

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.

The screenshot shows the Zebrix Tag Management interface. On the left is a vertical toolbar with various icons. The main area is divided into three sections: 'Pricing' (3 tags), 'Localisation' (9 tags), and 'Orientation' (3 tags). Each section has a header with a color-coded square, a tag count, and a '+ Add a tag' button. Below each header is a list of items with edit and delete icons. A 'Please Wait...' message with a loading icon is overlaid on the Localisation list.

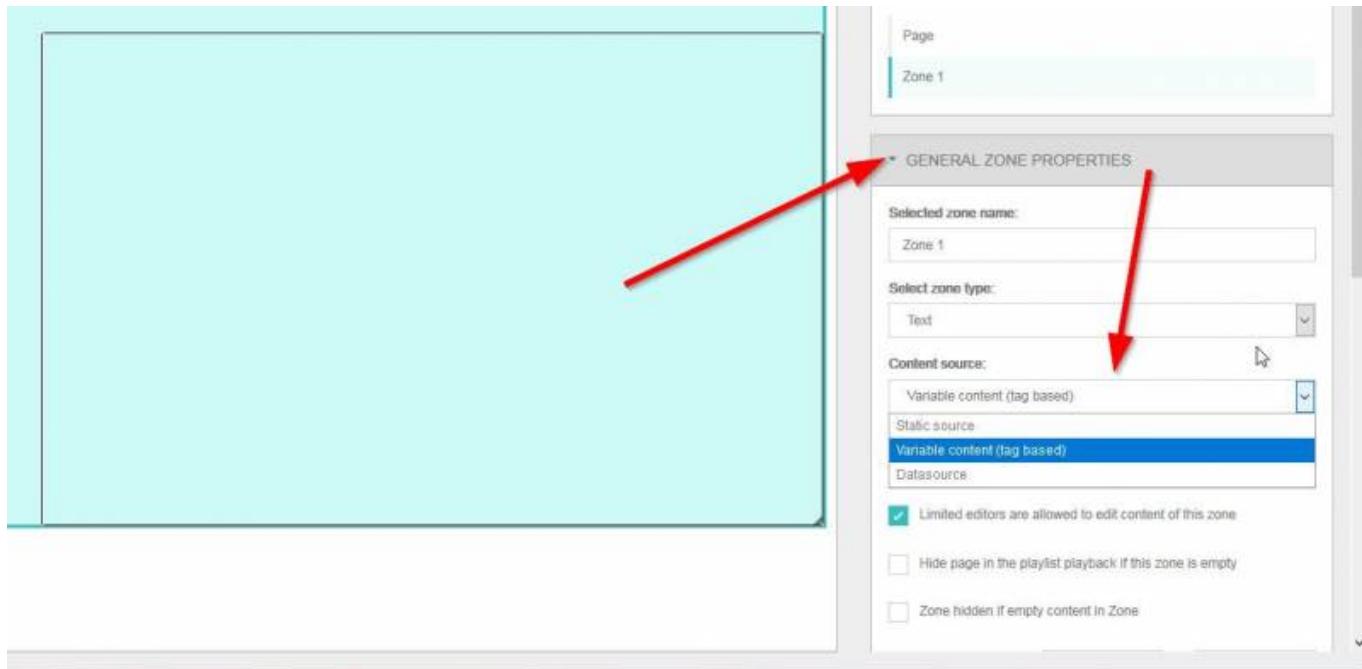
First Step : Create the page

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.

The screenshot shows the Zebrix Page Editor interface. On the left is a vertical toolbar with icons. The main area shows a blank page with a single text area. On the right is a sidebar with the following sections: 'Test' (Save Page, Add Zone, Delete Zone, Duplicate Zone, Save as template, Shortcuts), 'QUICK SELECTION' (Page, Zone 1), and 'GENERAL ZONE PROPERTIES' (Selected zone name: Zone 1, Selected zone type: Text, Content source: Variable content (tag based), Tag family: Localization, checkboxes for Limited editors and Hide page in the playlist playback if this zone is empty, and Zone hidden if empty content in Zone).

