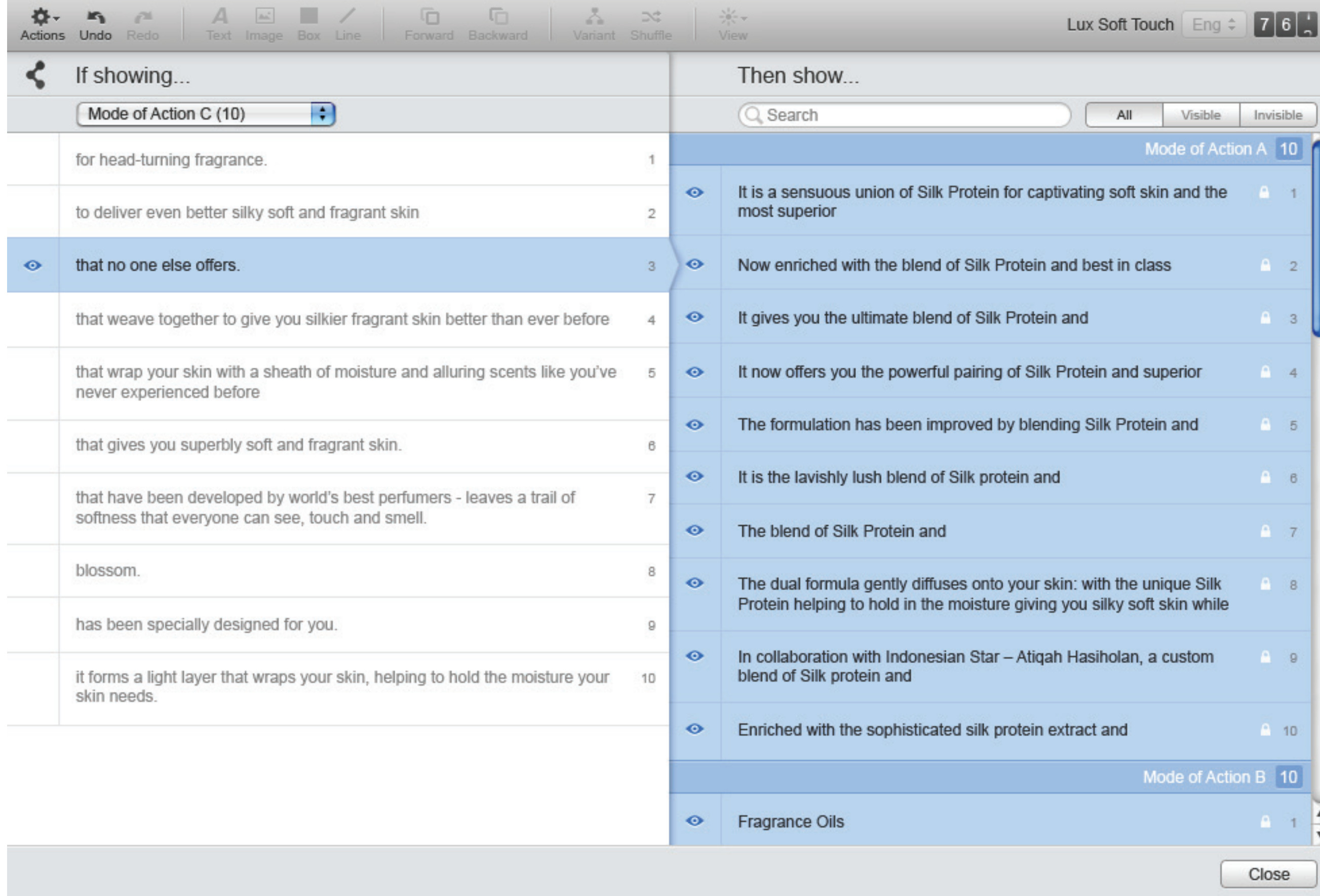


1 RULES, OPEN



2 RULES, DEFAULT VIEW



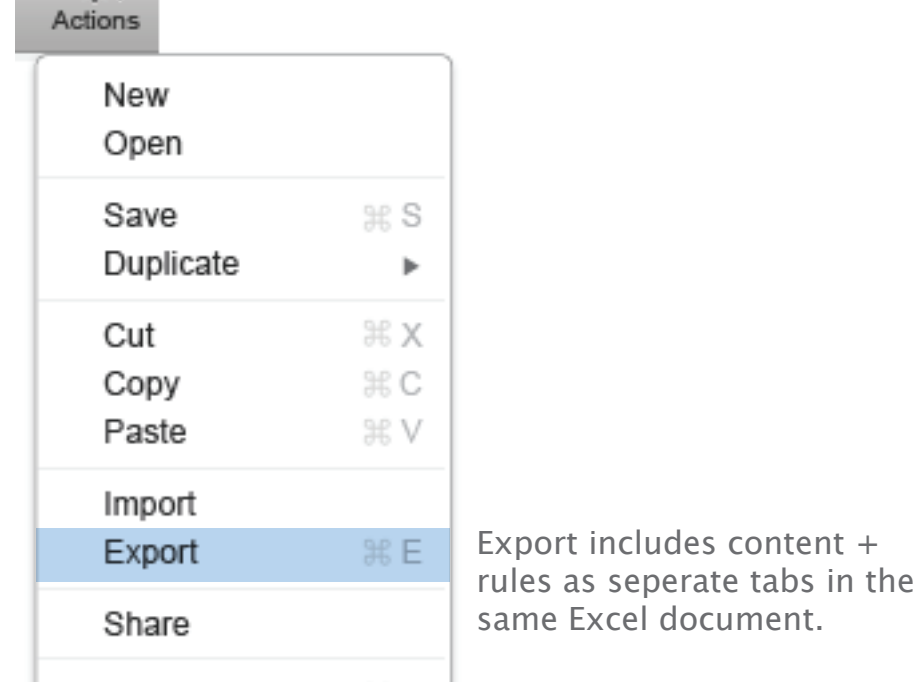
Click to show and create rules. Default element driver = the element user clicked from to expose rules and default variant driver = visible variant from the palette

Rules View. UI slides out from underneath toolbar to cover full screen.

