# Zaplify Customer Value Proposition v2.1

Life revolves around a set of Activities. We carry the burden of remembering them all in our heads. We try to make lists of stuff we need to do, but whether paper or digital, they all seem to go stale. Our calendar reminds us when to be where, but real life is a lot more complicated than what goes on the calendar. Today, we simply don’t have the tools to cope with our busy lives – we just fall back on using our brain as the place to store all those miscellaneous details… and this makes us stressed, because life is crazy and our brains get overloaded trying to juggle all that information.

Zaplify can help! Claiming back your life starts with capturing all of those Activities, understanding what the next actionable steps are across them all, and making it easy to take those next steps.

* We all tend to do a bunch of the same Activities. With an extensive gallery of Activities curated from members like you, across categories such as Personal Care, Home Maintenance, Car Maintenance, Kids Activities, and so on, Zaplify allows you to choose the Activities that match your life, rather than making you start from a blank slate.
* More often than not, Activities tend to repeat themselves on a regular basis. You can add reference information to an Activity – people, places, links, notes, lists – so that next time you need to “clean the gutters”, you can easily find out which company you used, what you thought of them, and their phone number – saving you the effort of finding it all over again.
* The secret to staying on top of Activities is to break them down into a sequence of actionable steps. Zaplify helps you easily collect and order these Actions, so that you always know what the next step is for each of your Activities. From a single Action (“make an appointment at the hair salon”) to a complex sequence (“Plan a wedding”), Zaplify’s Activity gallery can help you select the most appropriate sequence of Actions.
* You get things done by completing Actions. Zaplify understands and helps you perform built-in Actions like making a phone call, sending an email, creating a calendar appointment, and so on.
* Actions are most efficiently completed by grouping them by type – for example, phone calls together, errands together, and so on. Zaplify keeps a running list of the next Actions across all your Activities, arranged by type, and easily accessible from any device, so when you find yourself with a free half hour and a phone, you can complete all the phone call Actions.
* Our calendar is great at reminding us when to be where. Zaplify is the perfect companion to the calendar, making it trivial to get things on your calendar when the next Action is best captured as an appointment. And those appointments contain the reference information on the Activity – so you can map the location or call the person you’re meeting right from the appointment.
* How about all those Activities that repeat on regular but long cycles, like changing the oil, paying taxes, celebrating birthdays and anniversaries? Zaplify is perfect at collecting the relevant information and reminding you at the right time, so you can stop carrying them in your head.

People familiar with Getting Things Done™ will recognize the embodiment of GTD’s fundamental principles, in a package that flows with your life’s rhythms and in harmony with the tools you use today.

Trust Zaplify to help you organize your life, and remove the stress of holding it all in your head.