

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 “localization” 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

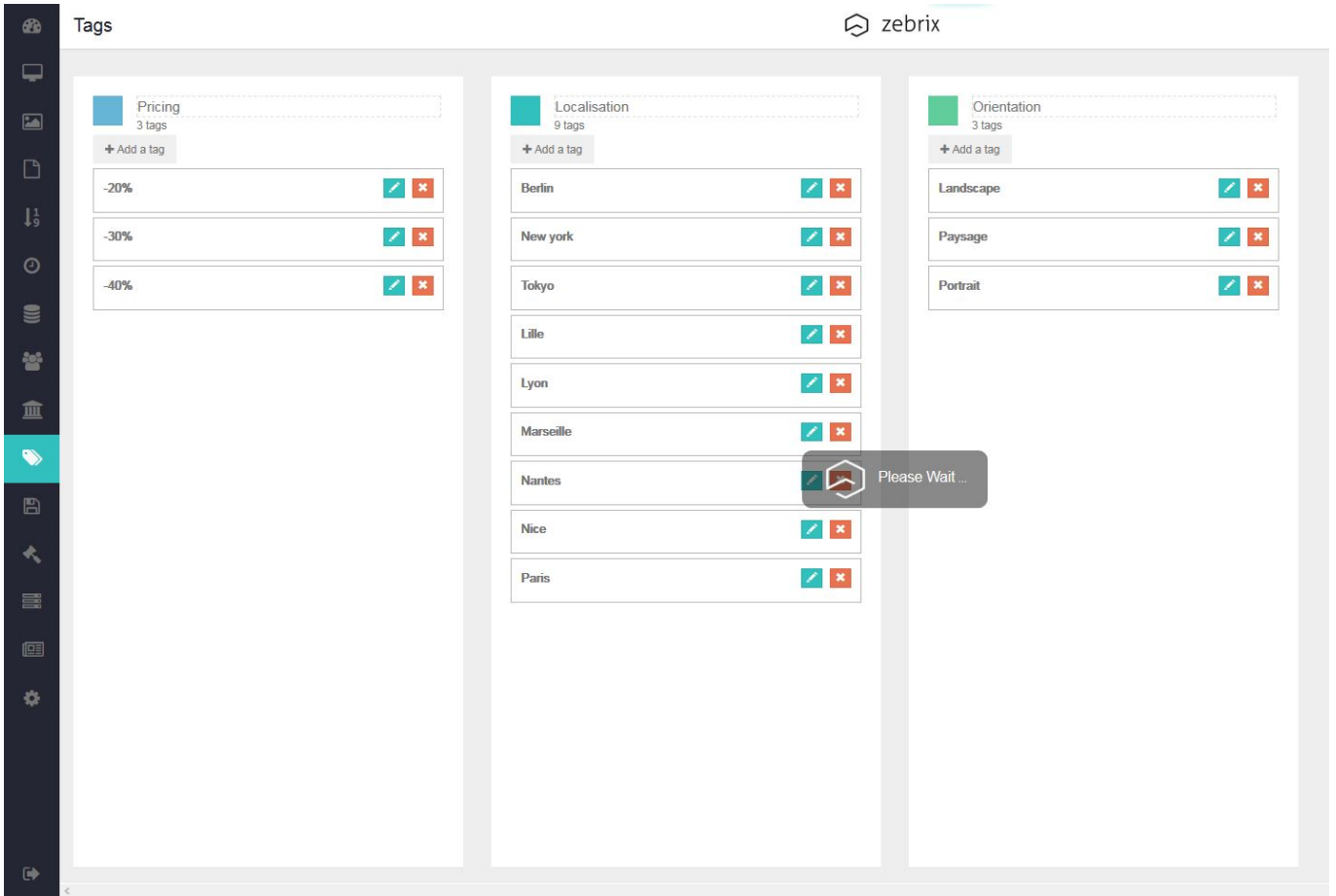
To use the above example, a user with limited rights who is himself tagged *Tokyo* will have the right to edit the content of the variable content zone (as long as it has been defined as “editable by the user” by the administrator).

