

# Introduction

## What is a variable content zone ?

A page containing a variable content zone will be able to change its content according to the tags of the screens who's displaying this page.

For example, a welcome page containing a text zone with variable content could display :

- « **Welcome to our New York store** » if the screen have the tag [ New York ]
- « **Welcome to our Tokyo store** » if the screen have the tag [ Tokyo ]
- « **Welcome** » on non-tagged or tagged screens in another city for where no content has been defined.

In this example, a "Sites" tag family was used as a reference. It is therefore depending on the tag of this family applied on a screen that the content will change.

## Why using variable content zone : leave it to a local user

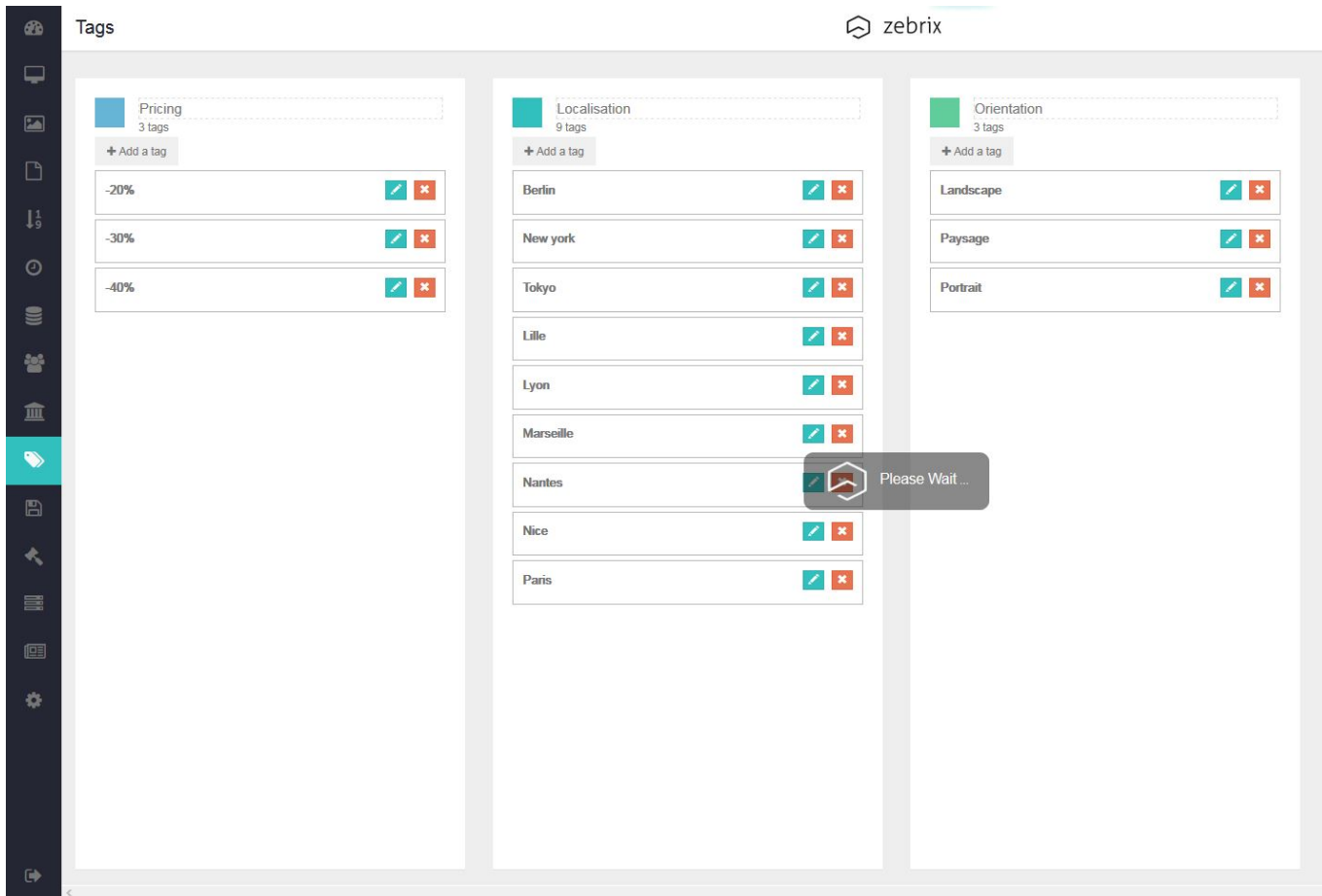
To use the above example, a user with limited rights who is himself tagged *Tokyo* will have the right to edit the content of the variable content zone (as long as it has been defined as "editable by the user" by the administrator).