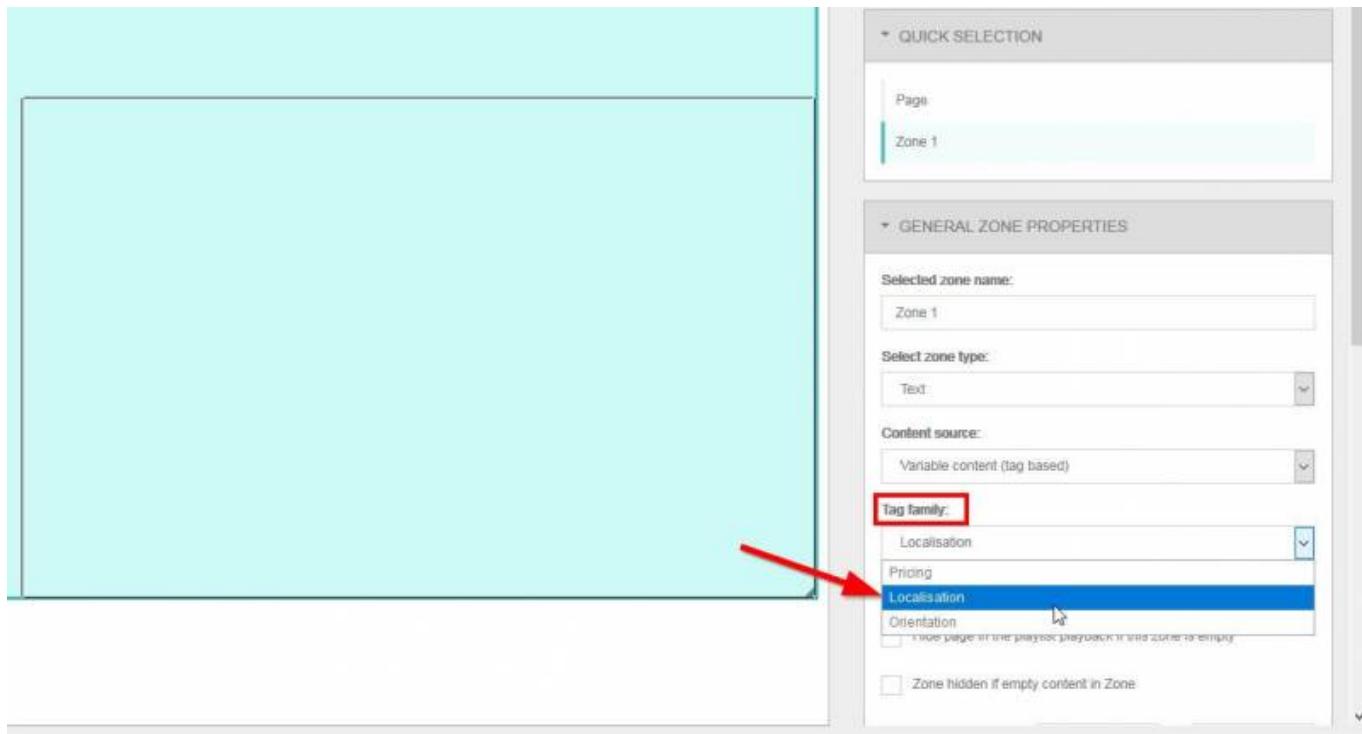
Second step: Specify that the text box is "variable content"

