Zaplify Customer Value Proposition

# Introduction

Life revolves around a set of Activities that we do on some regular basis – from things that we do multiple times a week like exercise, grocery shopping, and kids’ after-school activities, to things that happen less often like celebrating birthdays, changing the oil, and getting a haircut. Today, we use our calendar to capture Activities that happen on specific days, times, and places, and we use a task list to remind us of things that don’t fit on our calendar. But running our life out of these tools is frustrating because they are too constrained to capture the patterns of our lives – they are not organized around Activities. When it’s time to clean the gutters, how many times do you think “I did this last winter… if only I could remember what company I used, and did they do a good job?” Searching your calendar for this information is like searching your desk for a post-it note you wrote last year… most of the time, you have to start over.

Zaplify is a new kind of productivity tool – it allows you to capture the Activities that your life revolves around – both the things you need to do (grocery shopping) and things you want to do (weekly date night). You can specify the cadence for these Activities – as specifically (“every Monday at 8am”) or as generally (“once every quarter”) as you like. Zaplify helps you transform Activities into Appointments and Tasks on your existing calendar. You can associate information (people, places, links, lists, notes) with an Activity, and this information follows the Activity around as it makes its way into your calendar. Once you’ve captured an Activity and its associated information, Zaplify keeps track of when it’s time to do the Activity again, shows you all of the relevant information, and helps you get it done.

# Examples

* **Exercise**: you want to exercise three times a week, but your busy life doesn’t always allow you to go to the gym on the same days and times. Zaplify allows you capture this intent, and helps you find time in your crazy schedule to fit this week’s exercise appointments.
* **Grocery shopping**: when you do your weekly grocery shopping, you want your current grocery list easily accessible. Zaplify allows you to create a shared grocery list, schedule your grocery shopping for the week, and easily link the grocery list to your calendar appointment.
* **Kids activities**: Zaplify helps you capture how many practices there are per week, and where and when the practices and games are happening. It allows you to capture contact information for other parents, helps you coordinate ride sharing and snack schedules, and allows you to share all of this information with other parents.
* **Haircuts**: you’d like to get your hair done once every month. Zaplify helps you schedule this month’s hair appointment, reminds you when you had your last coloring, and keeps all the salon’s information in the calendar, in case you’re running late or have to reschedule.
* **Changing the oil**: it’s easy to forget to change your oil every three months. Zaplify reminds you to schedule this month’s oil change, making it easy to call the shop to make an appointment.
* **Cleaning the gutters**: you always forget who cleaned it last time and whether they did a good job. Zaplify stores all that information and makes it easily accessible for next time.
* **Mother’s Day:** Zaplify keeps track of the important dates in your life and reminds you to call your mother, get her flowers, and take your spouse out to a nice dinner.

# Features

Zaplify is a FREE web application, which means you can access it from any device with a web browser.

## Getting Started with Zaplify

Zaplify gets you up and running in no time with the following features.

### Gallery

Most applications make you start with a blank page. Zaplify offers a gallery of common Activities that most people tend to do, so you don’t have to start from scratch. Simply import the Categories and Activities that are relevant in your life.

### Profile

To be as useful as possible, Zaplify needs to know a little bit about you:

* Personal information such as name, address, gender, and birthday
* People in your life: marital status, spouse information, and kids information
* Things you look after: house, car, pets

Once you fill out your profile, Zaplify can filter its gallery to the things that are relevant to you.

### Calendar integration

Rather than replace your calendar, Zaplify works hand-in-hand with it – after all, you run your life out of your calendar, so integrating with what you use today is non-negotiable. To get started with Zaplify, you need to tell it about the calendar you use. Zaplify uses the privacy and security of the industry-standard OAuth2 protocol, which allows you to authorize Zaplify to access your calendar on your behalf without telling us your password. Zaplify schedules Activities onto your calendar – from the ones that you can specify precisely (dates and times) to the ones where you only know the week or the month.

\* Currently, Zaplify only supports Google Calendar. In the future, Zaplify will support Windows Live and Exchange calendars.

\* In the future, Zaplify will also import recurring appointments from your calendar and allow you to associate them with new or existing Activities, to help get you up and running quicker.

### Facebook integration

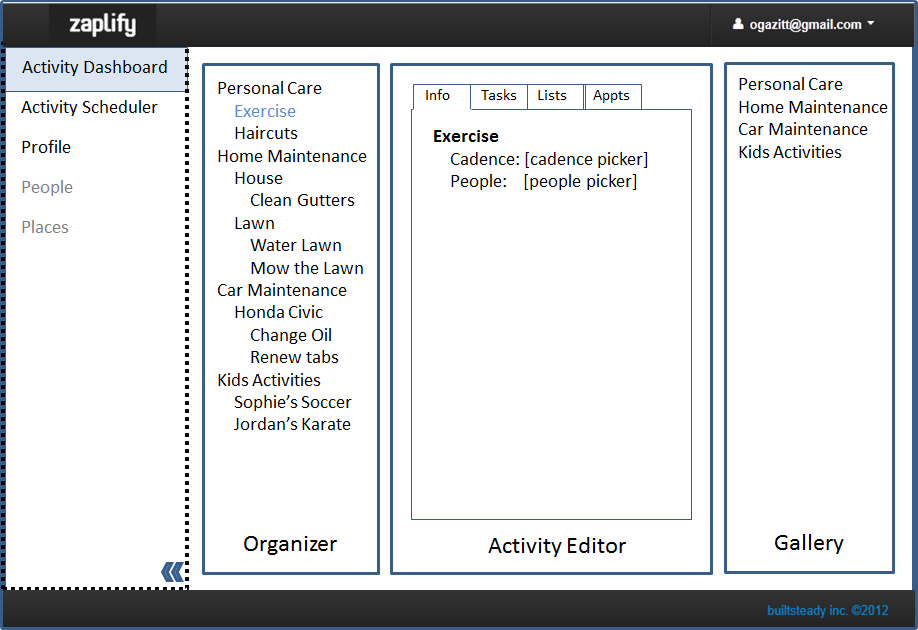
Facebook already has much of the information that goes into constructing your profile. We highly recommend that you connect Zaplify to Facebook, so that we can save you all that typing. Zaplify only accesses Facebook information to complete your profile and to import the names of your friends, so that when you want to associate a person with an Activity, we can give you a nice “auto-complete” experience instead of making you type in a bunch of contacts you already have in other tools. We use the same OAuth2 protocol to connect to Facebook, so that you can see and control what information Zaplify has access to. Importantly, Zaplify will NEVER post to Facebook on your behalf, and it will NEVER spam your friends. We find apps that do this VERY annoying and the last thing we want to do is build yet another annoying app.

