


















Content Management System (CMS) End User Guide

Small Business Applications



Contents

Page

Introduction	3
Login	3
Dashboard	4
My Account	5
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 Menu	6
 Newsfeed	8
 Events	10
 Offers	12
 Booking Form	14
 Contact Form	16
 Loyalty Card	16
 Preferred Partners	20
 Feedback	22
 Gallery	23
 Documents	25
 Products	26
 Services	28
 Locations	30
 Push Notifications	32
 Properties	33
 Settings	35



Introduction

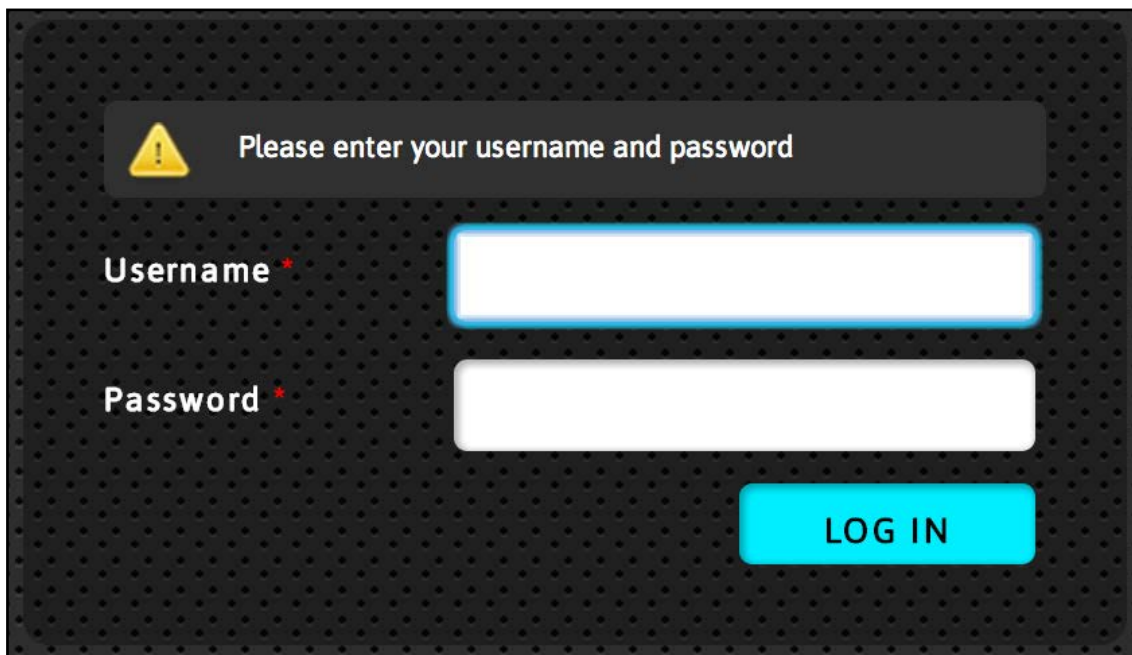
The management system will allow the CMS user to edit and maintain the app. The following document will offer a step-by-step guide to understanding the various elements of the management system. The guide will be divided into individual sections for each page.

The management system contains the following:

- Add, edit and delete multiple sectors
- Add, edit and delete locations
- Send Push Notifications
- Access enquiry forms submitted by app users
- Access feedback forms submitted by app users

Login

Before the CMS user can access the CMS system, their provided login details need to be entered.

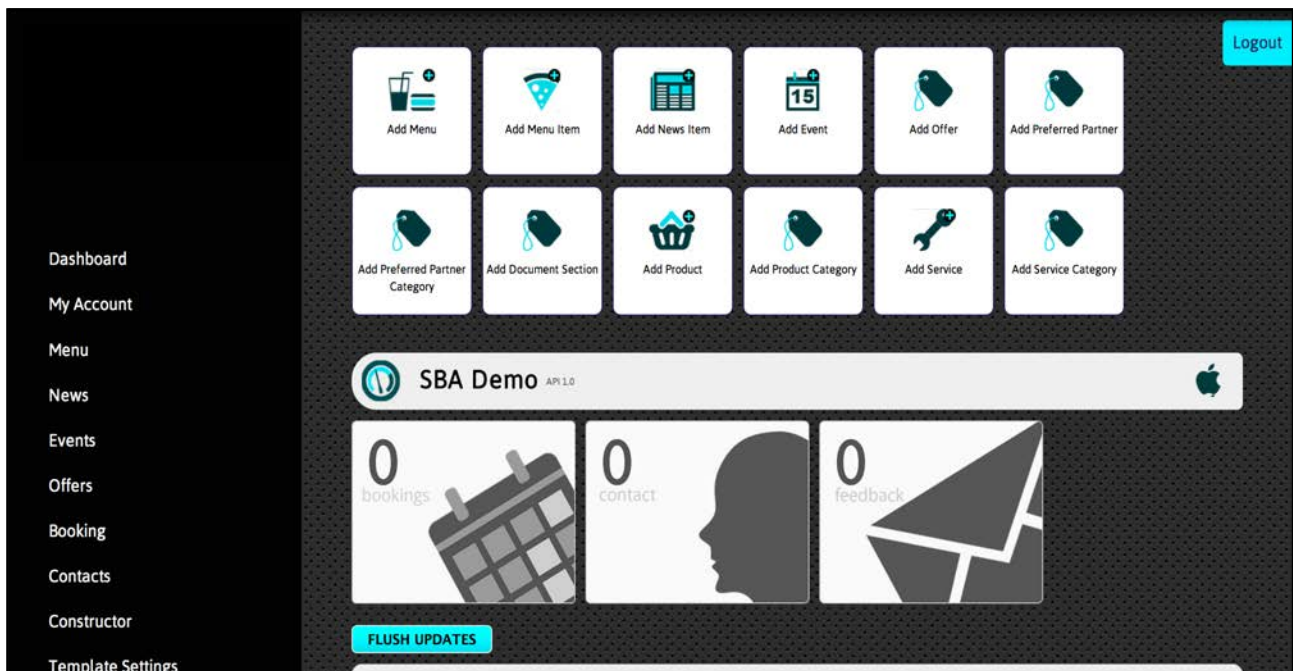


A screenshot of a login interface. At the top, a dark grey banner contains a yellow warning triangle icon and the text "Please enter your username and password". Below this, the label "Username *" is positioned to the left of a white rectangular input field with a blue border. Underneath, the label "Password *" is to the left of another white rectangular input field with a blue border. At the bottom right of the form area is a bright blue button with the text "LOG IN" in white capital letters.



Dashboard

Once login details have been entered, the CMS user will be taken to the dashboard screen. The dashboard acts as the homepage and allows the CMS user to access all possible pages. The icons at the top act as quick links to the relevant page.



Bookings

The CMS user can navigate to the booking form to view each individual booking and see the number of bookings submitted by app users

Contact

The CMS user can navigate to the Contact section to view each customer that has approached them, and see the number of contacts submitted by app users

Feedback

The CMS user can navigate to the Feedback section to view feedback that has been submitted by app users. It also displays the number of feedback items that have been submitted by app users.

Latest Updates

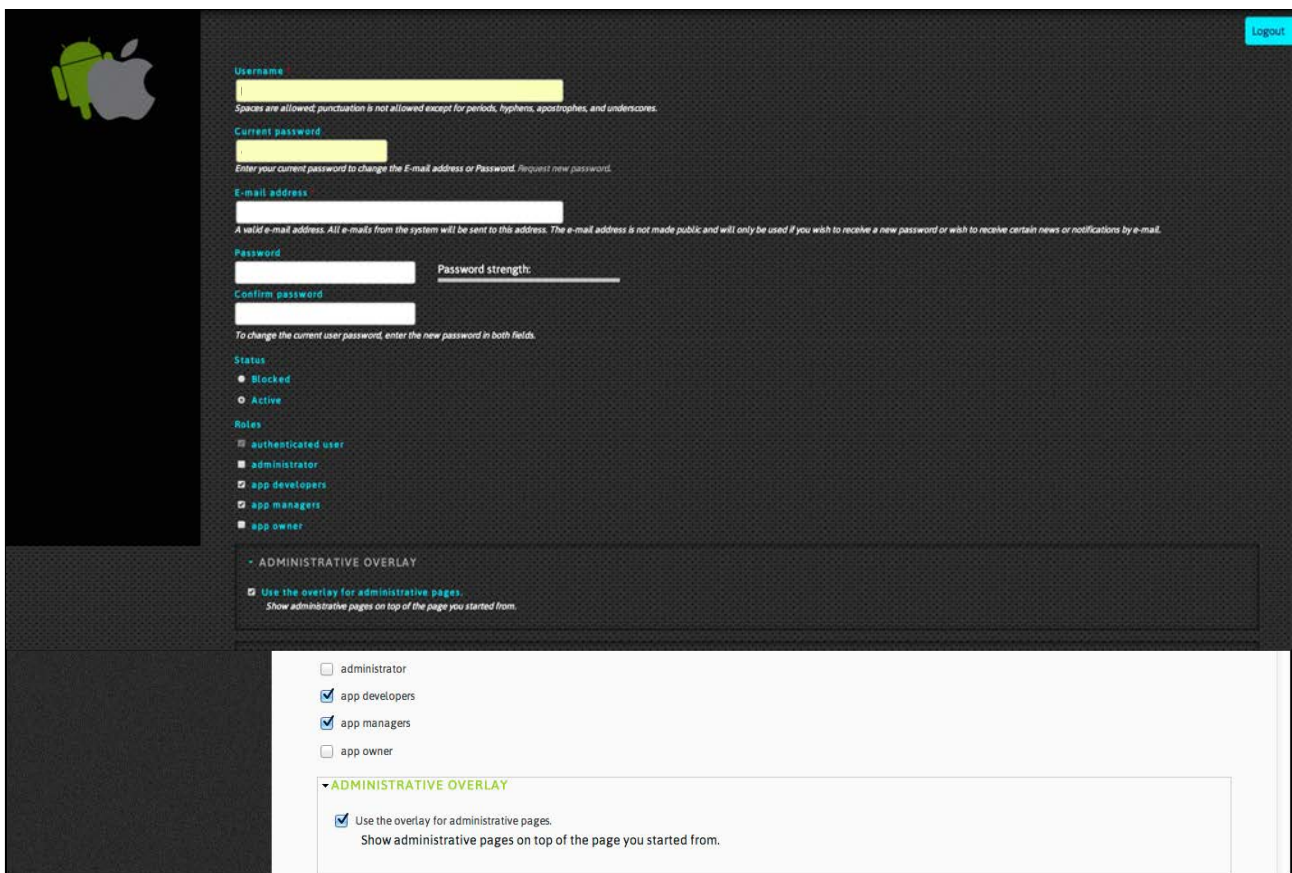
The Latest Updates section will display all updates the CMS user has recently made to the app through the control panel, and will display any app-user interactions



My Account

The My Account page allows the CMS user to review their personal details on their CMS account.

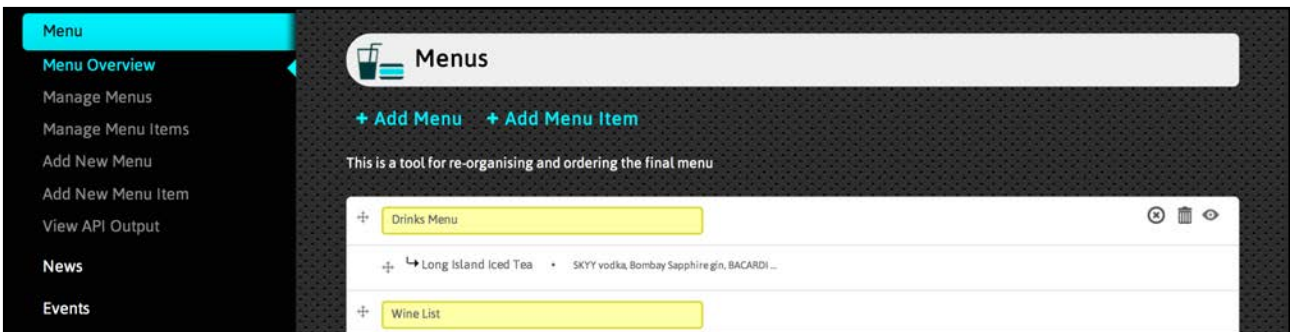
- Personal details
- Passwords
- Usernames
- Timezones



Menu

The Menu page allows the CMS user to add a comprehensive food and drinks menu to their app. This can be categorised in the CMS into sections.

Click on Menu Overview to view the entire layout of all menu items listed. Here the CMS user can see categories and the items within them.