## Some other examples of possible uses :

- Change the price of a product, depending on the store or price category to which that store belongs.
- Display / not display an image/text on a page depending on what a store offers or does not offer a specific service.
- Make a multilingual page displaying texts in the language of the screen on which it is displayed.

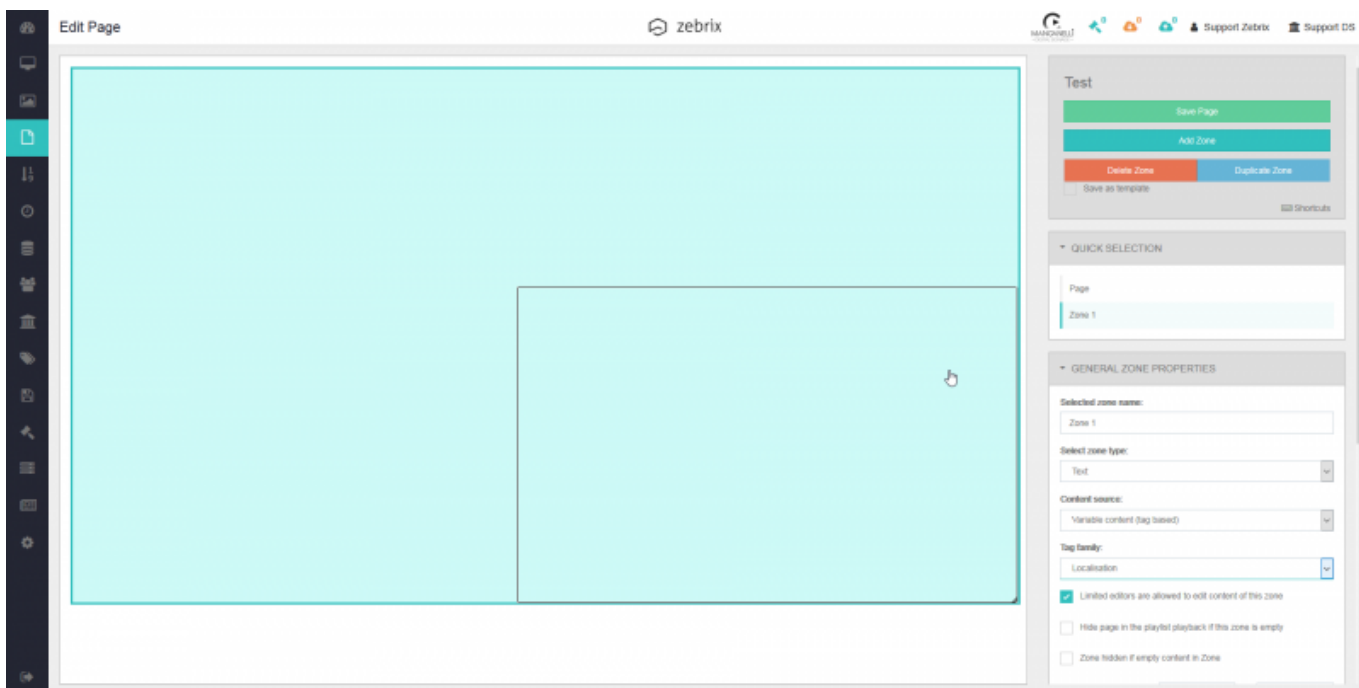
## How to use this feature ?

Let's see how to set up the example below, we have a fictional customer using three families of tags to classify its screens, media, content and users.