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



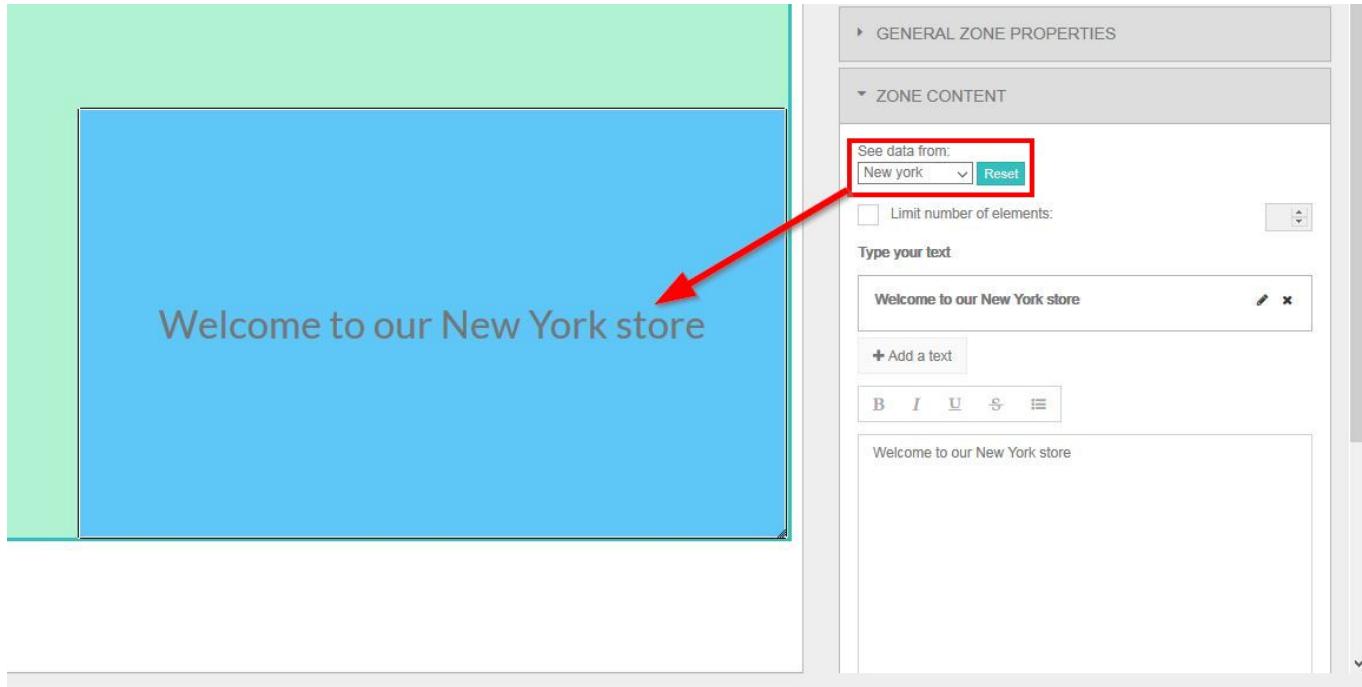
It is then necessary to specify the tag family according to which the content of this field will be variable.

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.