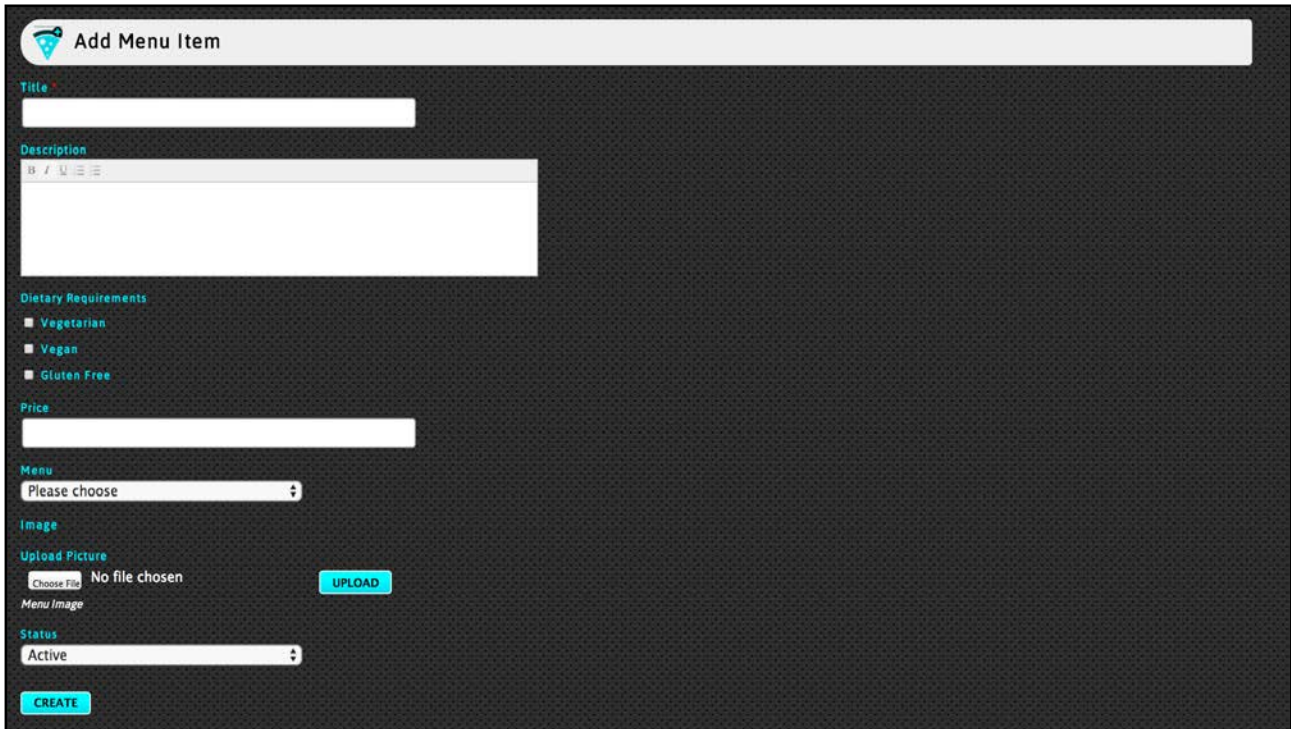
Add Menu

Click to add new menu category. Once this has been clicked, the CMS user can then enter a title and description for the Menu. The CMS user has the option to make this menu inactive. If the menu is switched to inactive, the menu will not be displayed on the app but will remain on the CMS.



Add Menu Item

Click to add new menu item. Once this has been clicked, the CMS user can then add a title and description of the item on the Menu. The CMS user has the option to add images of the item (i.e food, drinks, or deserts) together with the price. This item will go into a related Menu category.



The screenshot shows a form titled "Add Menu Item" with the following fields and options:

- Title**: A text input field.
- Description**: A rich text editor with icons for bold, italic, link, and list.
- Dietary Requirements**: Three checkboxes for "Vegetarian", "Vegan", and "Gluten Free".
- Price**: A text input field.
- Menu**: A dropdown menu with "Please choose" selected.
- Image**: A section for "Upload Picture" with a "Choose File" button, "No file chosen" text, and an "UPLOAD" button.
- Menu Image**: A text input field.
- Status**: A dropdown menu with "Active" selected.
- CREATE**: A blue button at the bottom left.

View a Menu

The eye icon allows the CMS user to view individual menus and displays the full message that has been submitted by the app user.

Delete a Menu/Menu List

To delete a record from the list, click the bin icon. Once this icon has been clicked, the message cannot be retrieved.

Rearrange Order

Rearrange the order using the drag and drop motion/function. Simply click on an item, drag it into position and release the click

Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the services section of the app to reload the data.



The screenshot shows a list of menu items:

- Drinks Menu** (highlighted in yellow)
- Long Island Iced Tea** with ingredients: SKYY vodka, Bombay Sapphire gin, BACARDI ...

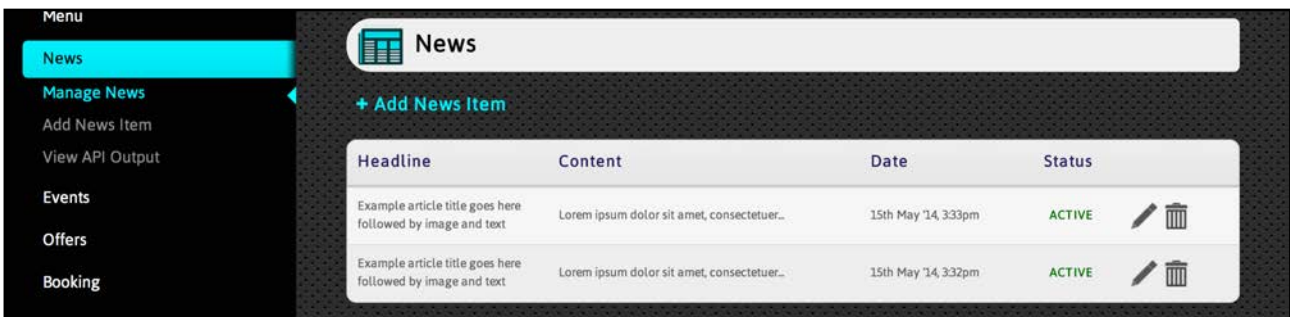
At the bottom right, there is a "SAVE CHANGES" button and three icons: a trash bin (delete), a magnifying glass (view), and a document with a pencil (edit).



Newsfeed

The News page allows the CMS user to add a news article that they think is relevant to themselves. The content is managed via the CMS and the section may contain a mixture of articles with or without images.

Click on Manage News to view the entire layout of all the news articles listed. Here you add, edit, or delete a newsfeed from your app.



Add News Item

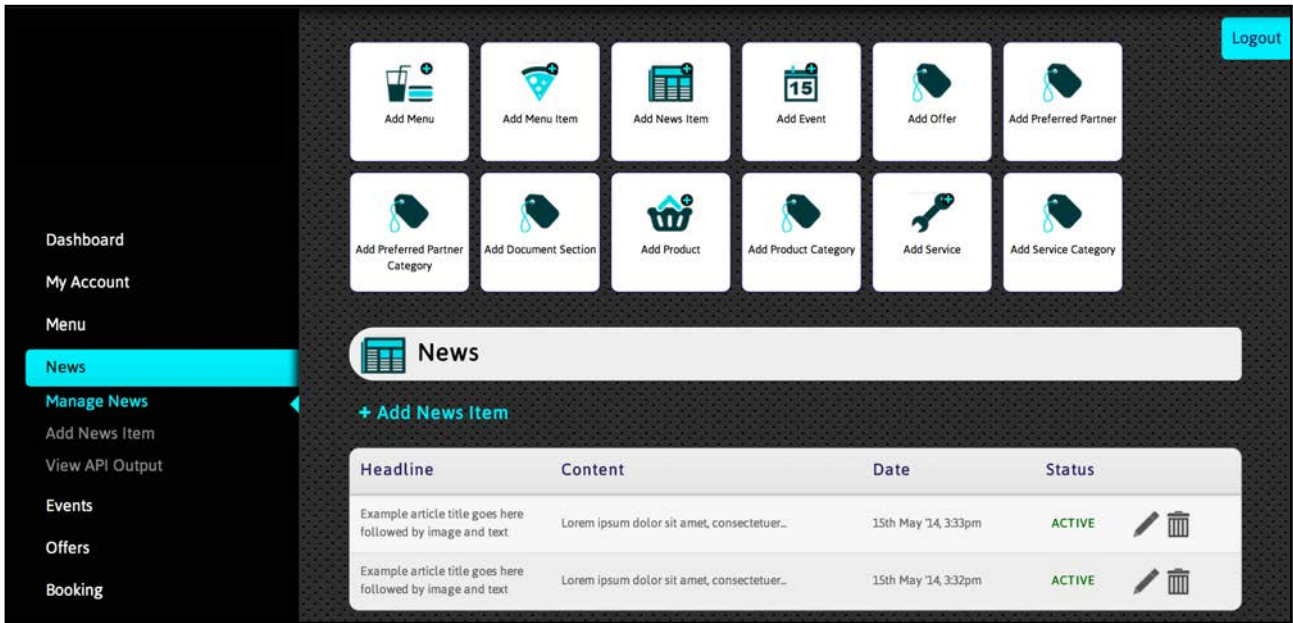
Click to add new news item. Once this has been clicked, the CMS user can then add a title and description of the article they wish to post. The CMS user has the option to add images, and the date and time that is relevant to the article.



Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the News section of the app to reload the data.





Edit a News Entry

To edit a News item, hover over it and click the pencil icon. This takes the CMS user back to the title, description and the option to make the app active/inactive. Once the advice has been amended, click the edit button to save any changes.

Delete a News Entry

To delete a News item, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.



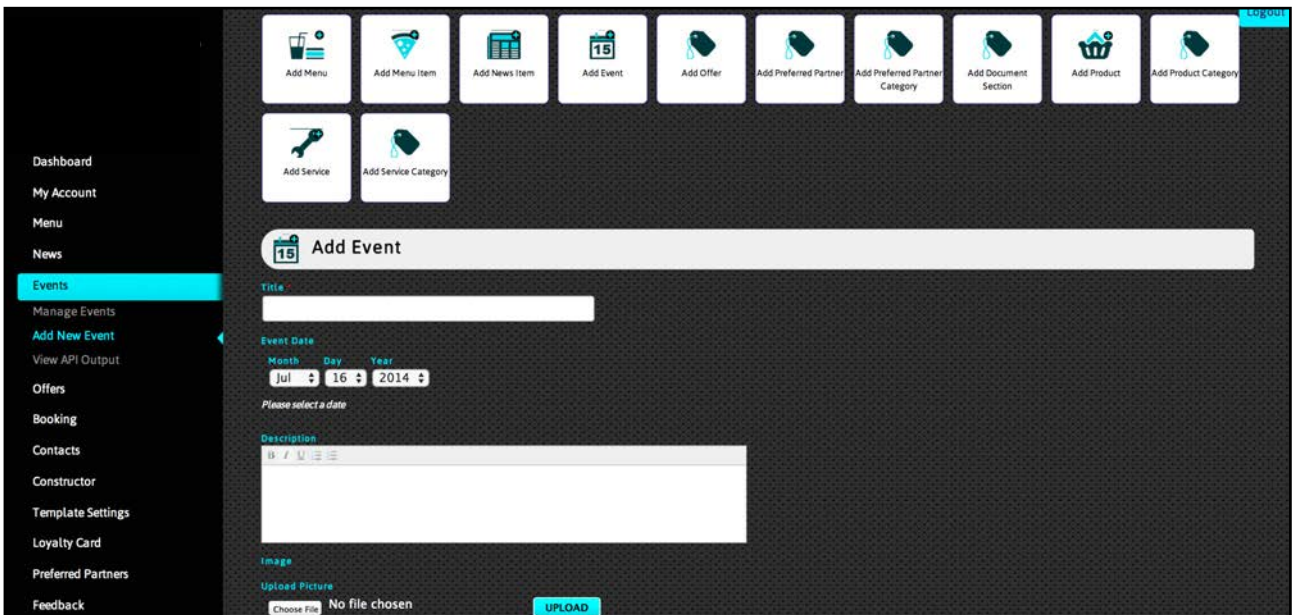
1 Events

The Events page allows the CMS user to add important and upcoming events which will appear on the app. Click on Manage Events to view the entire list of the events posted on the app for the users to see.



Add New Event

Click to add new event. Once this has been clicked, the CMS user can then enter a title and description, and the date of the event they wish to post. The CMS user has the option to add images, and the date and time that is relevant to the article.



Save Changes

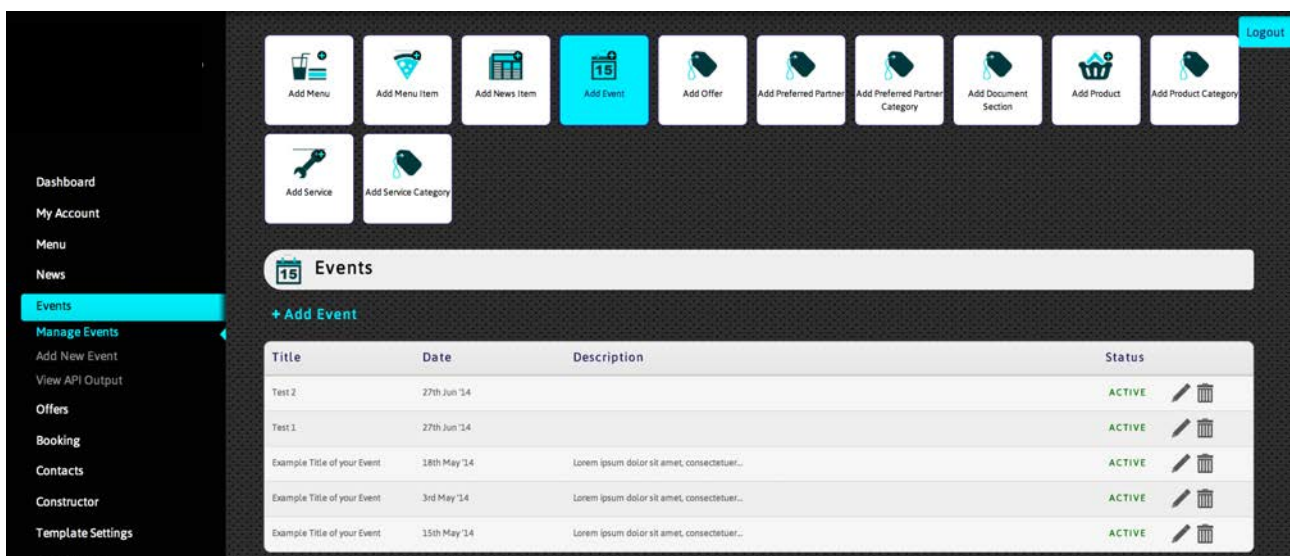
Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the News section of the app to reload the data.











