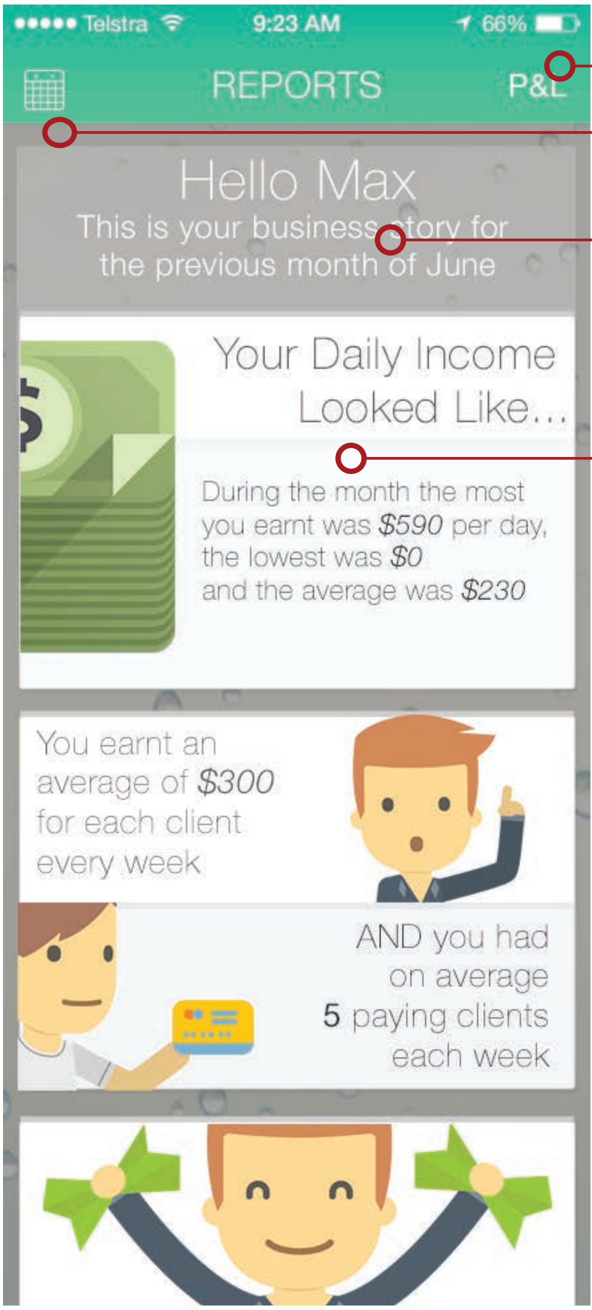
Items	Description
Signed Contract	As per completed
Welcome letter	Default Letter but can be edited from settings
Health and nutrition tips	Default Tips but can be edited from settings
Business card	Information taken from Trainer Profile as a V-card that can be automatically added to a client's addressbook by double clicking.
Physical Activity Read-iness Questionaire	As per completed

OVERVIEW - REPORTS

Our business knowledge has been poured into this section to make learning about your business and performance and fun as possible. We use a infographic to tell your "business story" for the time period that you can choose. This feature provides easy to consume insights into your business, powered by the valuable information that you have provided in "Client", "Money" and "Calendar" modules. You can easily use this to gauge your performance and use as a aid for planning into the future.

WARNING

This is not a complete replacement for solid financial guidance and advice. If you do not have enough knowledge to make use of this, please seek professional help.



Use this button to access Profit & Loss

Use this calendar button to select period for reports

Intorduction to report

Story cards (there are 12 informative cards in total)

OVERVIEW - PROFIT & LOSS

Our business knowledge has been poured into this section to make learning about your business and performance and fun as possible. We use a infographic to tell your "business story" for the time period that you can choose. This feature provides easy to consume insights into your business, powered by the valuable information that you have provided in "Client", "Money" and "Calendar" modules. You can easily use this to gauge your performance and use as a aid for planning into the future.

WARNING

This is intended for your accountant's usage and is advisory in nature.

Use this button to send to you accountant or other relevant parities

Use this button to select financial years

The body of the profit and loss

Net Profit

Depreciable item total, give to your accountant to determine relevant depreciation schedules

SETTINGS INSTRUCTIONS

Whilst there is plenty of guidance within the app and most of it is self-explanatory, we make quick reference here to functions that are not immediately apparent.

MORE

- **Accessing the settings.**
  Setting are located in the “MORE” tab with the small rocketship on the “tab menu”
- **If you skipped setting up your profile initally...**
  You can always find it again here under “My Profile”, it may have been the case that you did not have all information at hand when you first opened Zenon.
- **Maximized flexibility for your business.**
  There is many options for you to configure that will make sure that Zenon fits your mode of operation like a surgeon’s glove.

Option	Description
Default Session Length	You can choose how long your typical client session length in blocks of 15mins. This will be what the calendar defaults to when you create new events.
Default Reporting Period	The default period that is selected when you open Reports.
Notifications	Here you can set-up which client reminder notification you would like to be turned on by default when you create new events.
Currency	If you would like to change from the default currency set for your langauge.
Support	Shortcut link to get further help.
Feedback	To send us requests for new features or to report.
Terms of use	Our terms of use.

ADDITIONAL INFORMATION

This is the information that is nice to know but not critical for usage of the application. The absolute best way to experience Zenon is to get out there and test drive it for yourself and also hit our website www.zenonhq.com

Your data is safe and secure

- Our hosting and service delivery infrastructure ensures a high level of security. This is supported by a world-class network, data and physical security environment. Security is an ongoing process, not a singular event - we continuously evaluate and reinforce our security policy and practices.
- With Zenon your data isn't stored on your iPhone or iPad – if your device crashes, or gets lost, or stolen, all your data remains completely safe and unaffected.
- Your app stays up to date automatically, the app store will remind you when it needs to be updated.

Automagic

- For a relatively small fee, our servers handle all your tedious reminder work for you. This is backed by world reknown organisation called Twillo. These guys are the world-class sms gateway used by some of the biggest world wide organisations such as airbnb. This gurantees that your reminders will reach your clients.

Growing features

- As you are reading this, we are busy adding new features that will make running your business even easier. But if you have any suggestions we would love to hear from you at info@zenonhq.com OR comment on our blog.
- Some items that are on our radar already, that will be launched in 3rd Qtr 2014 are:
- Expanding the langauge support on Android and Web devices.
- Grouping clients
- Futher enhancing reminders
- Advanced Marketing capability
- Requested features

DEVICE SUPPORT

Category

iPhone	Models 4, 4s, 5, 5c, 5s
iOS	iOS6, iOS7
Langauges	English, German, French, Italian, Spanish, Chinese (Si.), Korean, Japanese, Russian

Category

iPad	Models 2,3,4, Mini, Air
iOS	iOS6, iOS7
Languages	English, German, French, Italian, Spanish, Chinese (Si.), Korean, Japanese, Russian

FUTURE (3rd Qtr 2014)

Android	Native app to be released for all Android phones and tablets running Android 4.0 and above.
Web	Fully featured web application will be available that will have all features from iOS app in a repsonsive format so it will work perfectly on any screen size whether it is a Blackberry, Windows8 phone or tablet, Desktop or Laptop

Technical support

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