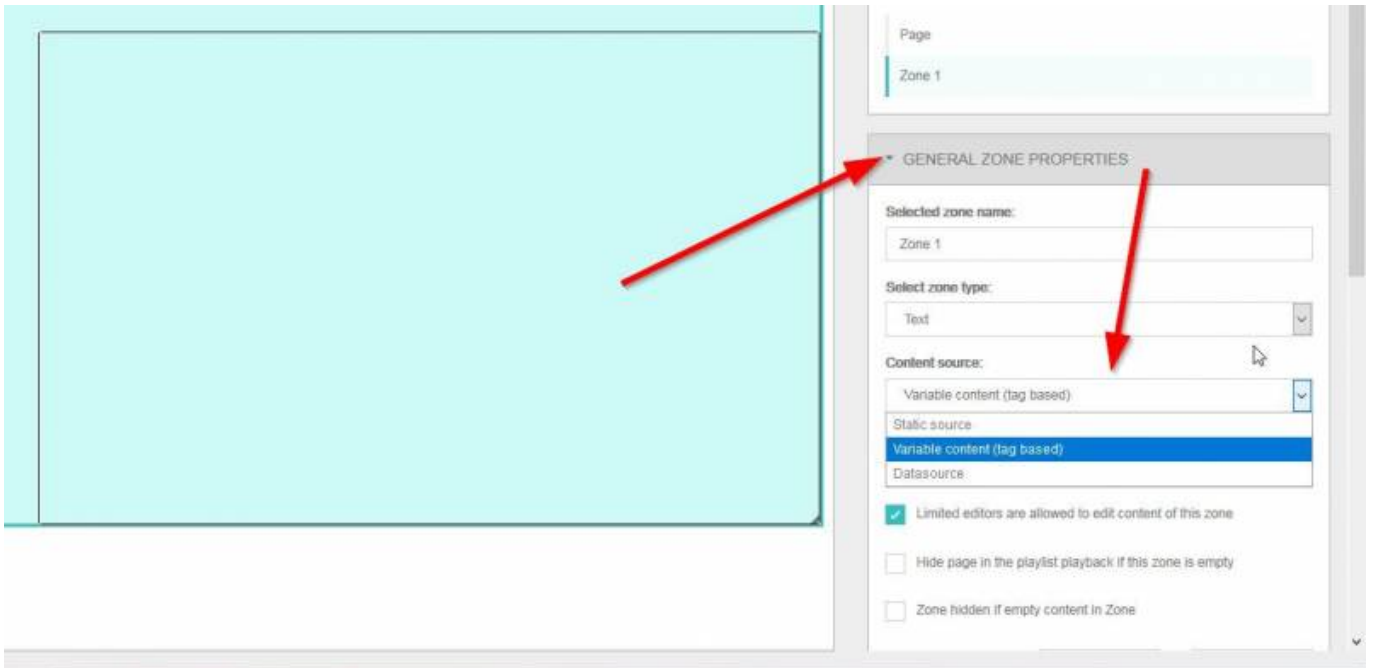
### First Step : Create the page

Let's start by designing a welcome page. The first steps in creating this page do not change from the usual creation of a page. In this example, we have chosen a background color and created a text area to host the variable welcome message.