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.

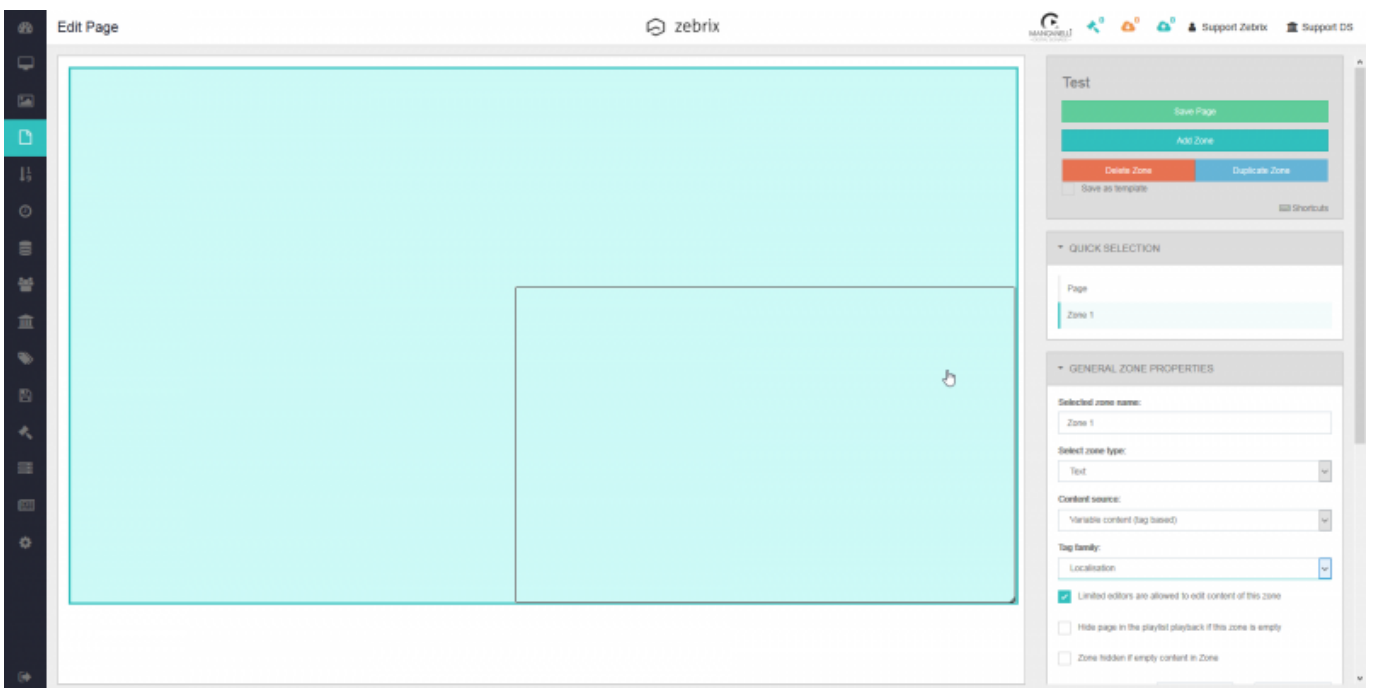
How to use this feature ?

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.