Edit an Event

To edit an event item, hover over it and click the pencil icon. This takes the CMS user back to the title, description and the option to make the app active/inactive. Once the advice has been amended, click the edit button to save any changes.

Delete an Event

To delete an Event, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.

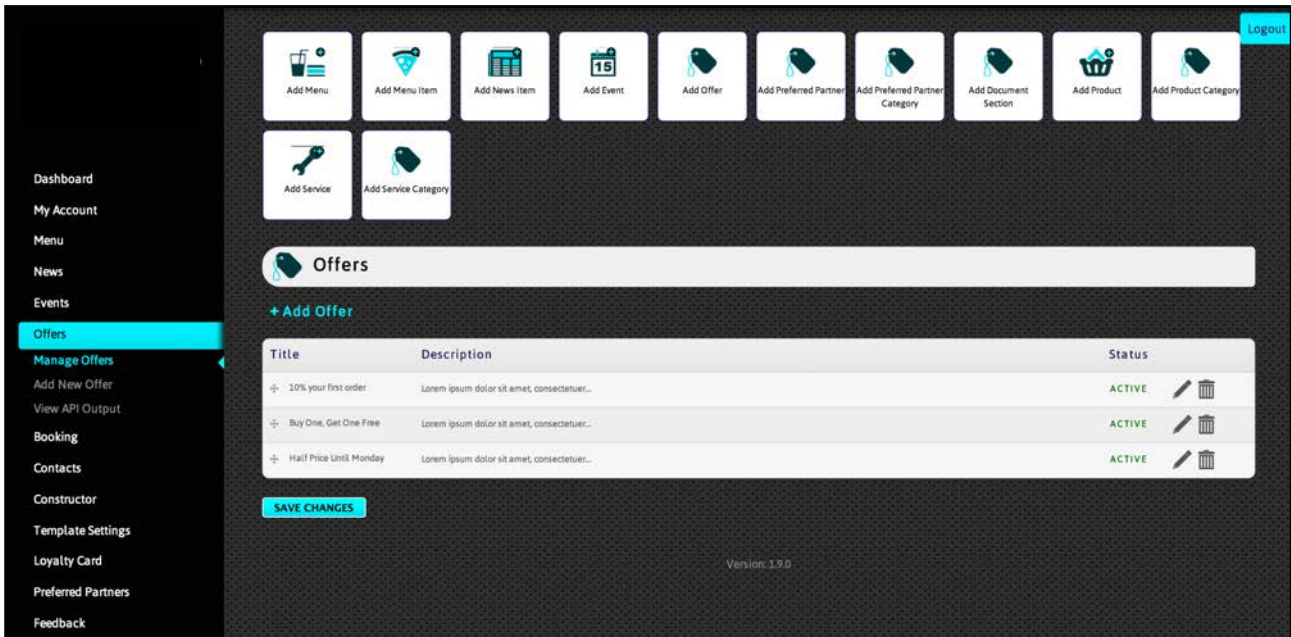


Title	Date	Description	Status
Test 2	27th Jun '14		ACTIVE  
Test 1	27th Jun '14		ACTIVE  
Example Title of your Event	18th May '14	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  
Example Title of your Event	3rd May '14	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  
Example Title of your Event	15th May '14	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  









Offers

The Offers pages allows the CMS user to create and manage offers for the app user. Each offer includes a title and short description of what the offer entails. Click on Manage Offers to view the entire list of offers posted on the app for the users to see and use.



The screenshot shows a dashboard with a sidebar on the left containing navigation items: Dashboard, My Account, Menu, News, Events, Offers (highlighted), Manage Offers, Add New Offer, View API Output, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners, and Feedback. The main content area features a top row of buttons for adding various items: Add Menu, Add Menu Item, Add News Item, Add Event, Add Offer, Add Preferred Partner, Add Preferred Partner Category, Add Document Section, Add Product, and Add Product Category. Below these is a section for 'Offers' with a '+ Add Offer' button. A table lists three offers:

Title	Description	Status
10% your first order	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  
Buy One, Get One Free	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  
Half Price Until Monday	Lorem ipsum dolor sit amet, consectetur...	ACTIVE  

Below the table is a 'SAVE CHANGES' button and a 'Version: 1.9.0' label.

Add New Offer

Click to Add New Offer. Once this has been clicked, the CMS user can then enter a title, and a description of the offer they wish to post.



The screenshot shows the 'Add Offer' form. It includes a sidebar with navigation items: News, Events, Offers (highlighted), Manage Offers, Add New Offer, View API Output, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners, and Feedback. The main content area has a title 'Add Offer' and a form with the following fields:

- Title**: A text input field with a placeholder 'The headline for this offer'.
- Description**: A rich text editor with a placeholder 'A more detailed description of what the offer entails, including times and prices etc.'.
- Status**: A dropdown menu currently set to 'Active'. Below it is a note: 'An offer status dictates whether it is actually shown or not. It might be necessary to not set an offer as inactive if, for example you want to temporarily remove an offer but do not want to delete it, so that you can easily turn it back on later.'

A 'CREATE' button is located at the bottom of the form.



Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the News section of the app to reload the data.



Rearrange Order

Rearrange the order using the drag and drop motion/function. Simply click on an item, drag it into position and release the click.

Edit an Offer

To edit an Offer item, hover over it and click the pencil icon. This takes the CMS user back to the title, description and the option to make the app active/inactive. Once the advice has been amended, click the edit button to save any changes.

Delete an Offer

To delete an Offer, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.

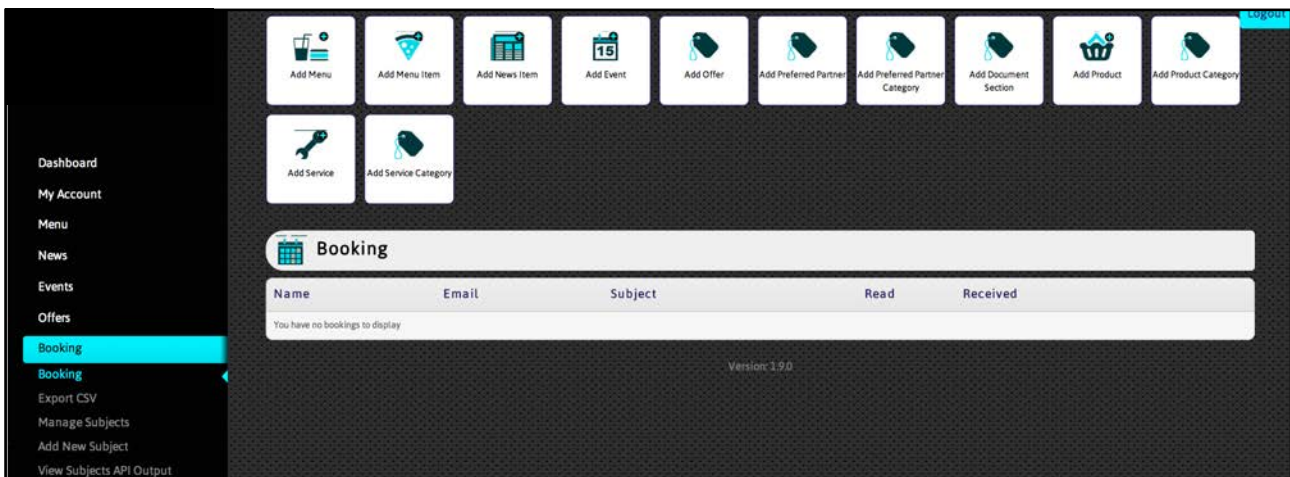


Booking Form

The Booking page allows the CMS user to view all bookings made by the app's users. Within the booking form there is a subject field which the CMS user has control over.

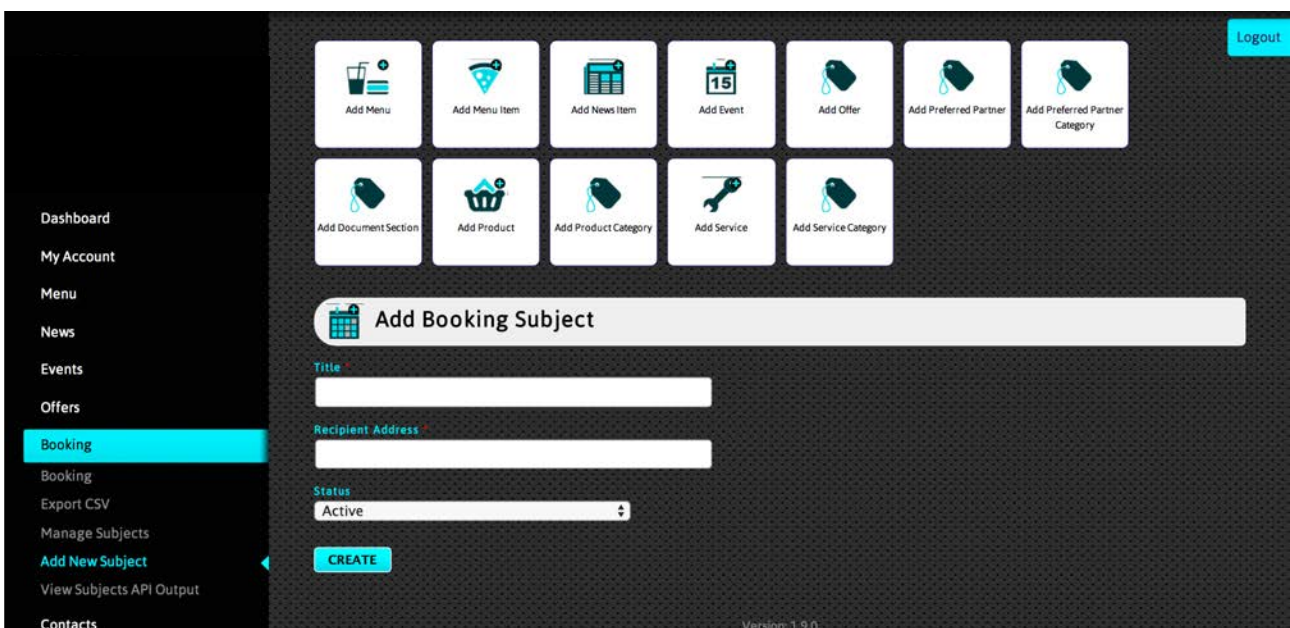
Manage Subjects

Click on Mange Subjects to view all subjects and the recipients' emails listed for each subject.



Add New Subject

Click to add New Subject. Once this has been clicked, the CMS user can then enter a title of the subject and the recipient's email address.



Edit a Subject

To edit a Subject, hover over it and click the pencil icon. This takes the CMS user back to the title, description and the option to make the app active/inactive. Once the advice has been amended, click the Edit button to save any changes.





Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the News section of the app to reload the data.

Delete a Subject

To delete a Subject item, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.

The screenshot displays a CMS dashboard with a dark sidebar on the left containing navigation links: Dashboard, My Account, Menu, News, Events, Offers, Booking (highlighted), Booking, Export CSV, Manage Subjects, Add New Subject, View Subjects API Output, and Contacts. The main content area features a grid of action buttons: Add Menu, Add Menu Item, Add News Item, Add Event, Add Offer, Add Preferred Partner, Add Preferred Partner Category, Add Document Section, Add Product, Add Product Category, Add Service, and Add Service Category. A green notification bar at the top of the main area reads 'Booking subject added'. Below this is a section titled 'Booking Subjects' with a '+ Add Booking Subject' button. A table lists the subjects:

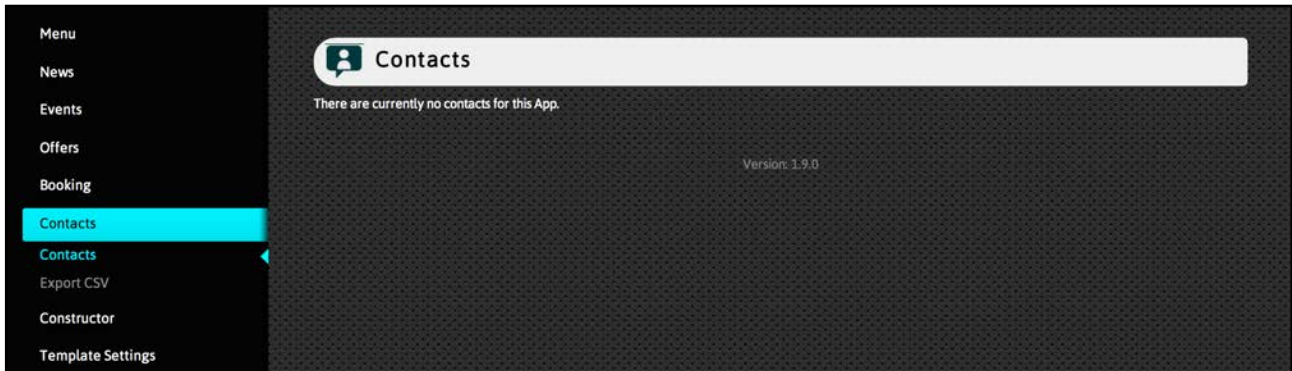
Subject	Recipient	Status	
Booking a Repair	info@appitized.com	ACTIVE	 
Booking a Repair	info@appitized.com	ACTIVE	 

A 'Logout' button is located in the top right corner of the dashboard. The version number 'Version: 1.9.0' is visible at the bottom center.