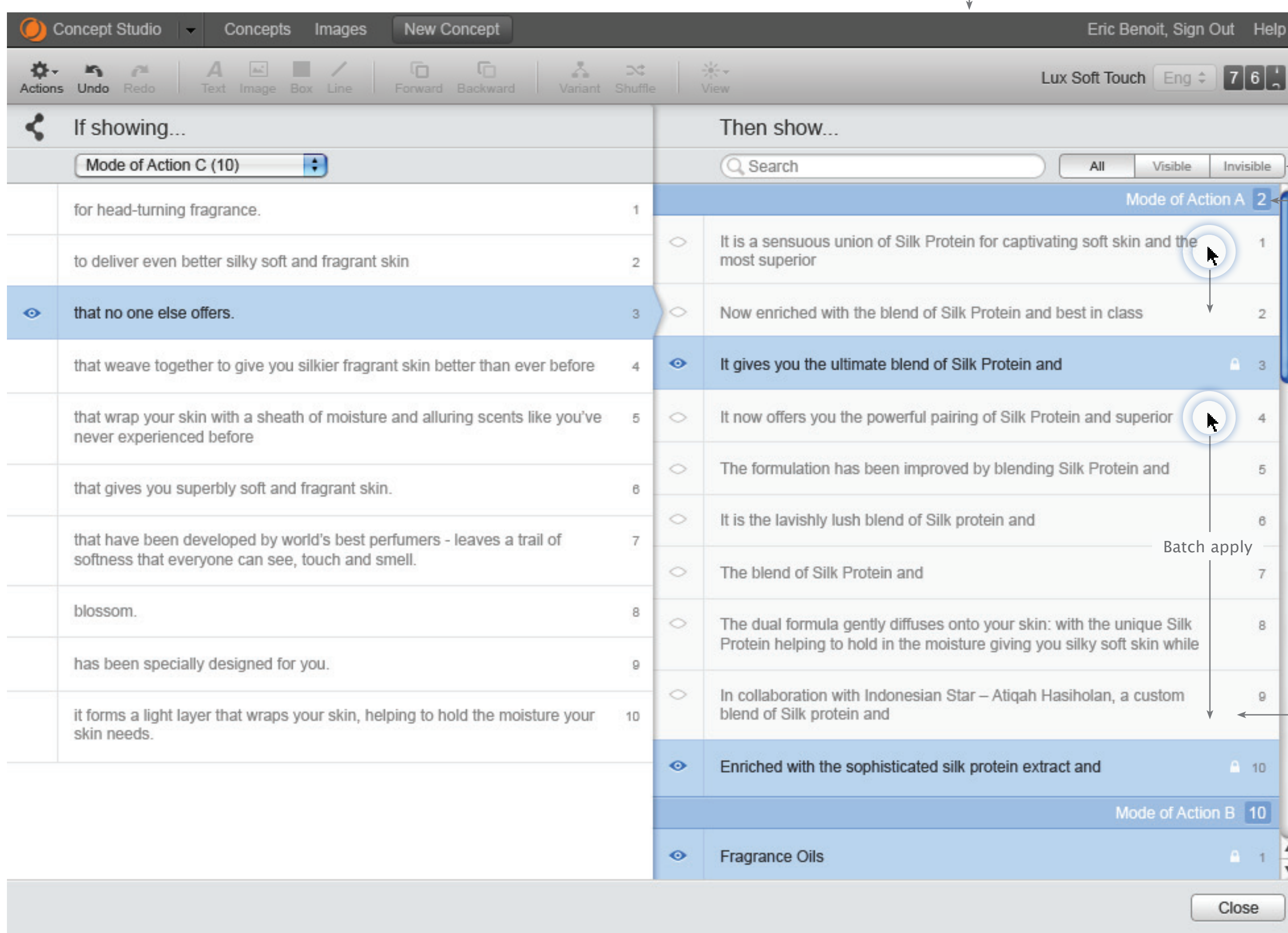
Height = full viewport of browser. If necessary, scrollbars are between top and bottom bar for variants.

Users can multi-select variant drivers to batch show/hide elements in the right column. The element dropdown in the left column is to switch elements.

Rules view does not interfere with toolbar UI so total concept # is visible and error handling. Undo/Redo works for Rules. Disable tools that cannot be used within Rules mode.



3 RULES, HIDE VARIANTS



Hide 8 variants, showing only 2 for the variant driver.