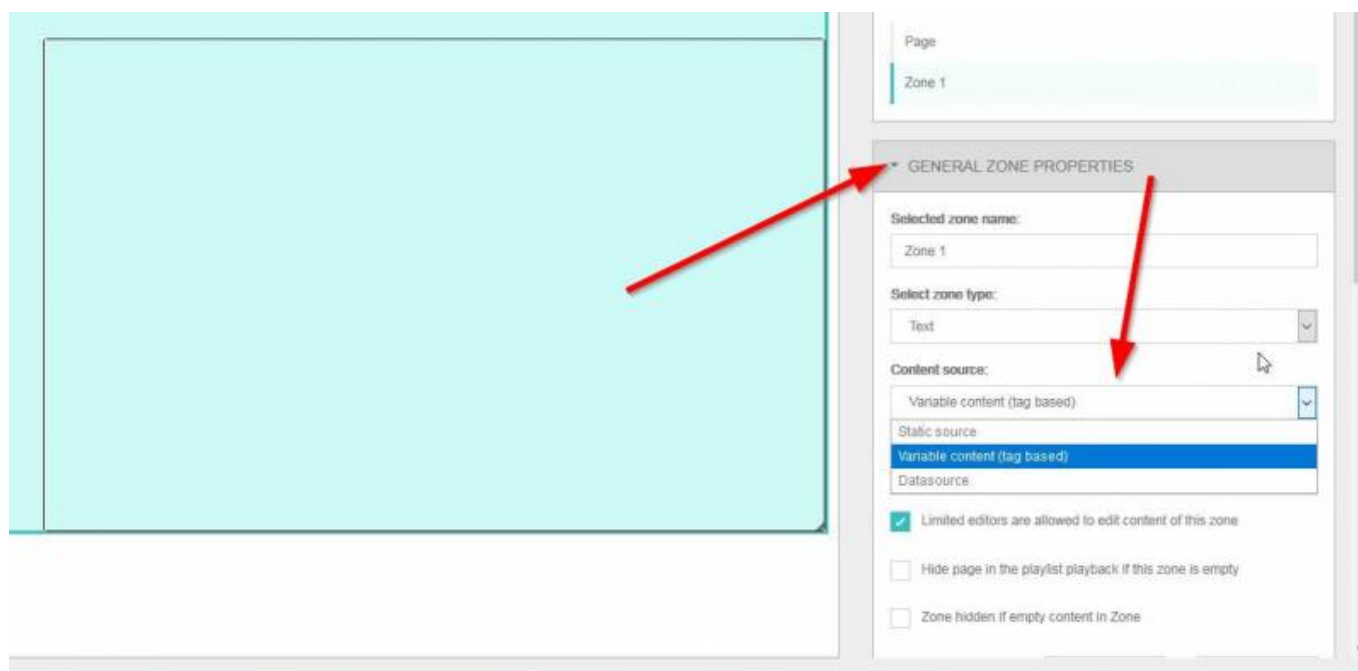
First Step : Create the page

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.



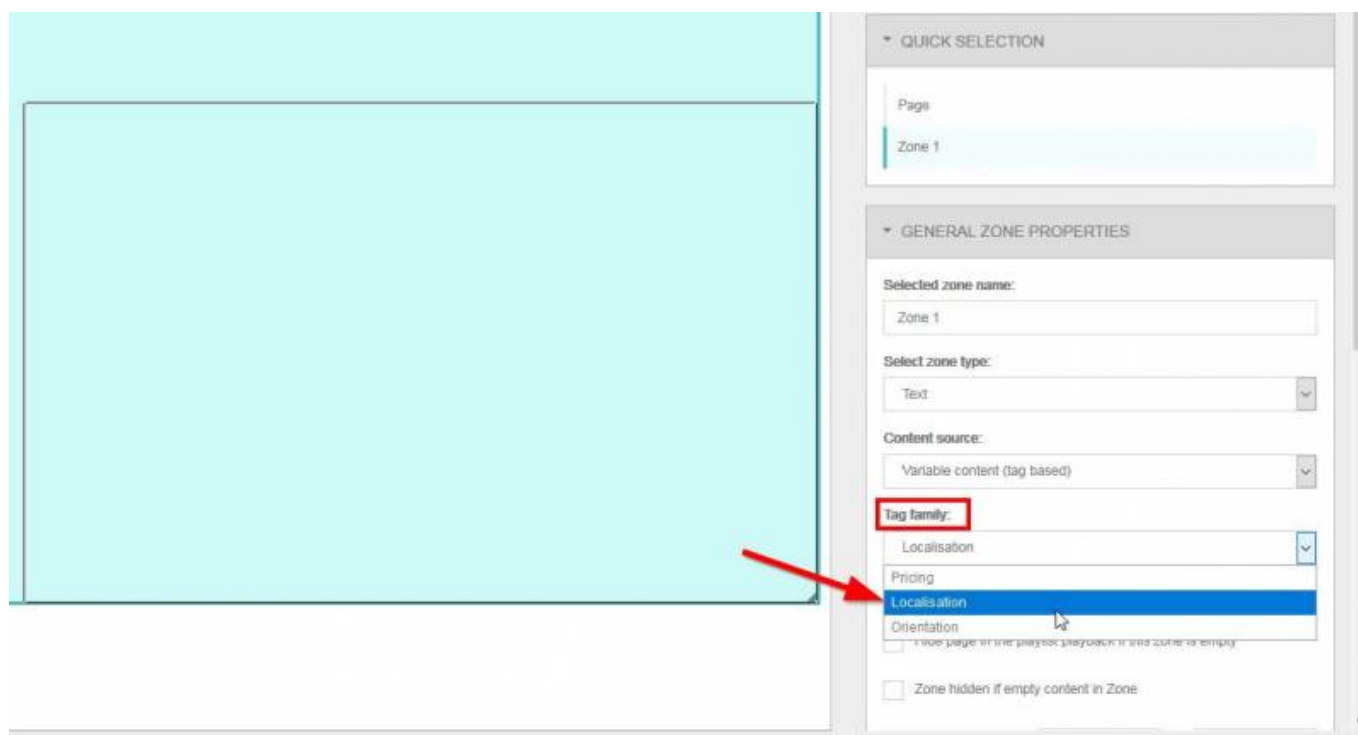
Second step: Specify that the text box is "variable content"