Contact Form

The CMS user can navigate to the Contacts section to view each individual who has contacted them and what the contact was regarding. Also the number of contacts submitted by app users can be seen by the CMS user, and what this contact was regarding.



Loyalty Card

The loyalty platform allows clients to offer their customers a digital loyalty programme to enhance repeat business. The platform uses the well-known punch-card method which allows a user to digitally collect stamps in order to redeem a product or service. Everything is stored online meaning there are no additional running costs.

Reporting

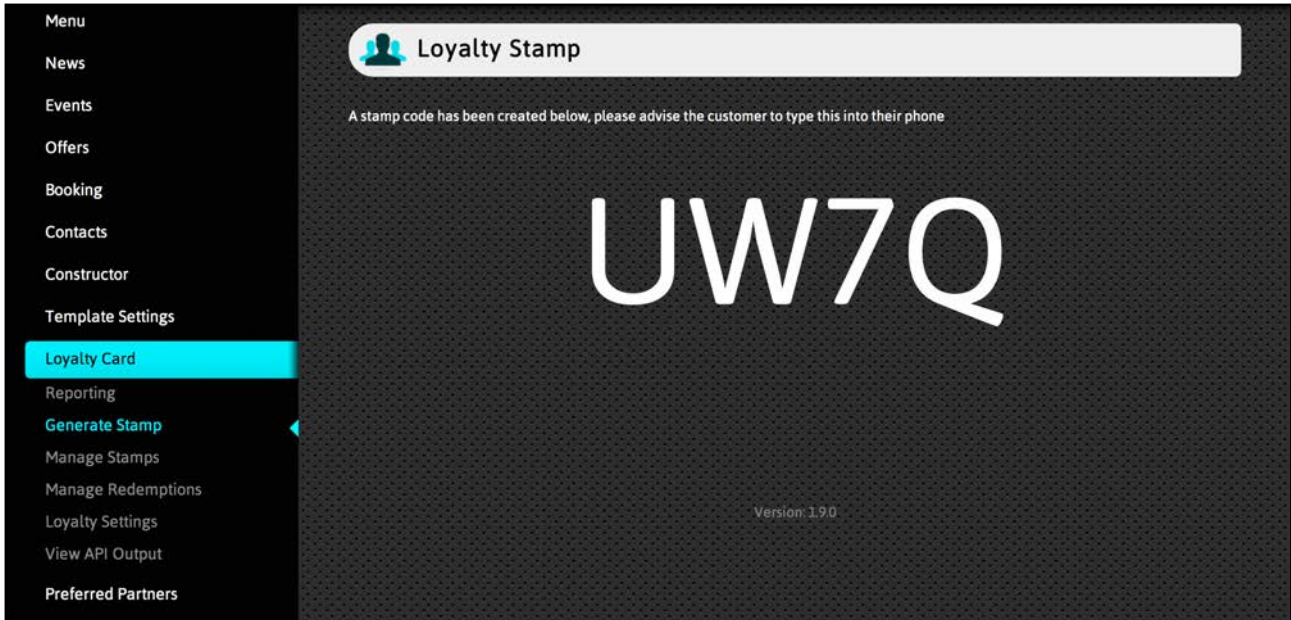
Clicking on Reporting will show a full overview of loyalty system to the CMS user, including:

- Total Stamps Redeemed To Date
- Total Value of Goods Redeemed To Date in
- Total Number of Stamps Issued to Date.



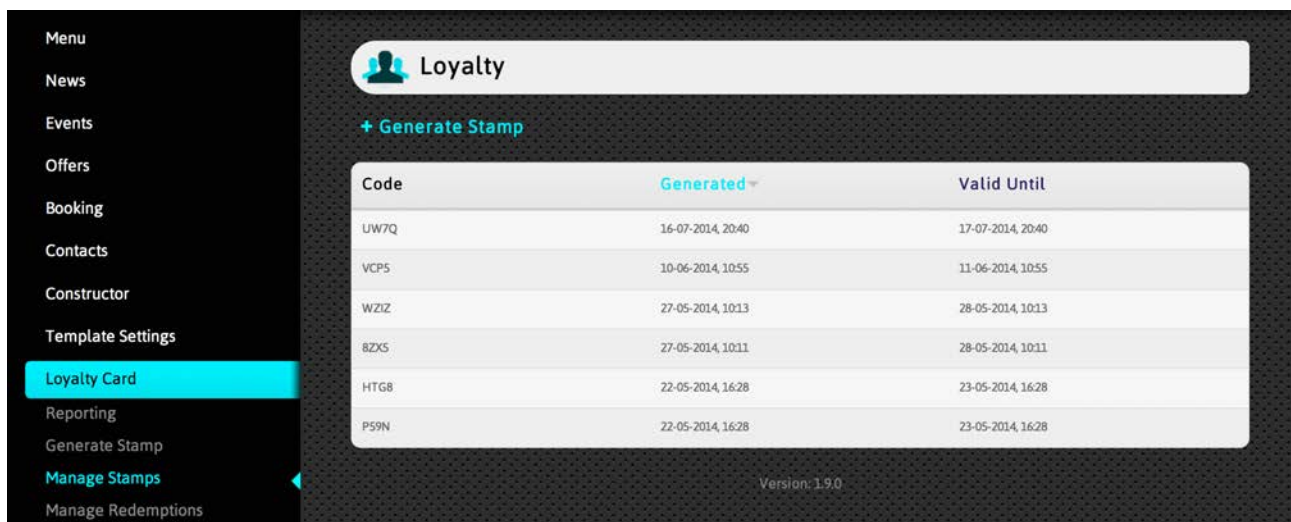
Generate Stamp

To generate a stamp, click on Generate Stamp. The CMS user will see a unique four-digit combination which they then ask the customer to type into the app on their smartphone. Once they have done this, they will receive one stamp on their loyalty card.



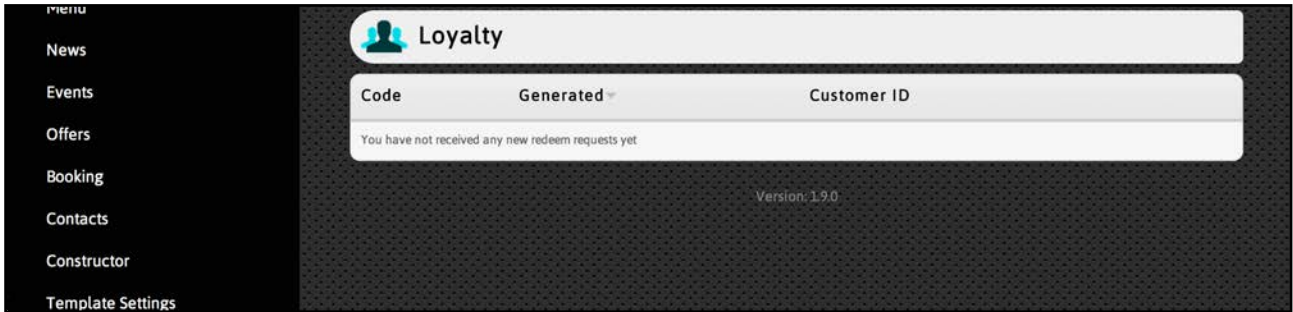
Manage Stamps

Clicking on Manage Stamps will show the CMS user a full overview on the amount of stamps used, generated, the date it was generated, and when it expires.



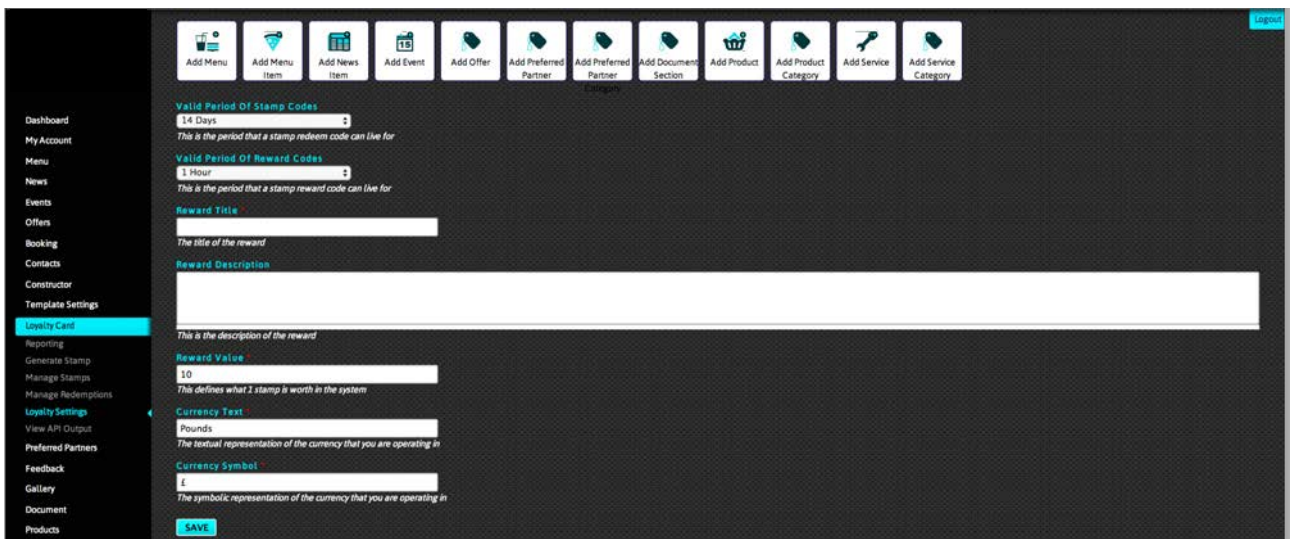
Manage Redemptions

Clicking on Manage Redemption will show the CMS user a full overview of the amount of redemptions used, generated, and the Customer ID that it is linked too.



Loyalty Settings

Clicking on Loyalty Settings will show the CMS user a full overview of all the settings within the Loyalty Program. This includes:



- Valid Period of Stamp Codes

There are many ranges for this, click on the drop down menu to view

- Valid Period of Reward Codes

There are many ranges for this, click on the drop down menu to view



- Reward Title

This is the title that the CMS user would like their Reward to be called. For example, "50% off".

- Reward Description

This is where the CMS user can write a brief description of what app users have to do to gain stamps, which will subsequently get them the Reward.

- Reward Value

This is where the CMS user can define what 1 stamp is worth on the system.

- Currency Text

This is where the CMS user can set the relevant currency.

- Currency Symbol

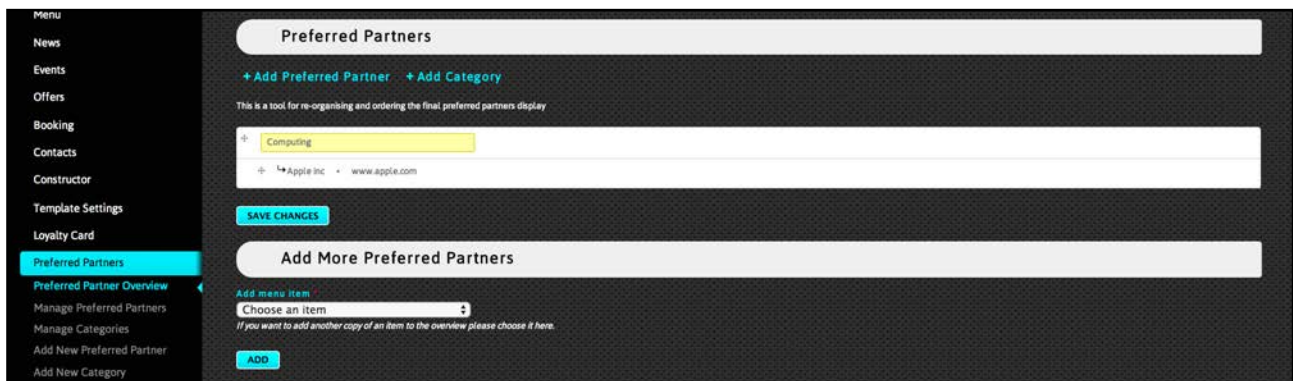
This is where the CMS user can set the relevant currency symbol.



Preferred Partners

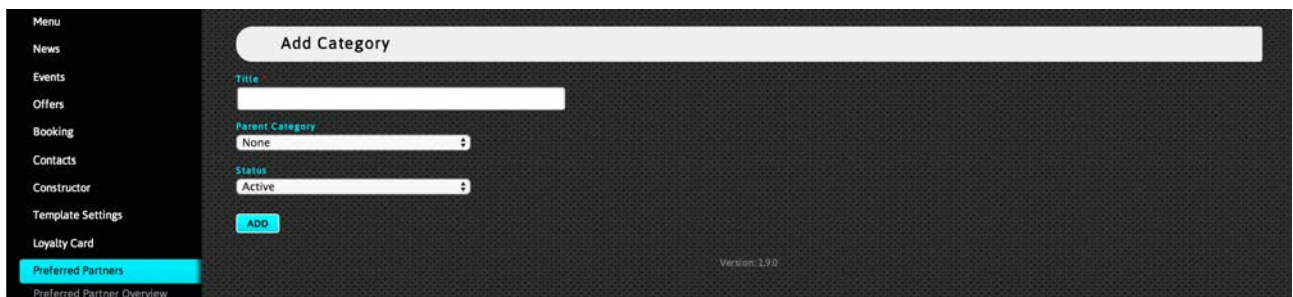
The Preferred Partners section lists a variety of businesses within different industries that the CMS user recommends. App users can browse this list and retrieve details for each company listed.