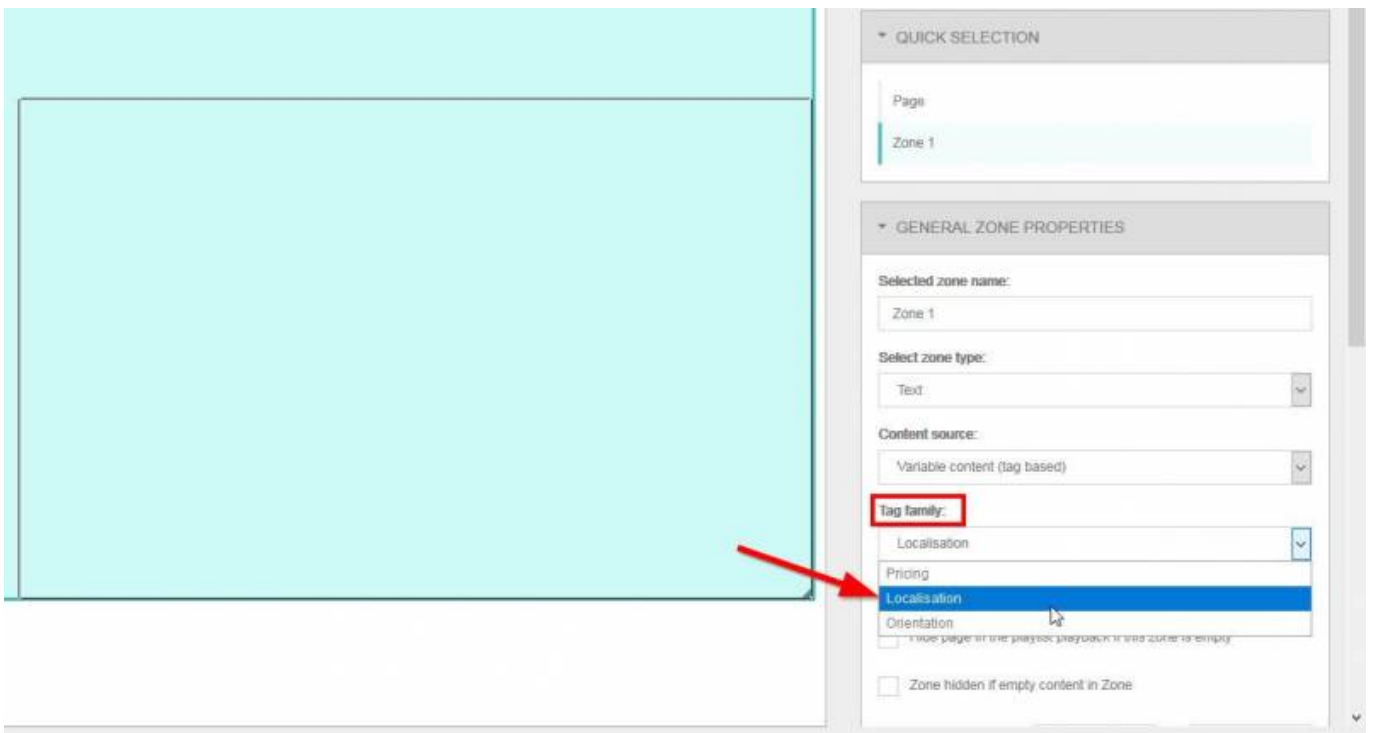
## Second step: Specify that the text box is "variable content"

In the "General zone properties" section of the text zone, let's change the "Content source" parameter to "Variable content (based on tags)".



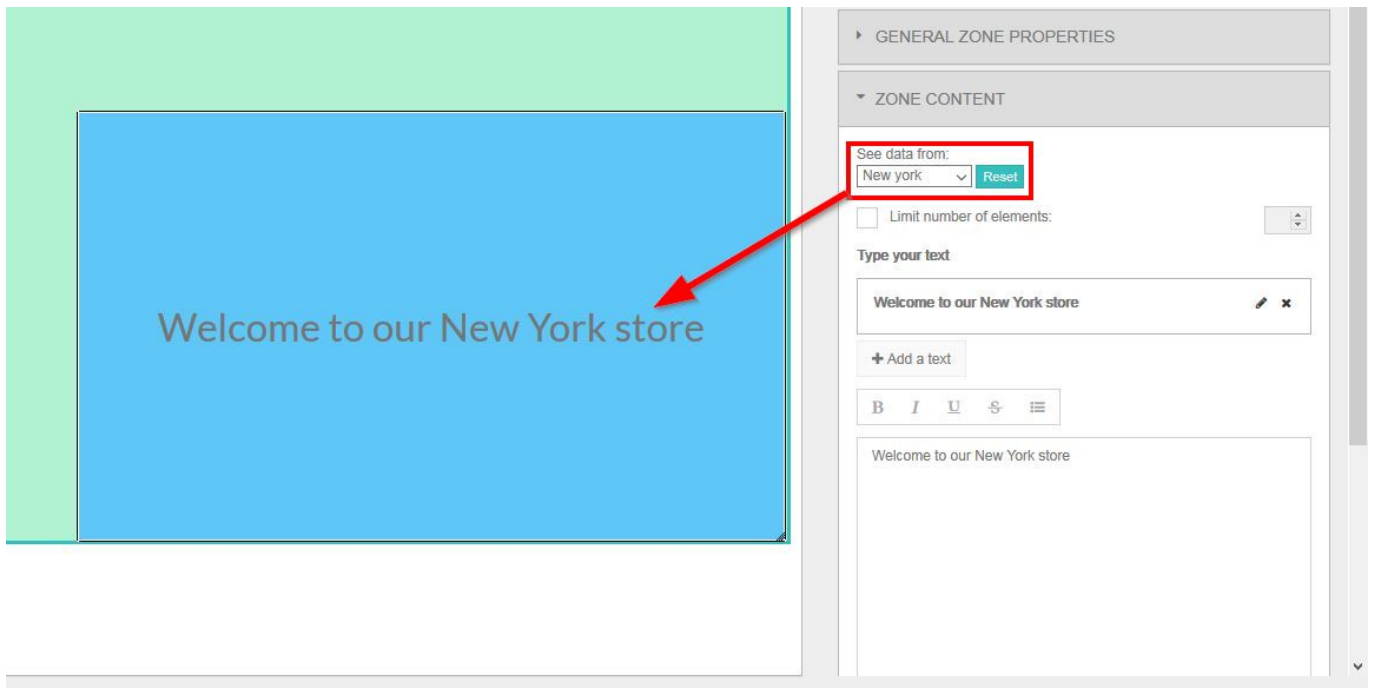
It is then necessary to specify the tag family according to which the content of this field will be variable.