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



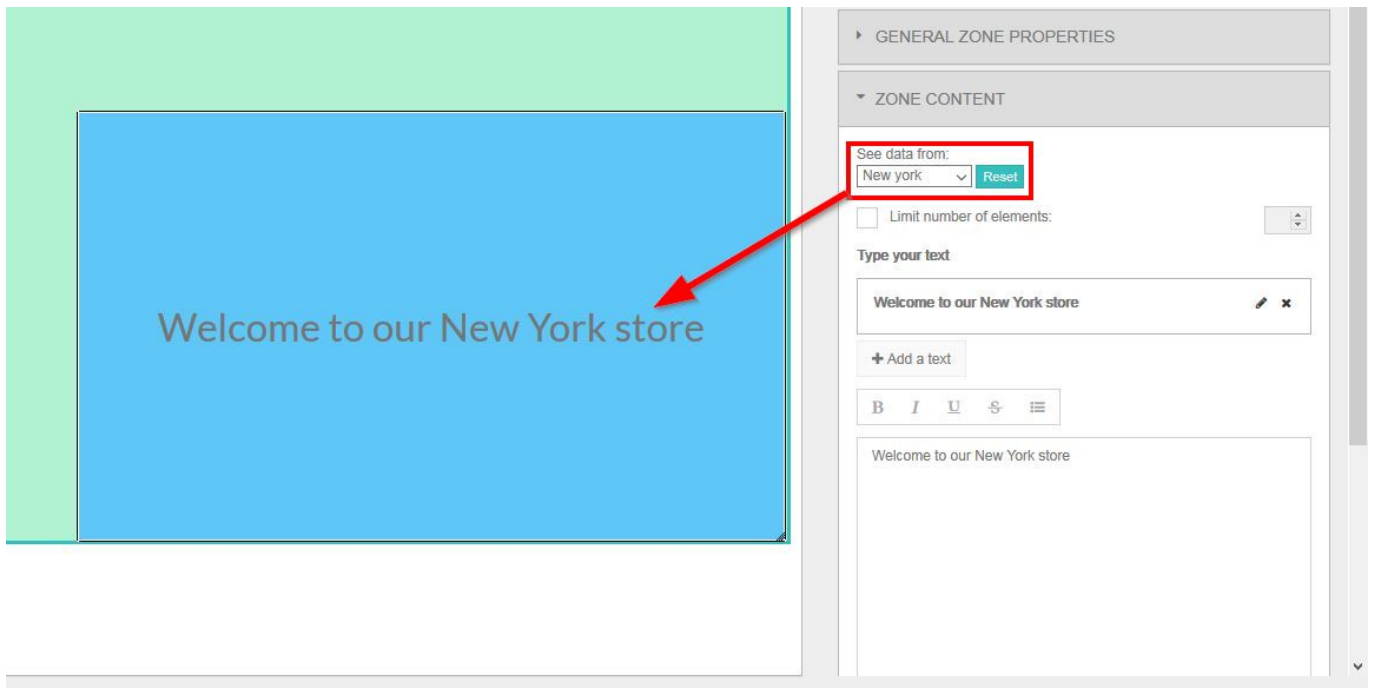
It is then necessary to specify the tag family according to which the content of this field will be variable.