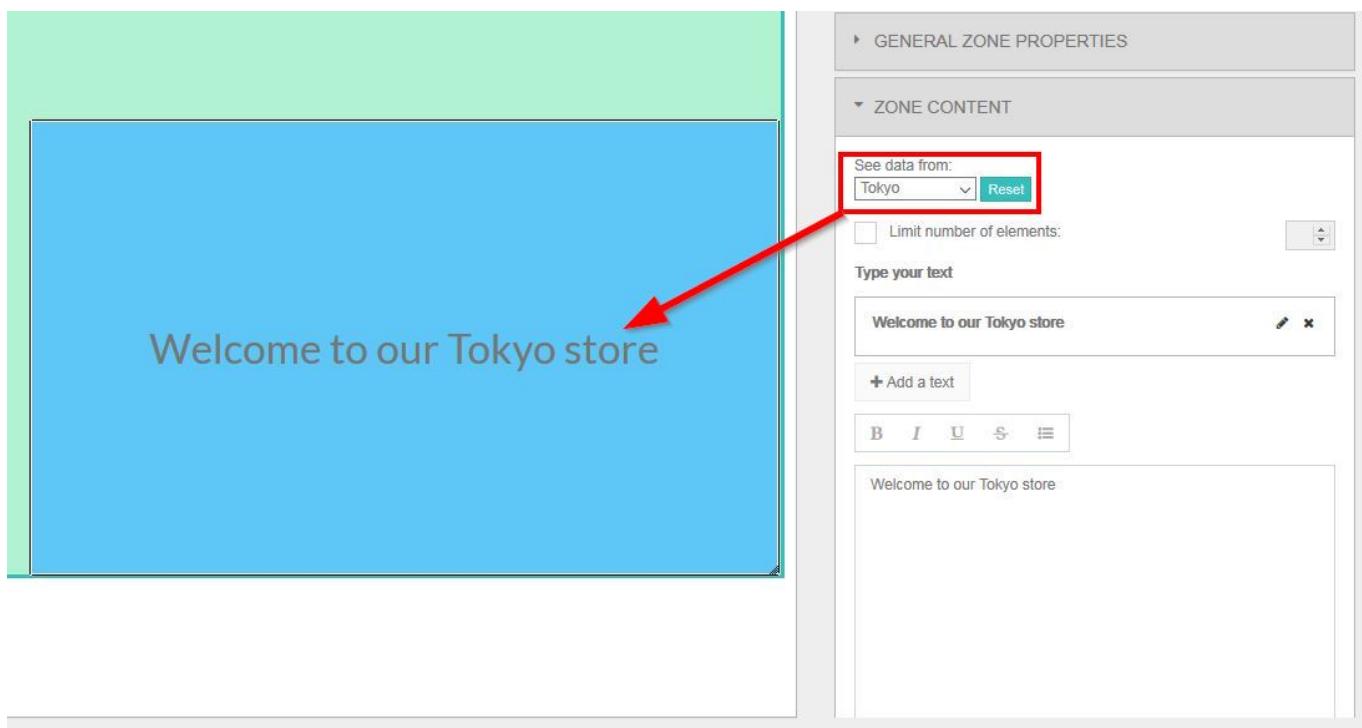


Third Step : Entering content into the variable zone

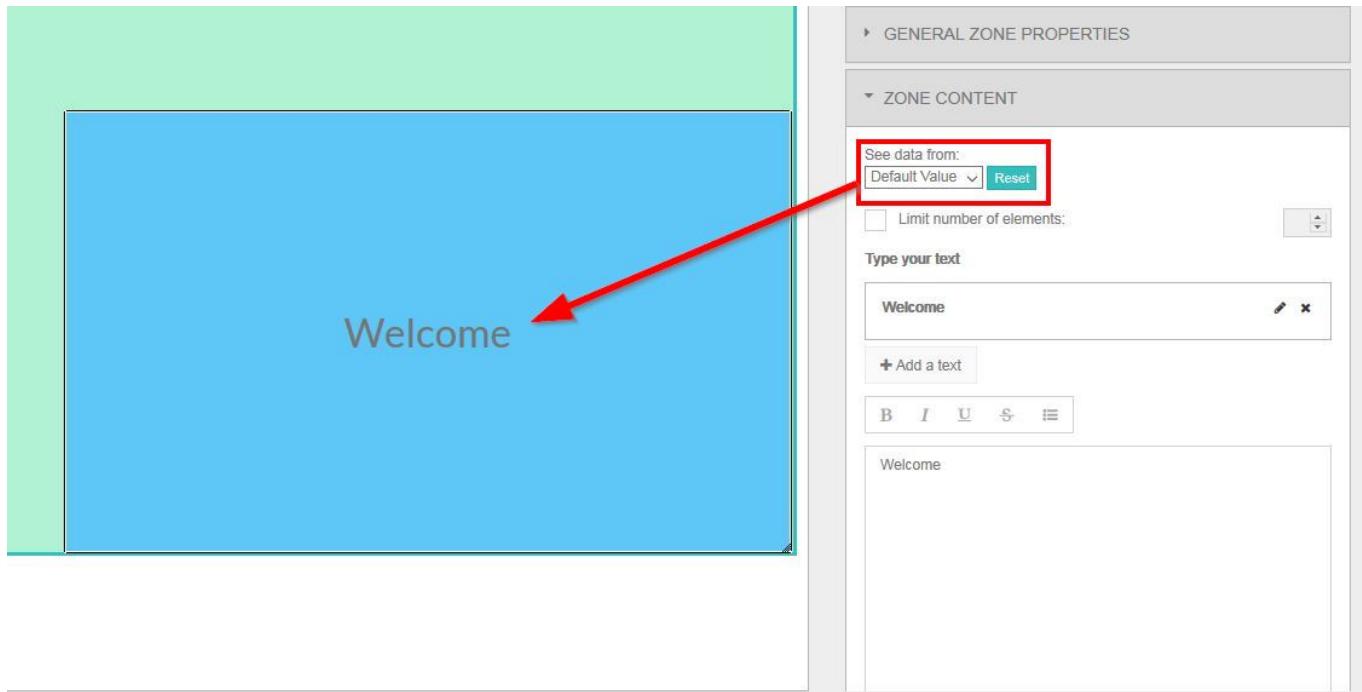
Within the “zone content” section, it is now possible to choose from a drop-down list for which tag (for which Localization) you wish to introduce content