Click on Preferred Partners Overview to view the entire layout of all the Partners listed and the categories they are in. Here the CMS user can add, edit, rearrange, or delete a partner from the app.



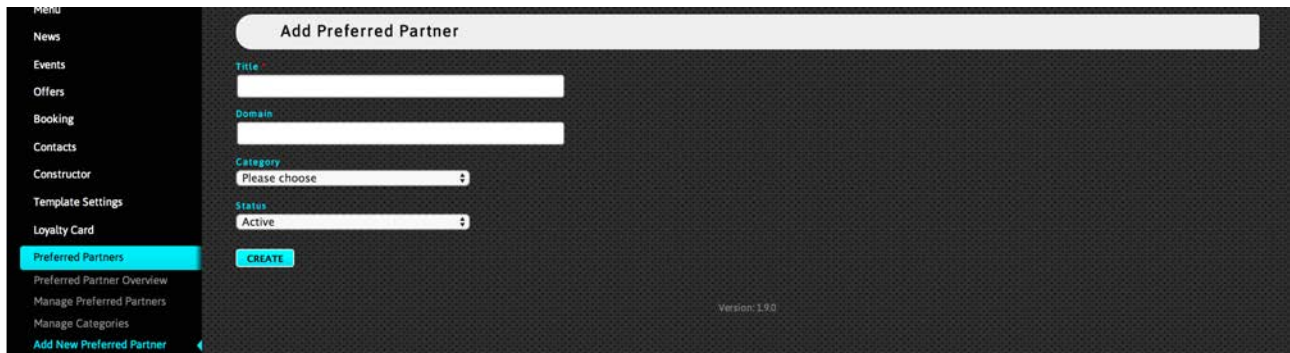
Add New Category

Click to add New Category. Once this has been clicked, the CMS user can then enter a title of the Category they wish to add to the app.



Add New Preferred Partner

Click to add New Preferred Partner. Once this has been clicked, the CMS user can then enter the title of the Partner, the website they wish to visit, and the category the partner goes into.



The screenshot shows a CMS interface for adding a new preferred partner. On the left is a dark sidebar menu with options: Menu, News, Events, Offers, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners (highlighted), Preferred Partner Overview, Manage Preferred Partners, Manage Categories, and Add New Preferred Partner. The main content area is titled 'Add Preferred Partner' and contains a form with the following fields: 'Title' (text input), 'Domain' (text input), 'Category' (dropdown menu with 'Please choose' selected), and 'Status' (dropdown menu with 'Active' selected). A blue 'CREATE' button is located below the form. The version number 'Version: 1.8.0' is visible in the bottom right corner of the main area.

View Enquiry

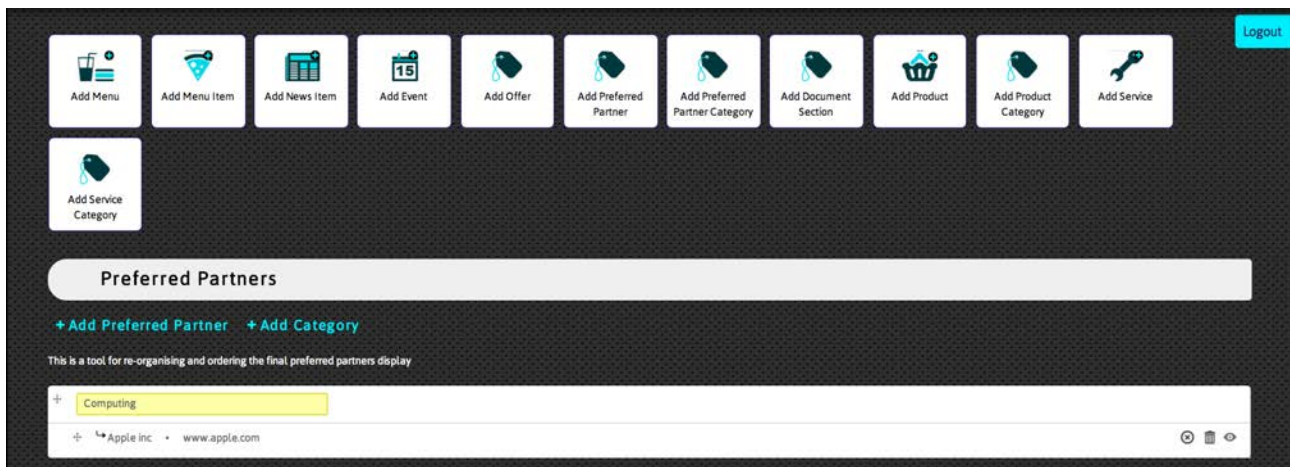
The eye icon allows the CMS user to view individual partners allowing for any changes that need to be made.

Delete Enquiry

To delete a record from the list, click the bin icon. Once this icon has been clicked, the message cannot be retrieved.

Save Changes

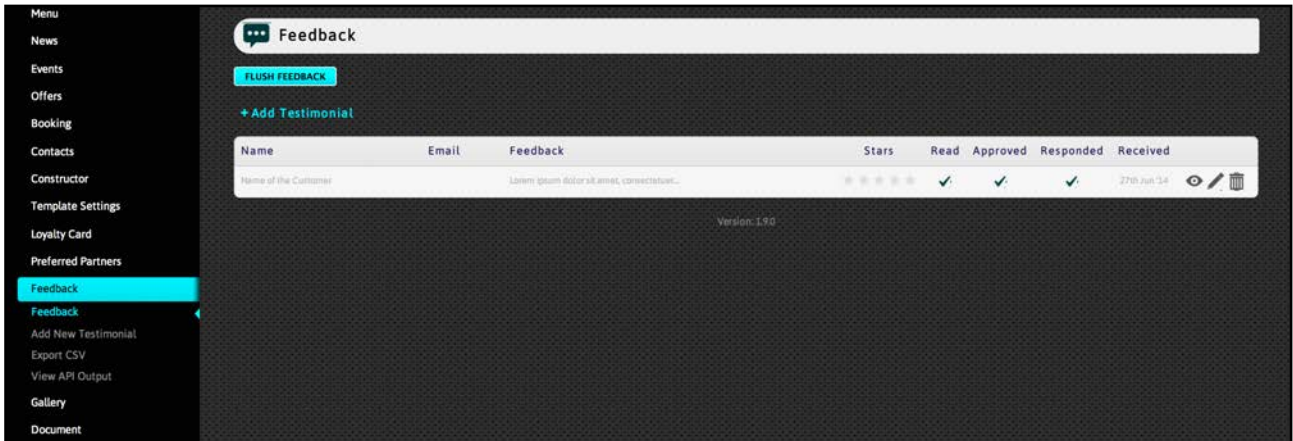
Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the Partners section of the app to reload the data.



Feedback

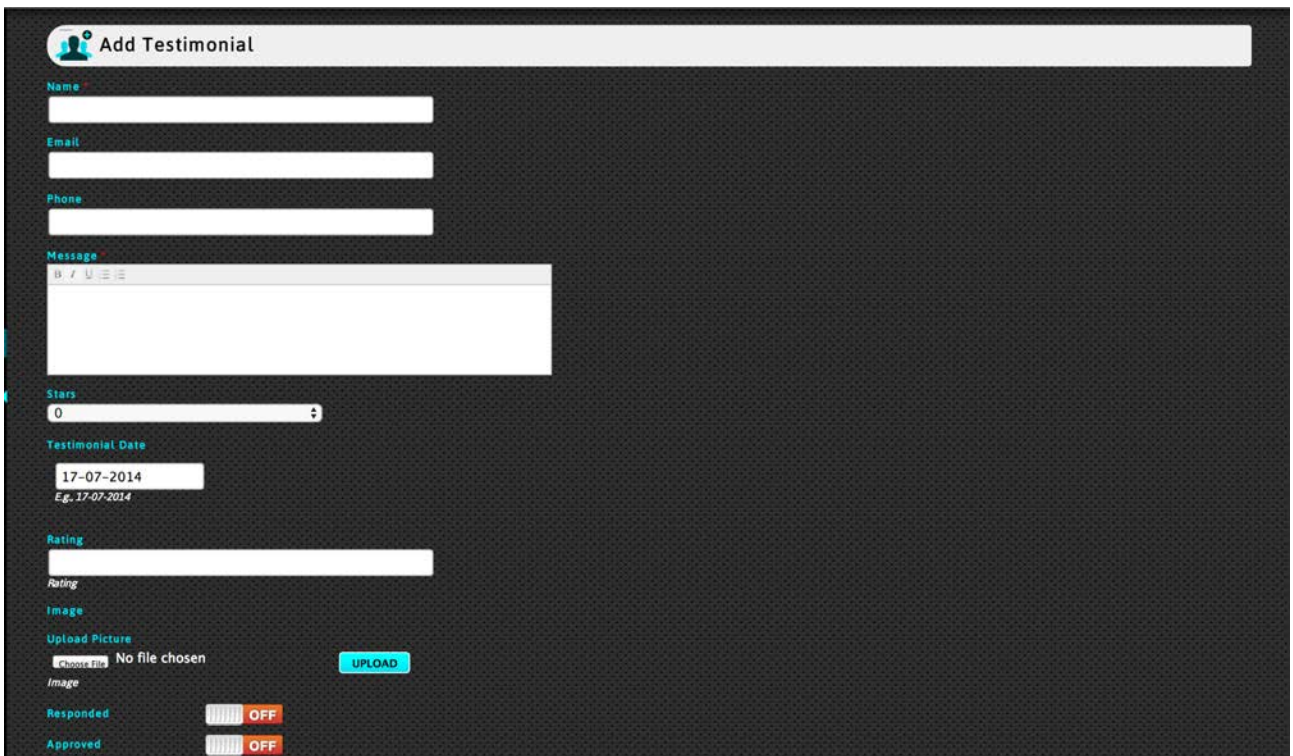
The Feedback page allows the CMS user to review comments made by customers. Users can provide feedback on the service, products or app experience via the simple feedback form.

Clicking on Feedback will show the layout on what the app users have commented on.



Add Testimonial

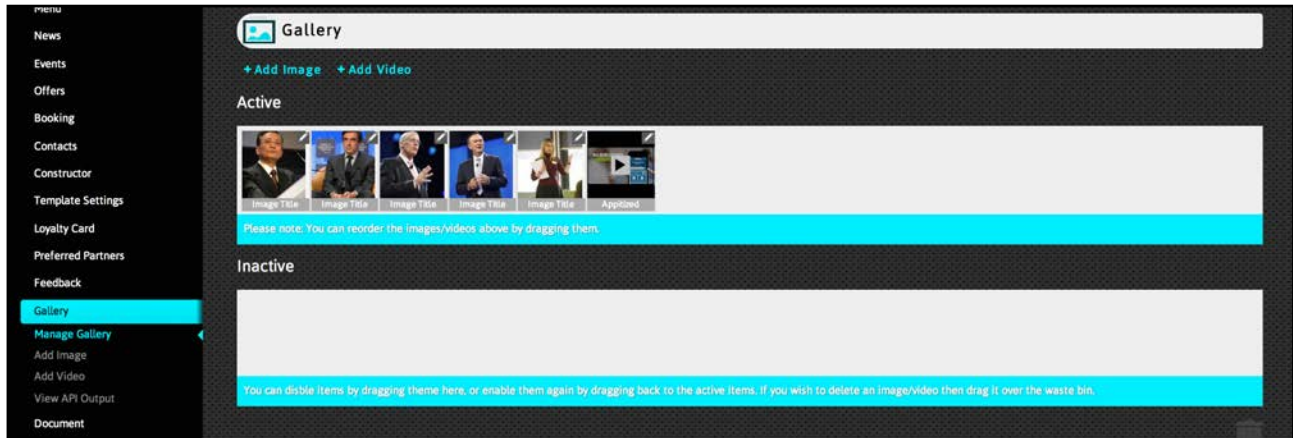
If the CMS user believes the comments are of a high quality, they can add them as a testimonial to the app, for customers to see.



Gallery

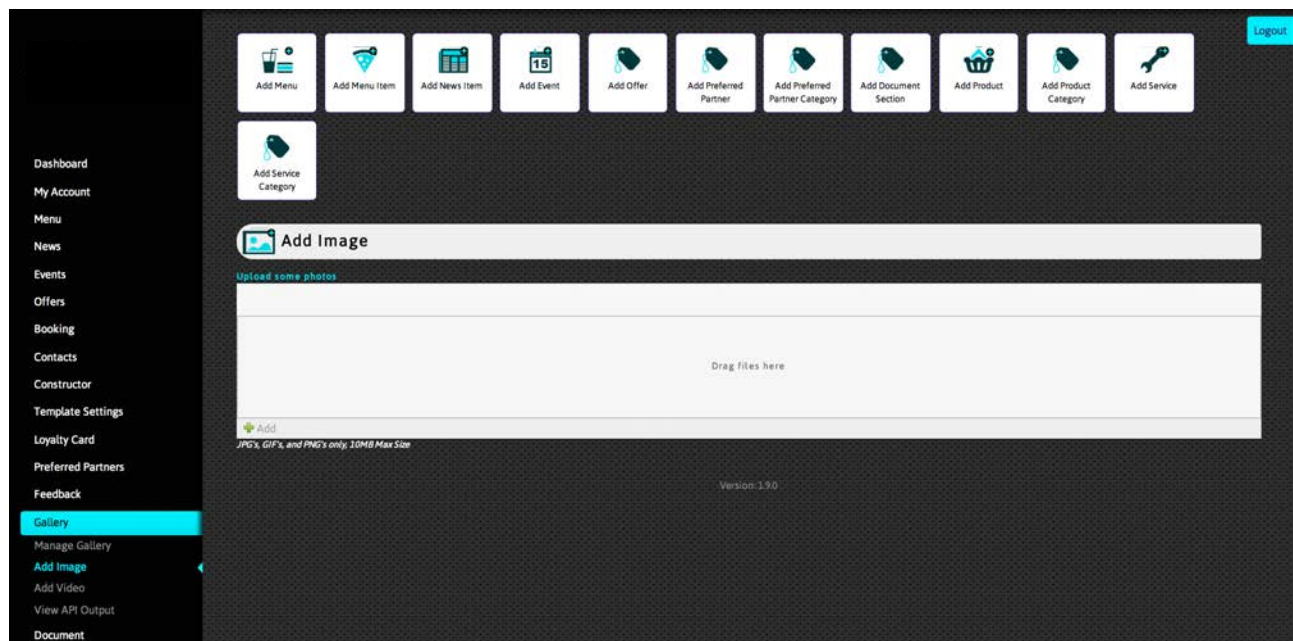
The CMS includes a gallery, which can include a mixture of images and videos.