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.

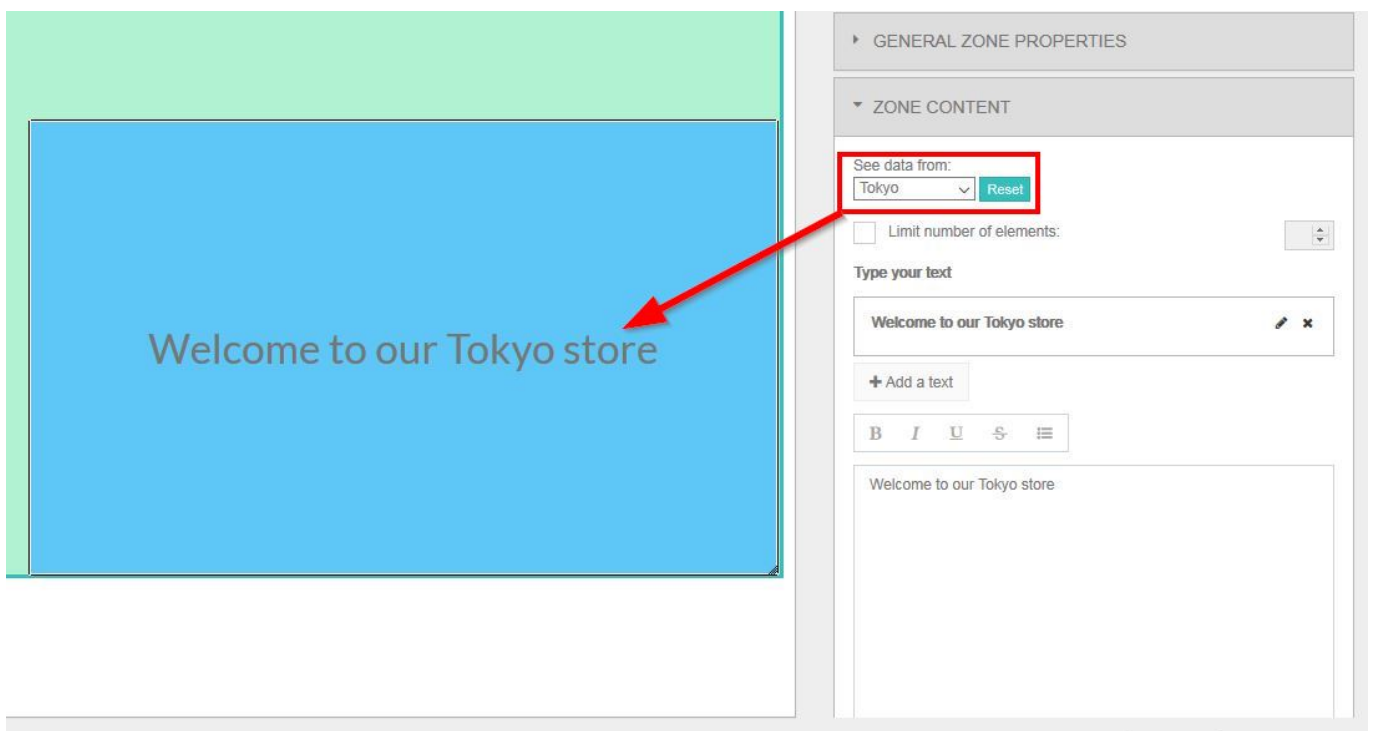


Third Step : Entering content into the variable zone

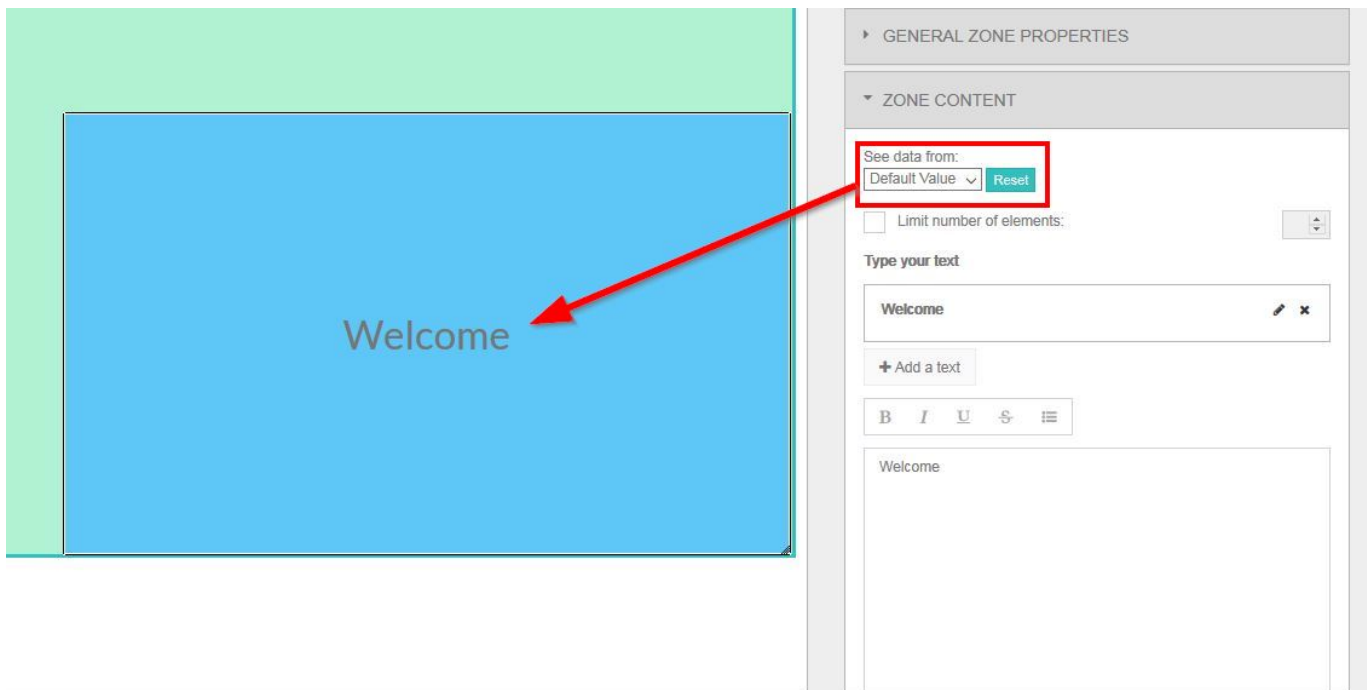
Within the “zone content” section, it is now possible to choose from a drop-down list for which tag (for which Localization) you wish to introduce content



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 localization 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 editors ?

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

Define editable and non-editable zones

In our example, the welcome page has only one text box. This area is already editable by users as it is the default option. If our page contained other areas, some of which should not be editable by users, simply uncheck the box “**Editable by users**” in the “**General area properties**” section.

▼ GENERAL ZONE PROPERTIES

Selected zone name:

Select zone type:

Content source:

Tag family:

Limited editors are allowed to edit content of this zone

Hide page in the playlist playback if this zone is empty

Zone hidden if empty content in Zone

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

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