In our example, we would like to change the welcome message depending on the store. It is therefore the "Localisation" tag family that will be used as a reference to change the welcome message on the welcome page. We therefore specify "Localisation" in the drop-down list.

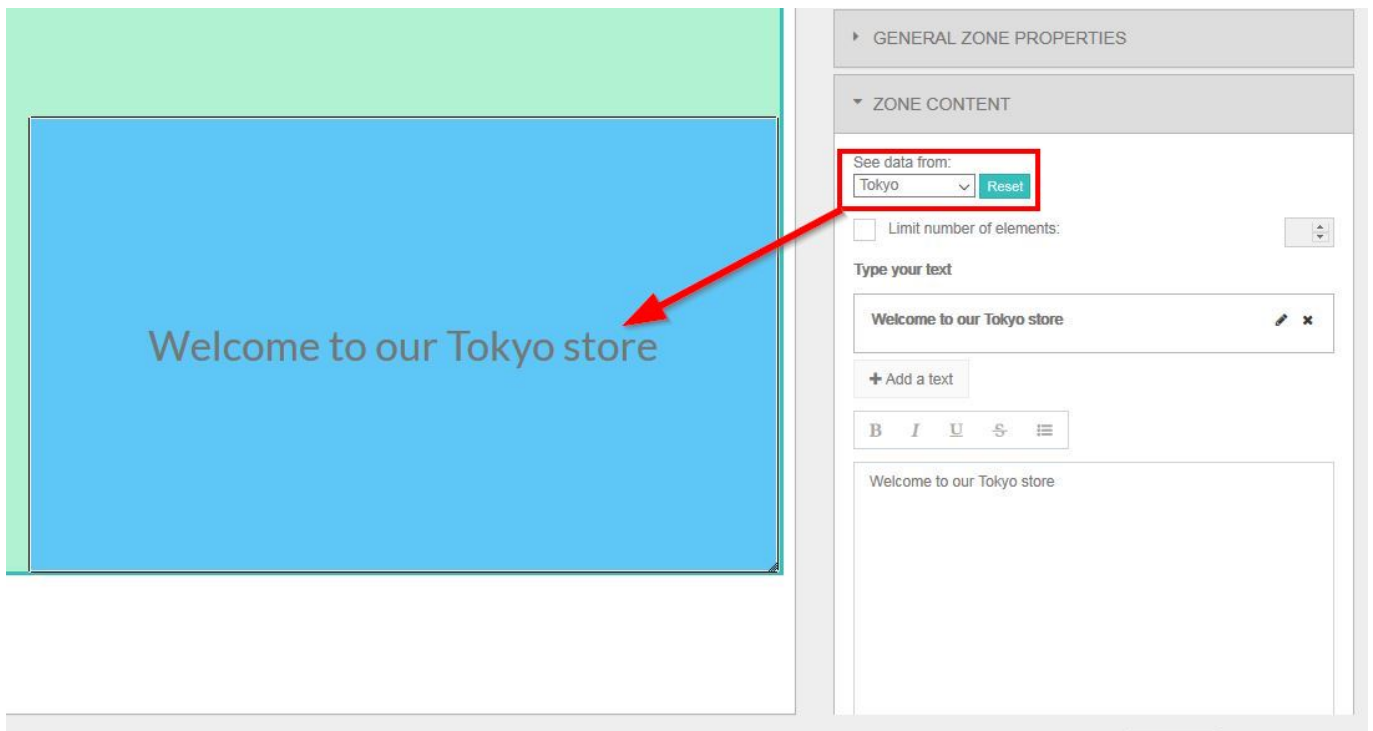


## Third Step : Entering content into the variable zone

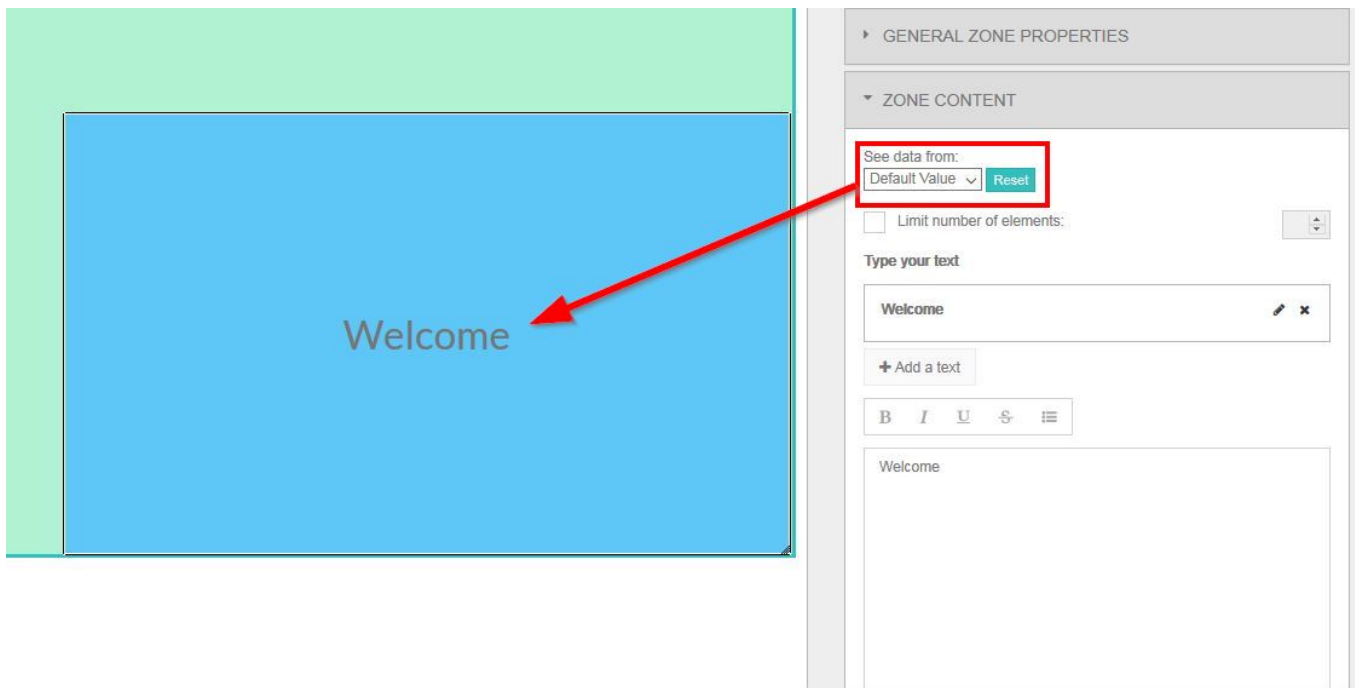
Within the “zone content” section, it is now possible to choose from a drop-down list for which tag (for which site) you wish to introduce content