Clicking on Manage Gallery will give the CMS user a full overview of what is on the Gallery section.



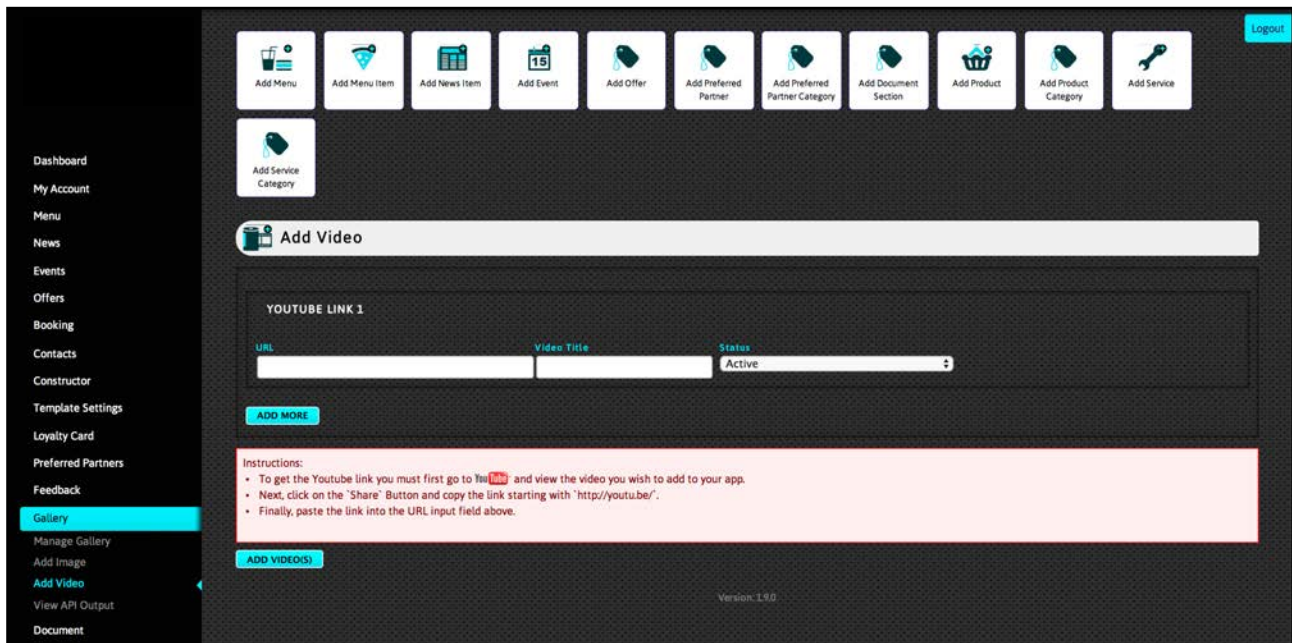
Add Image

Click to Add Image. Once clicked the CMS user will be able to choose an image to upload. Once uploaded, the CMS user can give the image a description.



Add Video

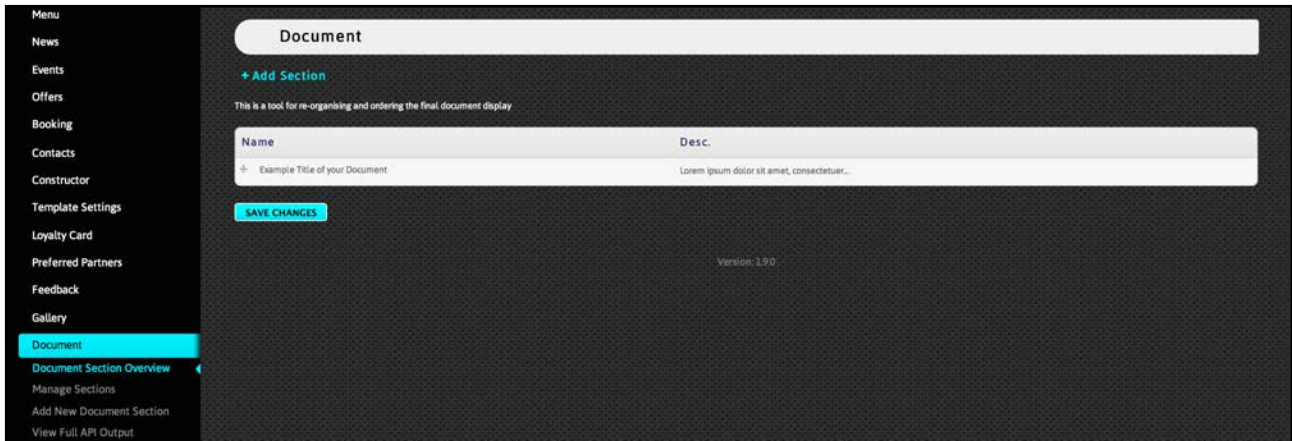
Click to Add Video. Once clicked the CMS user will be only be able to upload videos from YouTube. Please read the instructions on how this is achieved. Once uploaded the CMS user can give the Video a description.



Documents

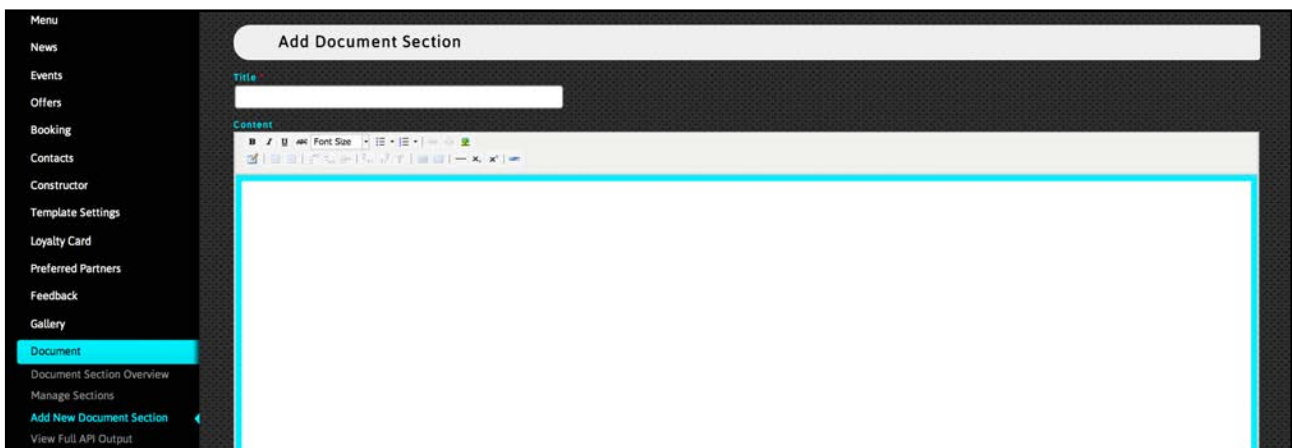
The CMS includes a document section where documents can be stored and viewed by app users.

Click on Document Section Overview to view the entire layout of all the Documents listed and the categories they are in. Here you add, edit, rearrange, or delete a document from your app.



Add New Document Section

Click to add New Document Section. Once this has been clicked, the CMS user can then enter a title for the Document plus content, or upload PDFs.



Products

The Products section of the CMS will display a full description, price, product name and associated images for each product in the catalogue. Users can enquire about a product to find out more.

Click on Products Overview to view the entire layout of all the products listed and the categories they are in. Here the CMS user can add, edit, rearrange or delete a product and category from the app.

Add Category



View a Product/Category

The eye icon allows the CMS user to view individual product/categories and displays the full message that has been submitted by the app user.

Delete a Product/Category

To delete a record from the list, click the bin icon. Once this icon has been clicked, the message cannot be retrieved.

Rearrange Order

Rearrange the order using the drag and drop motion/function. Simply click on an item, drag it into position and release the click

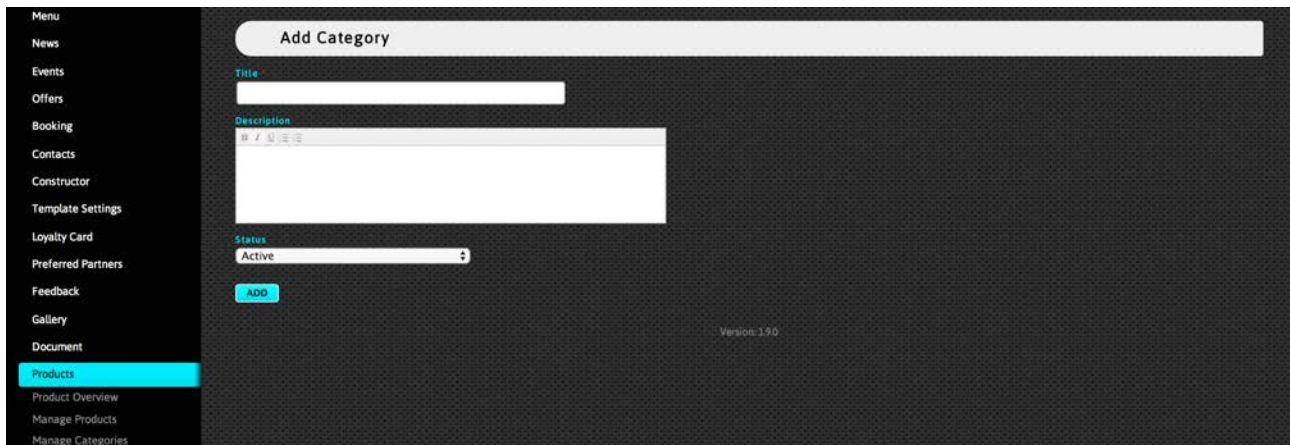
Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the services section of the app to reload the data.



Add New Category

Click to Add New Category. Once this has been clicked, the CMS user can then enter a title and description for that Product Category. The CMS user has the option to make this menu inactive. If the menu is switched to inactive, the category will not be displayed on the app but will remain on the CMS.



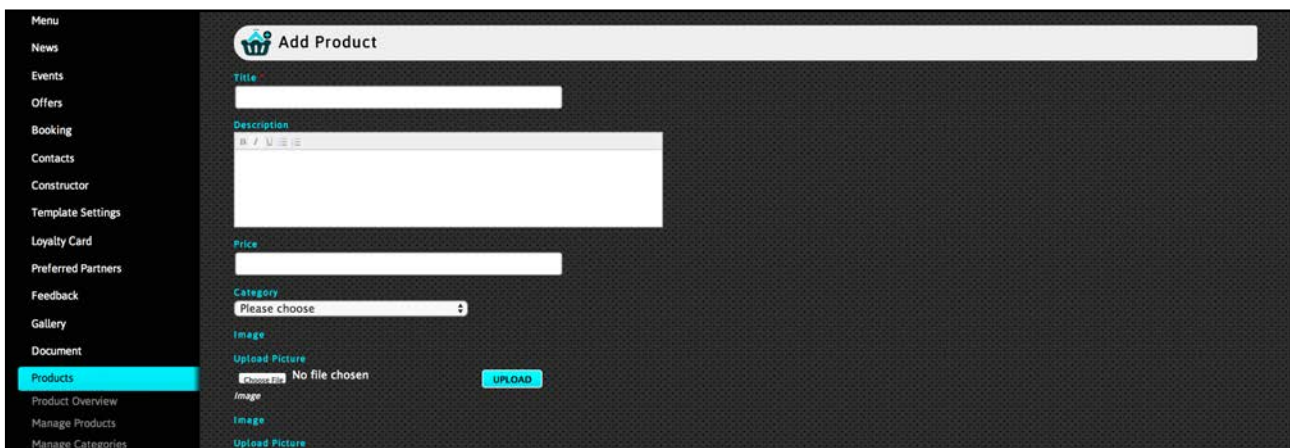
The screenshot shows the 'Add Category' form in the CMS interface. The form is titled 'Add Category' and includes the following fields:

- Title:** A text input field.
- Description:** A rich text editor with a toolbar containing icons for bold, italic, underline, and link.
- Status:** A dropdown menu currently set to 'Active'.
- ADD:** A blue button to submit the form.

The left sidebar contains a menu with the following items: Menu, News, Events, Offers, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners, Feedback, Gallery, Document, **Products** (highlighted), Product Overview, Manage Products, and Manage Categories. The version number 'Version: 1.9.0' is visible in the bottom right corner of the main content area.

Add New Product

Click to Add New Product. Once this has been clicked, the CMS user can then add a title and description of the product. The CMS user has the option to add images of the item together with the price. This item will go into a Product Category that it is related to.



