# Zaplify Customer Value Proposition

Life revolves around a set of Activities. We carry the burden of remembering them all in our heads. We make lists of stuff we need to do, but whether paper or digital, they all seem to go stale. Our calendar helps us know when to be where, but unless our Activities neatly fit within the limited confines of our calendar, we just fall back to using our brain as the place to store all those miscellaneous details. And this makes us all stressed, because life is crazy our brains get tired juggling all of that information.

Zaplify can help! It all starts with capturing those Activities, and understanding what the next actionable steps are across them all.

* We all tend to do a bunch of the same Activities. Zaplify helps you get started by easily capturing and organizing the Activities that match your life. With an extensive gallery of Activities curated from members like you, you don’t have to start from a blank slate.
* The secret to staying on top of our Activities is to break them 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 with the hair salon”) to a complex sequence (“Plan a wedding”), Zaplify’s Activity gallery can help you choose the most appropriate sequence of Actions.
* You get things done by completing Actions. Actions are most efficiently completed by grouping them by the context they require – 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 context, and easily accessible from any device. It also makes it trivial to perform simple Actions like calling to make an appointment, emailing someone for help, or getting an appointment onto your calendar. Finally, Zaplify collects all the “Reference” information associated with the Activity (people, places, links, notes, lists) so that you have everything you need when it’s time to perform the Action.
* Our calendar has become the critical tool for us to know when to be where. Zaplify is the critical companion to the calendar – it makes it trivial to get things on your calendar when the next Action is best captured as an appointment.
* How many times do we have to complete an Action that we’ve done before, but can’t remember the details? Since you captured “clean the gutters” as an Activity, Zaplify automatically remembers all the information from last time, saving you the effort of finding it all over again.
* 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.

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 reduce all the stress of holding it all in your head.