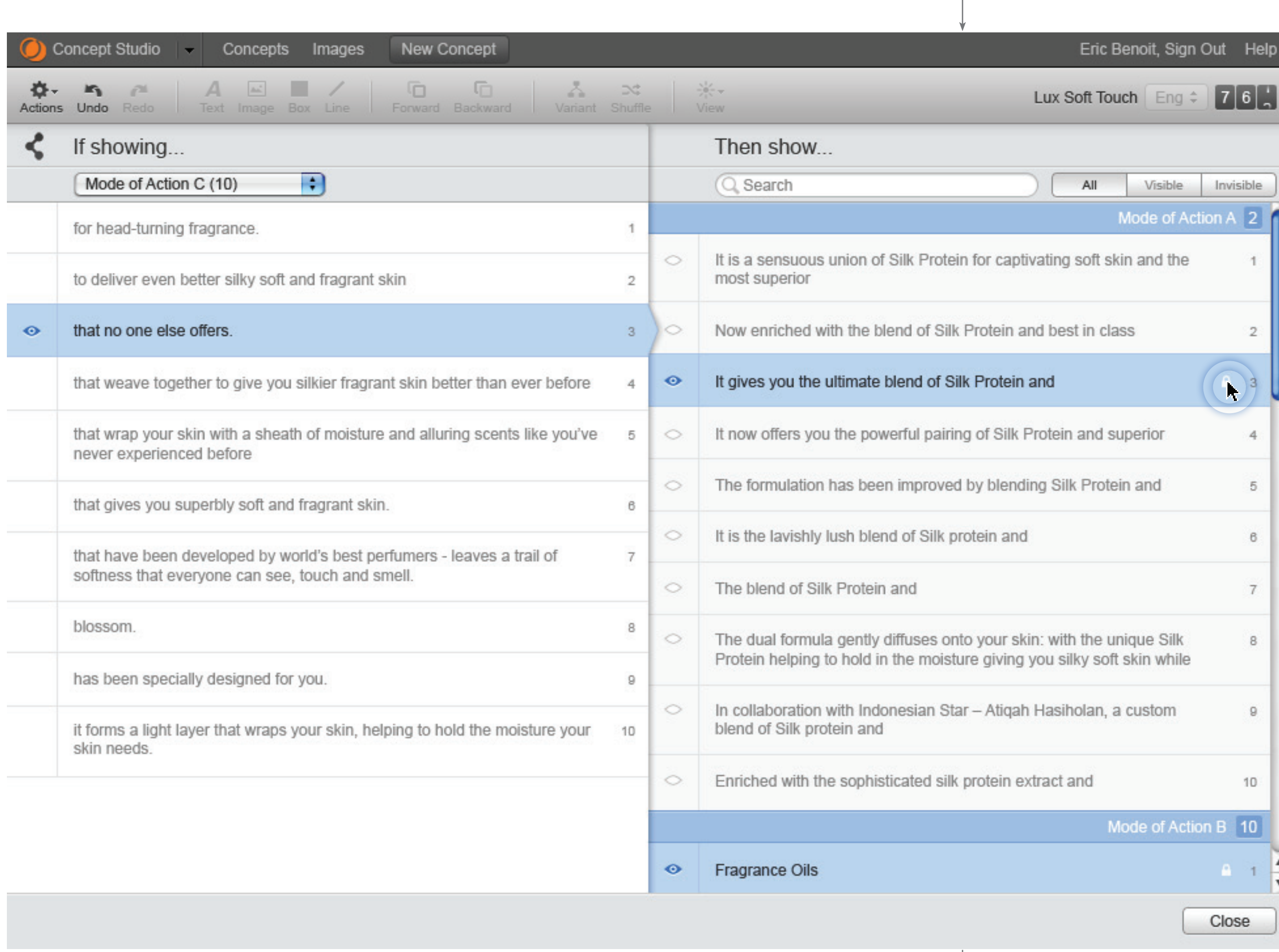
Total concepts # visible and updates as rules are created.

Filters variants below

Total variants # reflects the amount set to show with the variant driver.

Hidden variant

Hide 1 more variant, now showing only 1 for the variant driver.



In this example, the variant driver, "for head-turning fragrance.", can only show with Mode of Action A variant "It is a sensuous union of..."

By default all variants show with each other (unless previously set or inferred), clicking a variant toggles its visibility against the selected variant(s) driver.

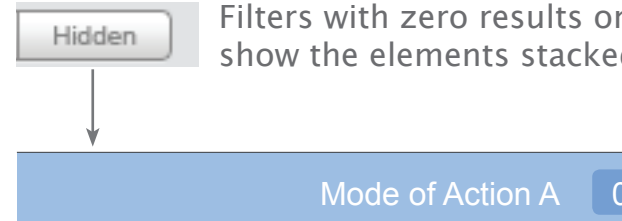
When dealing with 1 variant driver at a time there are no mixed show/hide on a variant in right column - only inferred variants could exist.