The screenshot shows the 'Add Product' form in the CMS interface. The form is titled 'Add Product' and includes the following fields:

- Title:** A text input field.
- Description:** A rich text editor with a toolbar containing icons for bold, italic, underline, and link.
- Price:** A text input field.
- Category:** A dropdown menu currently set to 'Please choose'.
- Image:** A section for uploading a picture, showing a placeholder 'No file chosen' and an 'UPLOAD' button.

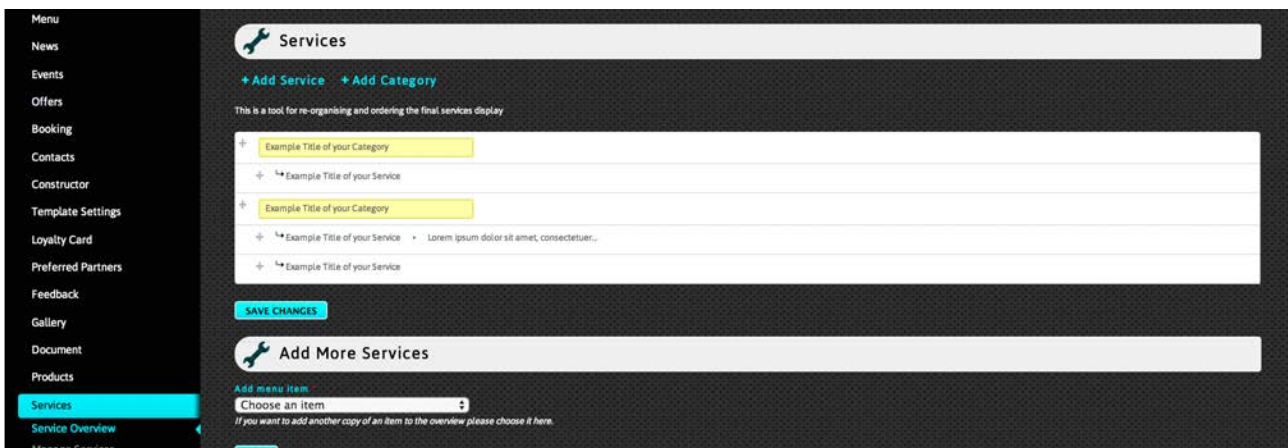
The left sidebar contains a menu with the following items: Menu, News, Events, Offers, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners, Feedback, Gallery, Document, **Products** (highlighted), Product Overview, Manage Products, and Manage Categories.



Services

The Services section allows the CMS user to add, edit, rearrange, and delete information displayed under this heading.

Click on Services Overview to view the entire layout of all the services listed and the categories they are in. Here the CMS user can add, edit, rearrange or delete a product and category from the app.



View a Service/Category

The eye icon allows the CMS user to view individual services/categories and displays the full message that has been submitted by the app user.

Delete a Service/Category

To delete a record from the list, click the bin icon. Once this icon has been clicked, the message cannot be retrieved.

Rearrange Order

Rearrange the order using the drag and drop motion/function. Simply click on an item, drag it into position and release the click

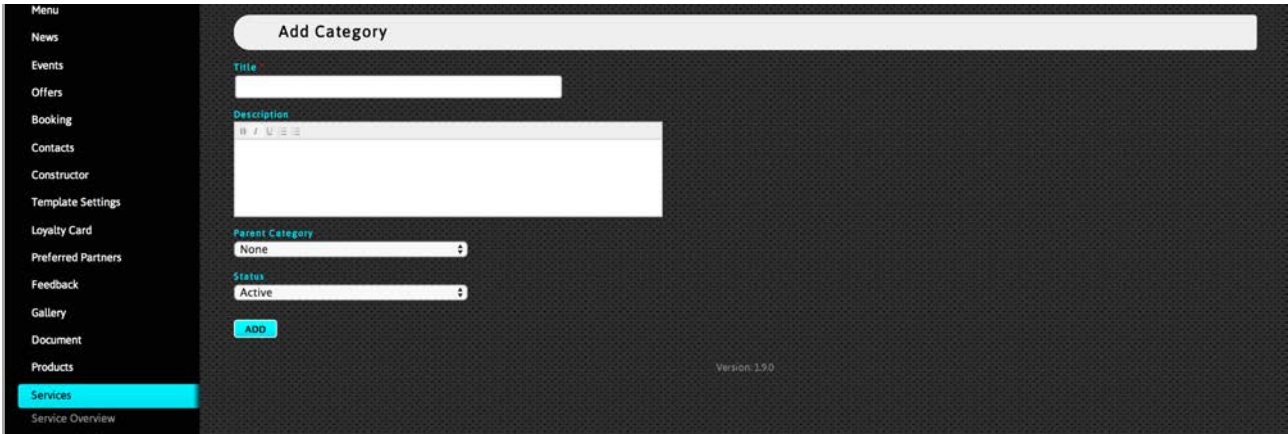
Save Changes

Saves any changes that the CMS user has made. The changes will be made effective immediately on the app. If the app is open, pull down on the services section of the app to reload the data.



Add New Category

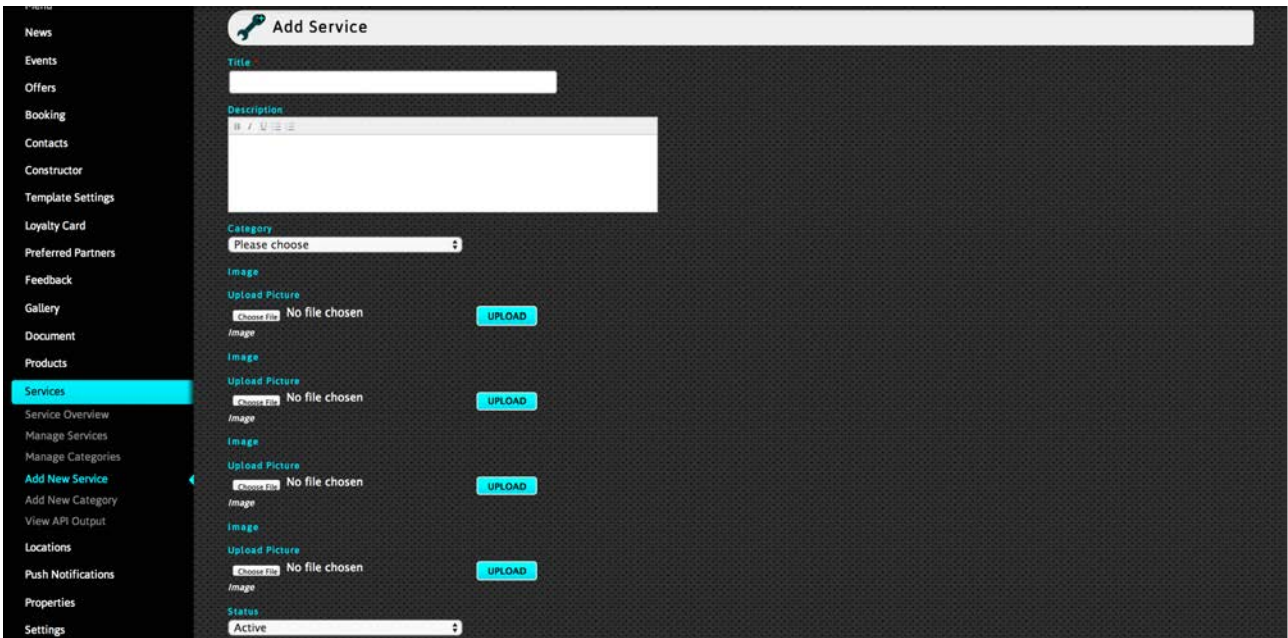
Click to Add New Category. Once this has been clicked, the CMS user can then enter a title and description for that Service Category. The CMS user has the option to make this menu inactive. If the menu is switched to inactive, the category will not be displayed on the app but will remain on the CMS.



The screenshot shows the 'Add Category' form in a CMS interface. On the left is a dark sidebar menu with 'Services' highlighted in blue. The main content area has a white header 'Add Category'. Below it are input fields for 'Title' and 'Description'. There is a 'Parent Category' dropdown menu set to 'None' and a 'Status' dropdown menu set to 'Active'. A blue 'ADD' button is at the bottom left. The version number 'Version: 1.9.0' is visible in the bottom right corner.

Add New Service

Click to Add New Service. Once this has been clicked, the CMS user can then enter a title and description of the product. The CMS user has the option to add images of the item together with the price. This item will go into a Product Category that it is related to.



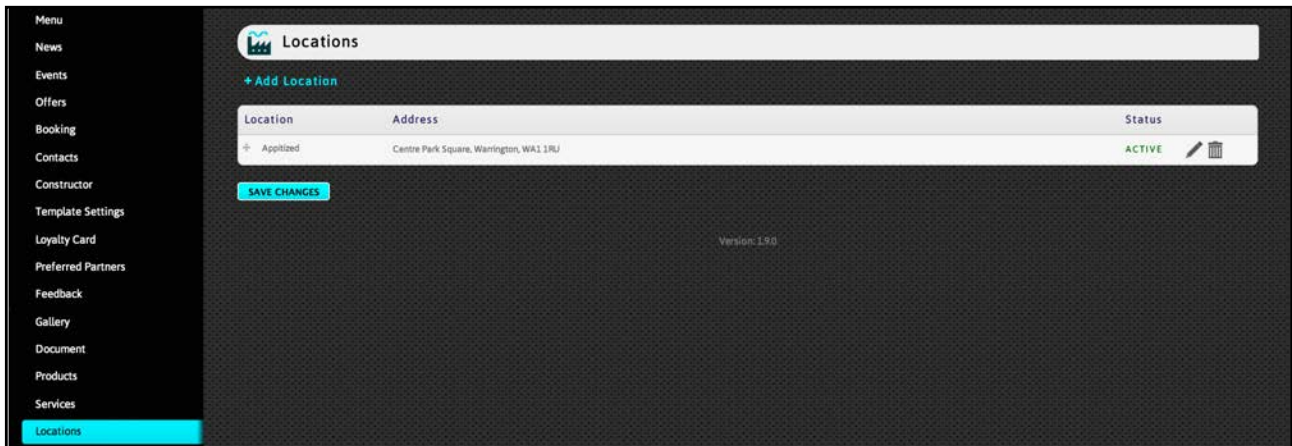
The screenshot shows the 'Add Service' form in a CMS interface. On the left is a dark sidebar menu with 'Services' highlighted in blue. The main content area has a white header 'Add Service'. Below it are input fields for 'Title' and 'Description'. There is a 'Category' dropdown menu set to 'Please choose'. There are three 'Image' upload sections, each with an 'Upload Picture' button, a 'Choose File' button, and an 'UPLOAD' button. The 'Status' dropdown menu is set to 'Active'.



Locations

The Locations page allows the CMS user to edit the location details, which are used to mark the app's map function.

The Manage Locations section allows the CMS user to review the locations displayed on the app:



Add Location

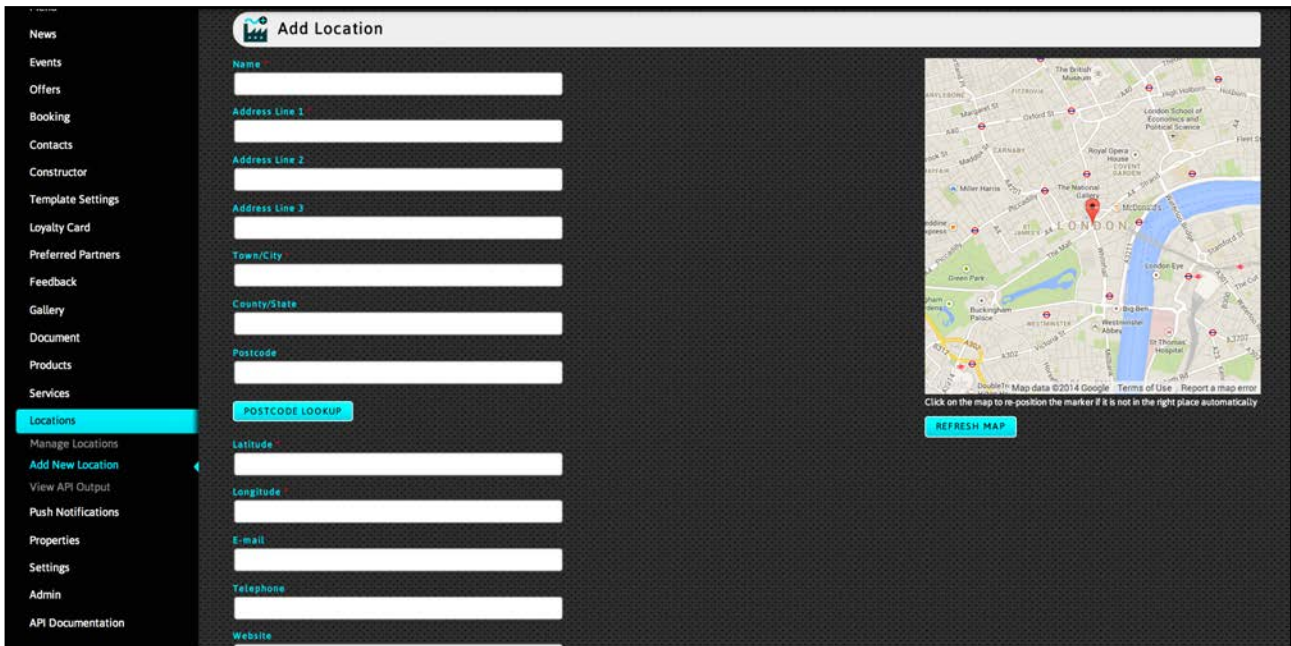
Click to add a new location. The Add New Location option allows the CMS user to add:

- Company name
- Company address
- Company email address
- Company contact numbers
- Company postcode

The CMS user can search for an address by imputing the postcode and clicking on the Postcode Lookup button. Once the address has been entered, the latitude and longitude boxes will automatically be filled.