## A Quick Tour of Zaplify

Zaplify has three main panels – the Activity Dashboard, the Activity Scheduler, and the Profile.

### Activity Dashboard

The Activity Dashboard is where you set up and keep track of your Activities. It has three areas – the Organizer, Activity Editor, and Gallery.



#### Organizer

The organizer allows you to categorize your Activities. The Gallery contains some preconfigured categories – Personal Care, Doctor, Shopping, Kids Activities, Car Maintenance, and so on, which should be useful as starting points. But every person is different – tou can easily create new categories or sub-categories, and arrange your Activities into any category and in any order you’d like.

#### Activity Editor

Whether you imported it from the gallery or created one yourself, Zaplify allows you to add and edit important information associated with the Activity:

* Cadence – how often does this Activity happen? (“Every Monday at 8am” to “once a quarter”).
* Places – where do you do this activity? (Zaplify offers a nice auto-complete experience)
* People – who do you do this with? (Zaplify offers a nice auto-complete experience for the contacts you imported and/or created)
* Lists – lists of any kind that are associated with this Activity (grocery list, equipment list)
* Notes – any freeform notes that you want to associate with the activity (last time Jordan was at the doctor, she was 4’10” and was in the 2nd percentile in height)
* Links – web links / bookmarks that you want to keep track of (website for A1 Gutter Cleaning)

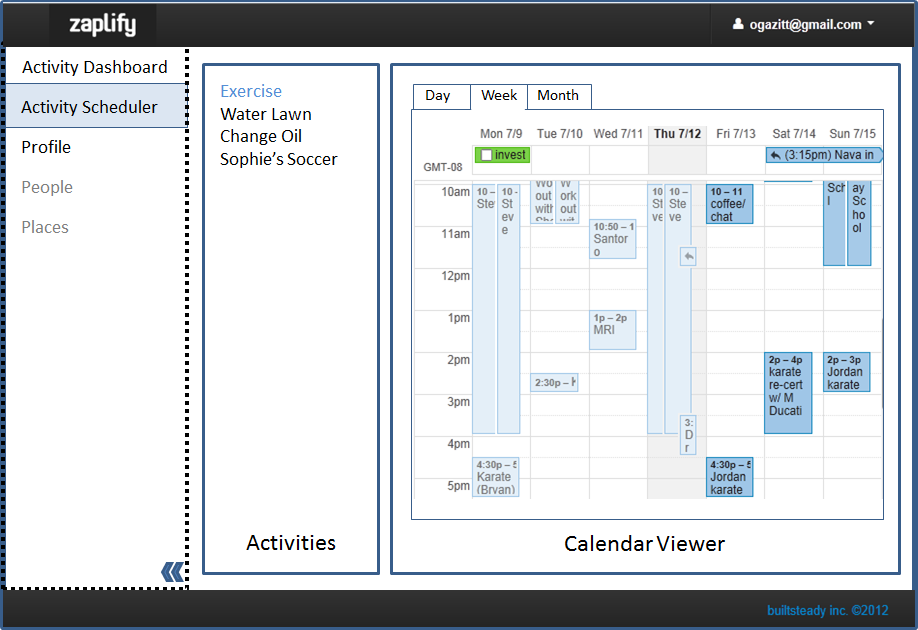
Each Appointment or Task that is generated for this activity carries all of the relevant information that’s associated with it.

#### Gallery

The Gallery is where you find pre-configured Activities that you can drag into your Organizer.

### Activity Scheduler

Once you’ve created Activities and set their cadence, the Activity Scheduler reminds you when they are due and allows you to schedule them.



At the beginning of each week, you can look at all the weekly Activities that haven’t yet been scheduled yet, or the Activities that are due this month. You can drag the instance of the Activity onto a specific day, and click a link to open your calendar and choose the specific time for the appointment. Zaplify allows you to schedule as many appointments as you want at a time (for example, scheduling your three workouts this week). The appointment that gets pushed to your calendar contains the places and people you’ve associated with the Activty, as well as links to all the other information, which you can easily pull up from any browser or on any mobile device.

Some Activities are more appropriate to represent as Tasks, and Zaplify handles those just as easily – it allows you to drag the instance of the Activity onto your tasklist.

### Profile

The Profile is where you tell Zaplify about yourself, so it can adapt to your lifestyle. The best place to start is by connecting Zaplify to Facebook, so that it can import as much of your personal information as it can.