Live search = filter

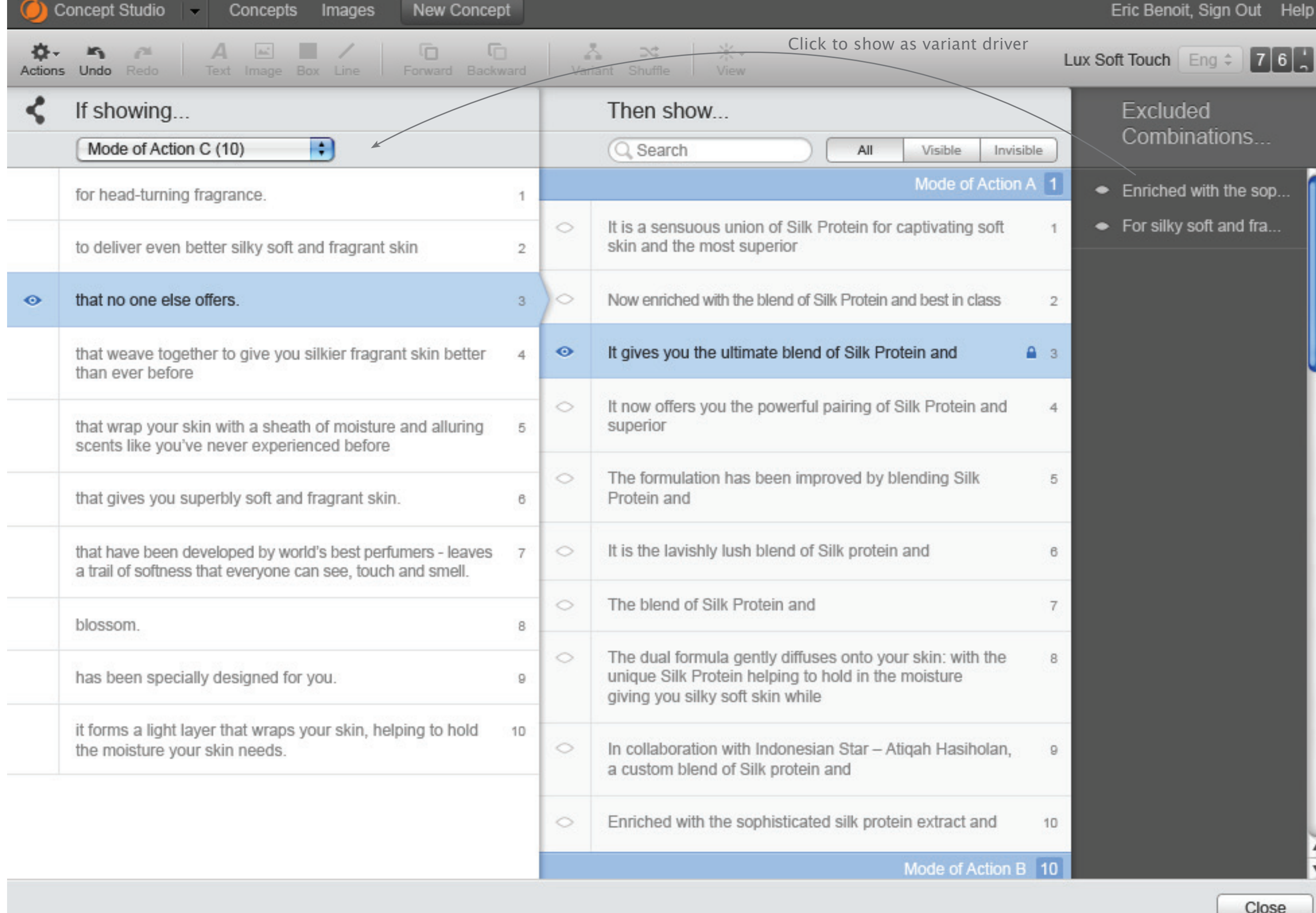
Searches both variants and element names. Elements and variants that do not match the search are removed from the results.

Searches persist on the right side when changing variants or elements on the left side.

Hidden Filters with zero results only show the elements stacked.