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

New York	Tokyo	Default
Welcome to our New York store	Welcome to our Tokyo store	Welcome

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

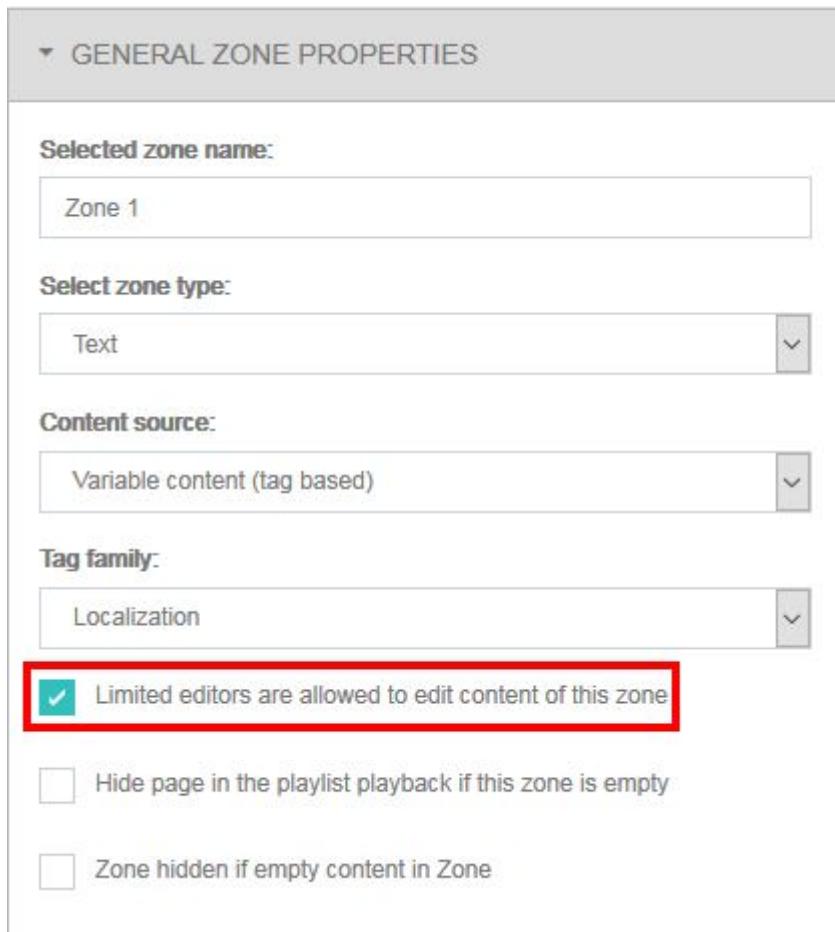
It is quite possible to place several zones with variable content on the same page even if these zones use the same reference tag family or not.

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.



The screenshot shows the 'GENERAL ZONE PROPERTIES' configuration dialog. It includes fields for 'Selected zone name' (Zone 1), 'Select zone type' (Text), 'Content source' (Variable content (tag based)), 'Tag family' (Localization), and a section for 'Editability'. The 'Editability' section contains a checked checkbox labeled 'Limited editors are allowed to edit content of this zone'. This checkbox is highlighted with a red box. Below it are two other checkboxes: 'Hide page in the playlist playback if this zone is empty' and 'Zone hidden if empty content in Zone', both of which are unchecked.

Creating a user with limited rights

We are going to create a “limited-rights user” restricted to the “New York” localization so that he or she can personalize the welcome message for his or her site.

- “Users” section
- Button “+”
- Fill in the form, specifying that it is a “Limited User”.
- Tagging the “New York” site on the user

Create user

User	Role	Logs
Full Name	John Doe	
Username	john-doe	
Language	English - English	
Email	John.doe@company.com	
Tags scope	New York	
New password	S0V5x!!	Generate

Cancel **OK**

Create user

User	Role	Logs
	Role	User with limited rights
	Description:	Zebrix default role for client user
	Level	4000

Cancel **OK**

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 chaîne de texte

B A U ≡

Bienvenue dans
notre magasin
Parisien

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