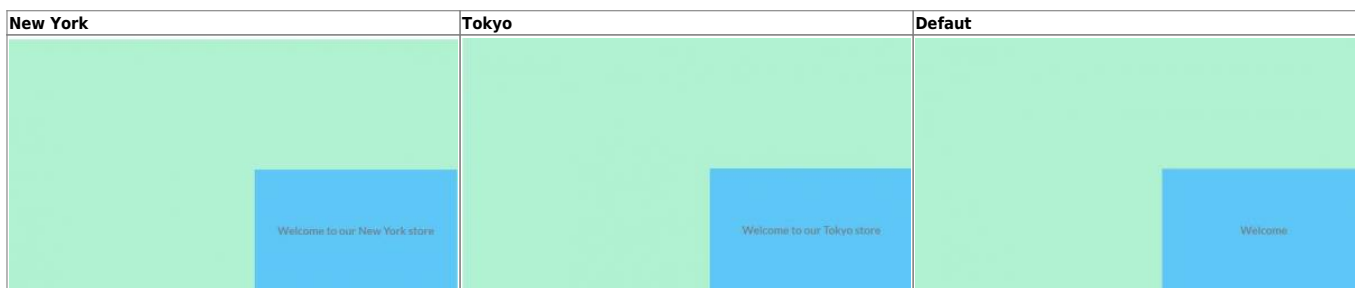
You can define the different desired values in turn. We have just done “New York”, we can now customize the message for “Tokyo”.



The default value is the value that will be displayed in the text box on a screen that is not tagged or that is tagged from a site for which you have not defined any content.



## Results on screens



## Other types of zone

In our example, we used a text type area, but all other zone types also support variable content (image, video, etc.).

## Several zones with variable content on the same page

It is quite possible to place several zones with variable content on the same page even if these zones use the same reference tag family or not.

## Practical Guide: how to give a hand to a local user ?

Now that each of our sites is able to get different content in the welcome text box, let's see how to give a local user a hand in customizing their message within the variable content area we've created.

## Définir les zones éditables et les zones non-éditables

Dans notre exemple, la page de bienvenue ne compte qu'une seule zone de texte. Cette zone est d'ores et déjà modifiable par les utilisateurs dans la mesure où c'est l'option par défaut. Si notre page contenait d'autres zones dont certaines ne devaient pas pouvoir être modifiables par les utilisateurs, il suffit de décocher la case « **Éditable par les utilisateurs** » dans le volet « **Propriétés Générales de la zone** ».

PROPRIÉTÉS GÉNÉRALES DE LA ZONE

Nom de la zone sélectionnée :

Sélectionner le type de zone

Source de contenu :

Famille de tags :

Éditable par les utilisateurs

## Création d'un utilisateur à droit limités

Nous allons créer un « utilisateur à droit limités » restreint au site « Paris » afin que celui-ci puisse personnaliser le message de bienvenue pour son site.

- Rubrique « Utilisateurs »
- Bouton « + »
- Remplir le formulaire, en spécifiant qu'il s'agit d'un « utilisateur aux droits limités » (Limited User)

**Créer un utilisateur**

Utilisateur

Nom complet Sébastien DUPONT

Nom utilisateur sebastien-dupont

Rôle Limited user

Langage par défaut

Email s.dupont@magasins-zebrix.com

Nouveau mot de passe  Aidez-moi à **générer** un bon mot de passe.

Annuler OK

- Taguer le site « Paris » sur l'utilisateur

Nom	Nom utilisateur	Langage	Email	Rôle	Tags
Sébastien DUPONT	sebastien-du...	fr_FR	s.dupont@magasins-zebrix.com	Limited User	Paris

## Résultat obtenu par l'utilisateur

L'utilisateur est en mesure de modifier le texte de la zone variable et ce uniquement pour le site « Paris » (seule valeur disponible dans la liste déroulante).



ZONES ÉDITABLES

texte de bienvenue

CONTENU DE LA ZONE

Voir les données de :

Paris Reset  
Paris re texte

Bienvenue dansnotr... ✎ ✕

+ Ajouter une chaine de texte

B U ☰

Bienvenue dans  
notre magasin  
Parisien

The image shows a user interface for editing a sign. It is divided into two main sections: "ZONES ÉDITABLES" (Editable Zones) and "CONTENU DE LA ZONE" (Zone Content). In the "ZONES ÉDITABLES" section, there is a text input field containing "texte de bienvenue". In the "CONTENU DE LA ZONE" section, there is a dropdown menu with "Paris" selected and a "Reset" button. Below this, there is a preview of the sign content, which is "Bienvenue dansnotr...". There are also buttons for "Ajouter une chaine de texte" and a rich text editor with "B", "U", and a list icon. At the bottom, there is a preview of the final sign content: "Bienvenue dans", "notre magasin", and "Parisien". Red arrows and boxes highlight the "texte de bienvenue" field, the "Paris" dropdown, and the final sign content preview.

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