These control where the pin goes on the map for the directions section. The CMS user has the option to make this location inactive. If the location is switched to inactive, the location will not be displayed on the app but will remain on the CMS. (See Image on the next page)





Rearrange Order

Rearrange the order using the drag and drop motion/function. Click on an item, drag it into position and release the click.

Delete Location

To delete a location, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.

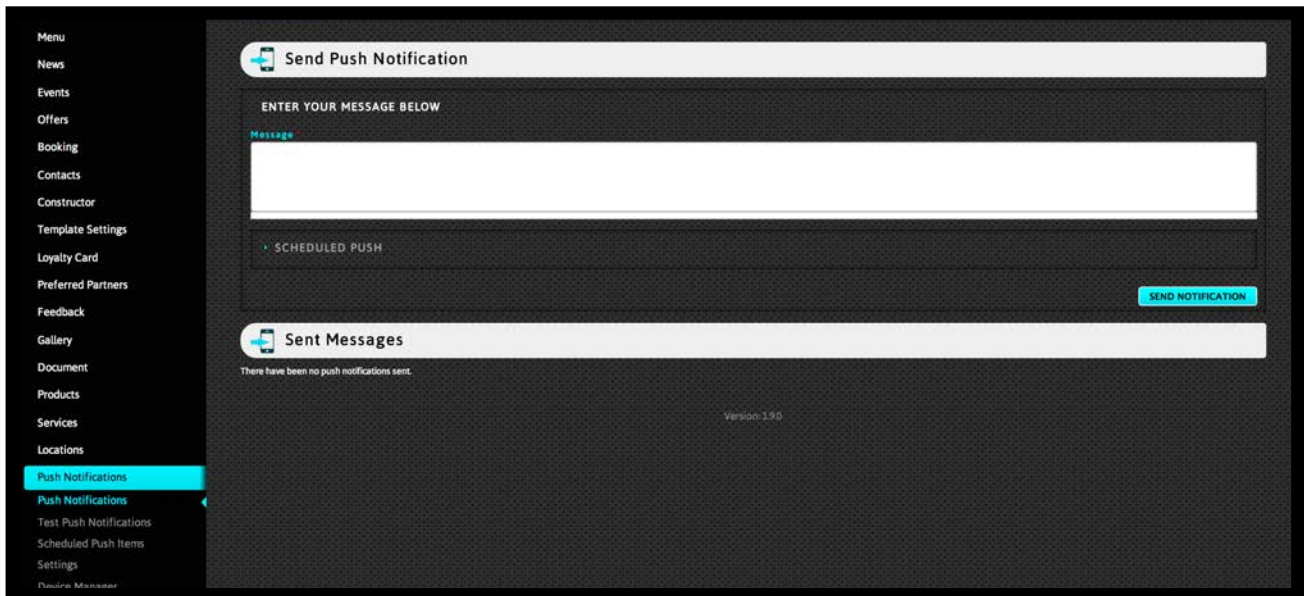
Edit Locations

To edit a location, hover over it and click the pencil icon. This takes the CMS user back to the company name, address, postcode, email address, contact number and the option to make the location active/inactive. Once the location has been amended, click the save button to save any changes.



Push Notification

The Push Notification page allows the CMS user to send push notification alerts to those who have downloaded the app. In the Push Notification page the CMS user can create a message to send as a push notification and view notifications sent in the past.



Enter Text

Enter text that will be displayed to app users in the push notification.

Send Notification

Sends the message to the app users.

Sent Messages

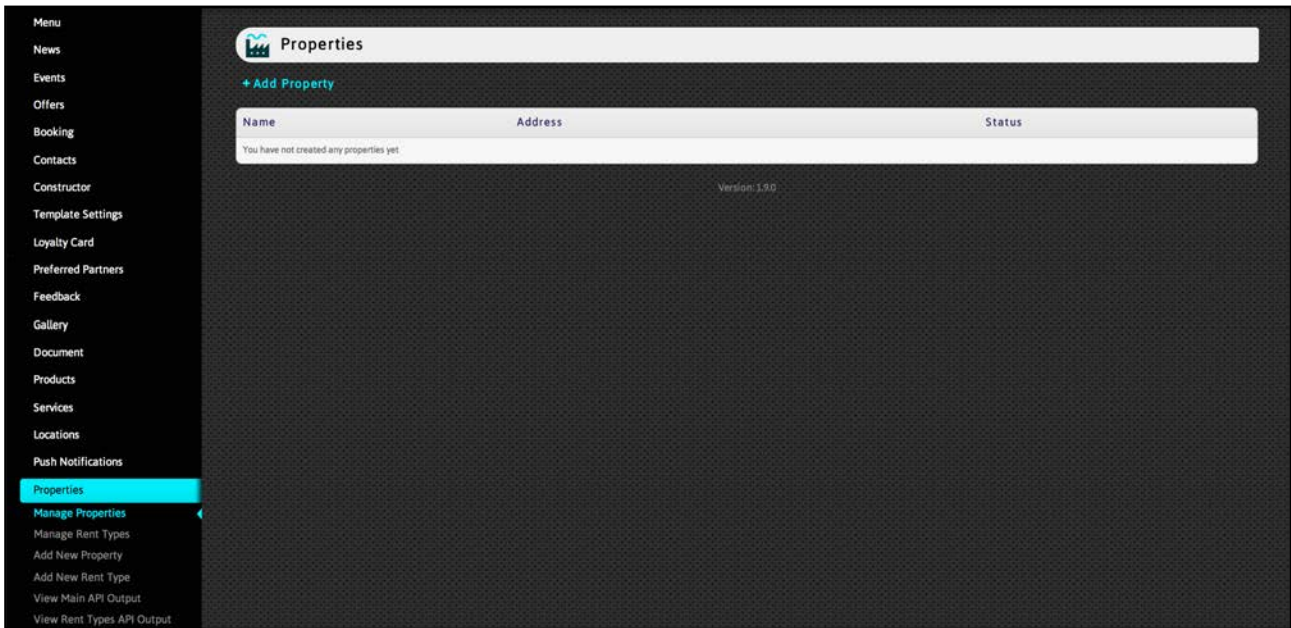
Displays all previous push notifications that have been sent out by the CMS user.



Properties

The Properties section allows the CMS user to add, edit, rearrange, and delete information displayed in the Properties section.

Click on Manage Properties to view the entire layout of all the Properties that are for sale or for rent. Here the CMS user can add, edit, rearrange or delete a property from the app.



Add Rent Types/Manage Rent Types

Clicking on Manage Rent Types will show the CMS user a full layout of the rent types that are available within the app and to customers. Click on Add Rent Type to enter a title for the rent type used. For example weekly, monthly, PCM.



Rearrange Order

Rearrange the order using the drag and drop motion/function. Click on an item, drag it into position and release the click.

Delete Location

To delete a location, hover over it and click the bin icon. Once this has been pressed, it cannot be retrieved.

Edit Locations

To edit a location, hover over it and click the pencil icon. This takes the CMS user back to the company name, address, postcode, email address, contact number and the option to make the location active/inactive. Once the location has been amended, click the save button to save any changes.

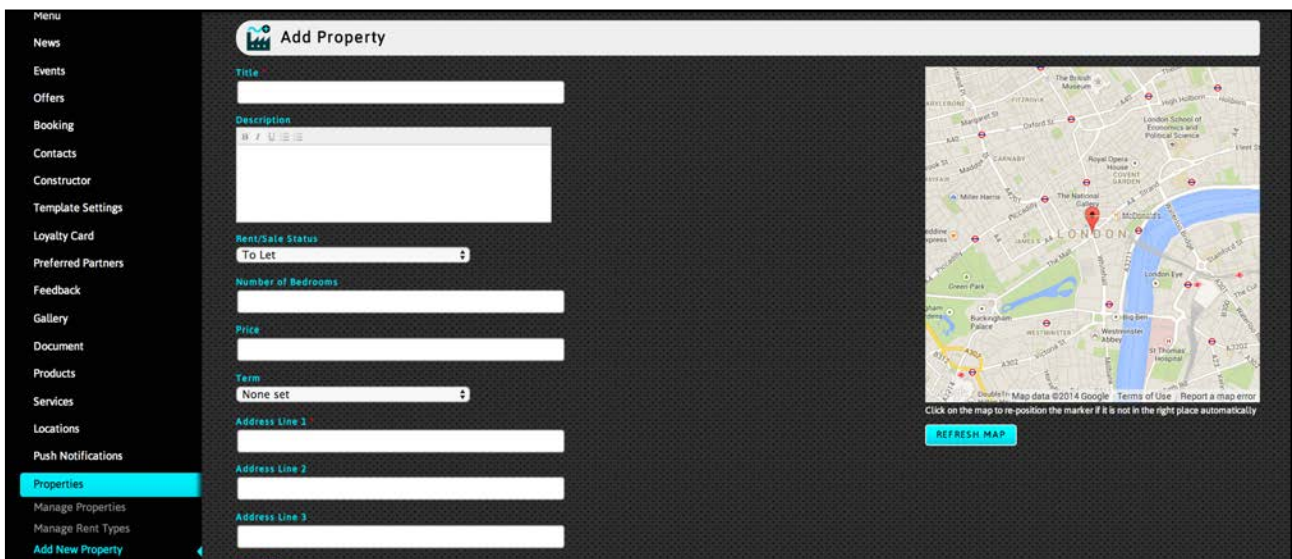
Add New Property

Click to Add property. This allows the CMS user to add:

- Title of the Property
- Description
- Rent/Sale Status
- Number of Bedrooms
- Price
- Term (e.g. PCM)
- Address
- Postcode

The CMS user can search for an address by inputting the postcode and clicking on the Postcode Lookup button. Once the address has been entered, the latitude and longitude boxes will automatically be filled.

These control where the pin goes on the map for the directions section. The CMS user has the option to make this location inactive. If the location is switched to inactive, the location will not be displayed on the app but will remain on the CMS.

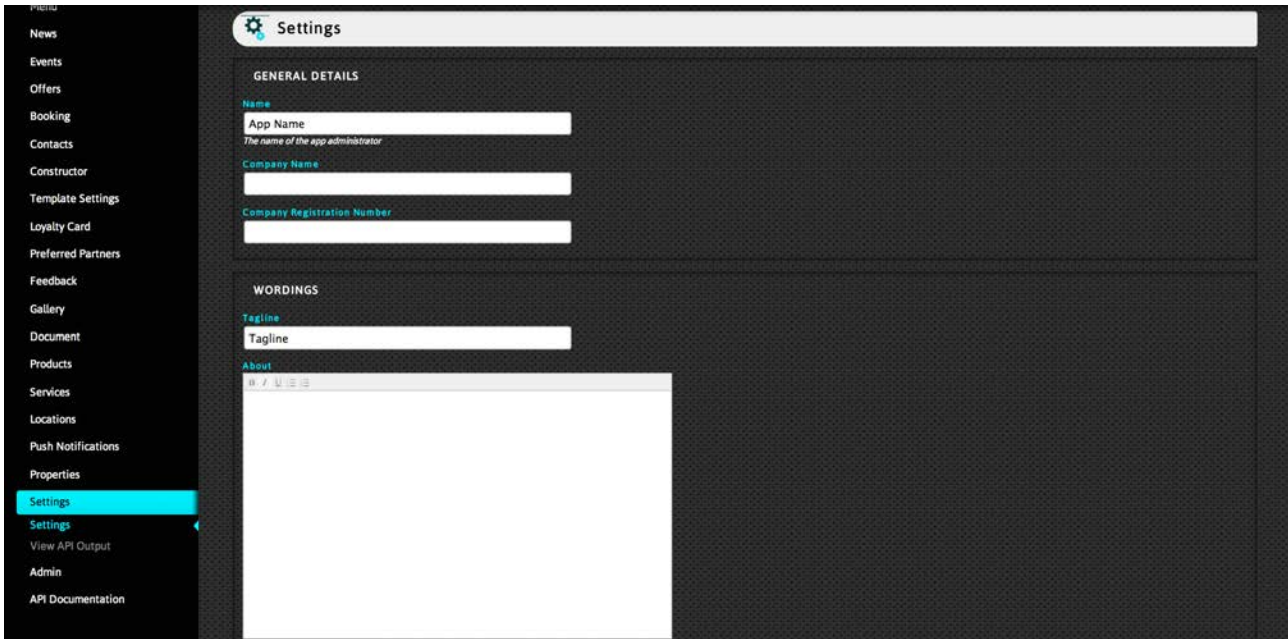


Settings

The Settings page enables the CMS user to edit details used within the app. The CMS user can edit details related to:

- Contact details
- Sharing
- General details

To save any changes, click the Save button at the bottom of the screen.



The screenshot shows the 'Settings' page with a dark theme. On the left is a sidebar menu with items like News, Events, Offers, Booking, Contacts, Constructor, Template Settings, Loyalty Card, Preferred Partners, Feedback, Gallery, Document, Products, Services, Locations, Push Notifications, Properties, Settings (highlighted), View API Output, Admin, and API Documentation. The main content area has a header 'Settings' with a gear icon. Below it are two sections: 'GENERAL DETAILS' with input fields for 'App Name', 'Company Name', and 'Company Registration Number'; and 'WORDINGS' with input fields for 'Tagline' and 'About'.