4 RULES, INFERRED



Click to show as variant driver

Hide last variant caused an inferred rule. "If showing..." and "Then show..." side to the left to reveal inferred rules. If no inferred then slides back over to the right to cover.

Inferred = Excluded Combinations

This section groups variants that have been forced to never show together based on other rules.

Continue grouping new excluded combinations.

Variables listed are clickable and the clicked variant will open in the left "If showing..." column as the variant driver.

Post Rule Creation:

Deleting last allowed variant: 1 and 2-way = Global error, variant driver forced to never show, element # bulb in rules UI is red

Adding a variant when only one shows: 1-way = now 2 show for the variant driver. Also forces rules on other variants of the element driver.

5 RULES BEHAVIORS

Multi Select

Click, hold and drag to batch hide/show variants OR select variant drivers.

OR

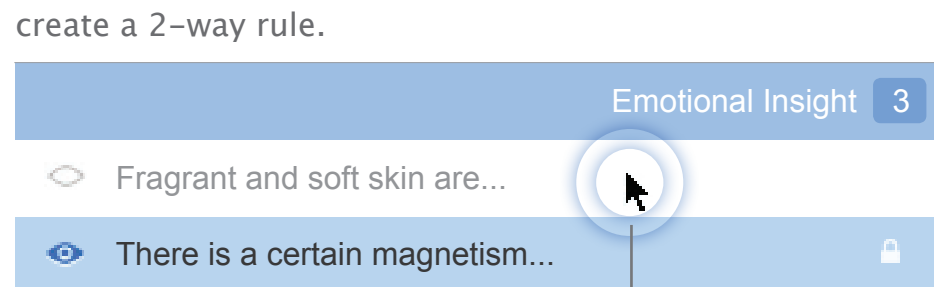
Click, hold SHIFT key and click.

OR

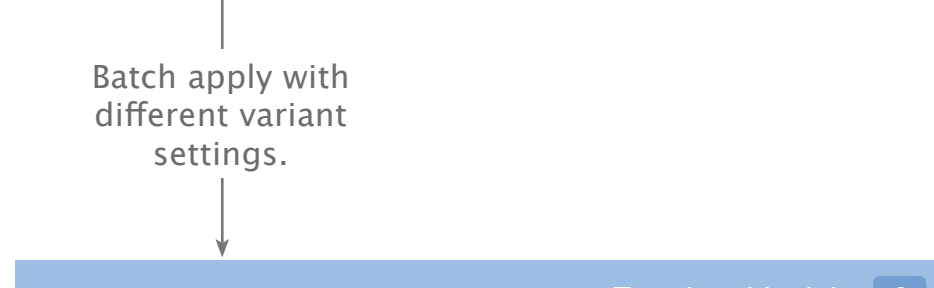
Hold COMMAND key and click (only for variant drivers).

OR

Click the lock icon to inverse hide and create a 2-way rule.



Batch apply with different variant settings.



Initial variant setting clicked into dictates the rule applied for multiple variants.

Inferred rules

Visible at all times and updates (at the top) when user creates a combination of variants that cannot go together.

Variables listed can be clicked to show in the left column as the variant driver.

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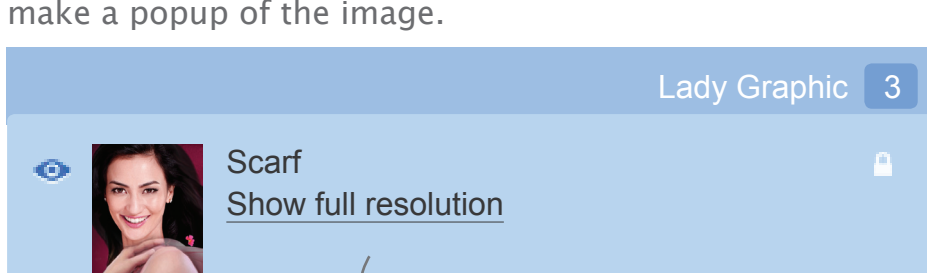
OR

OR

OR

Images

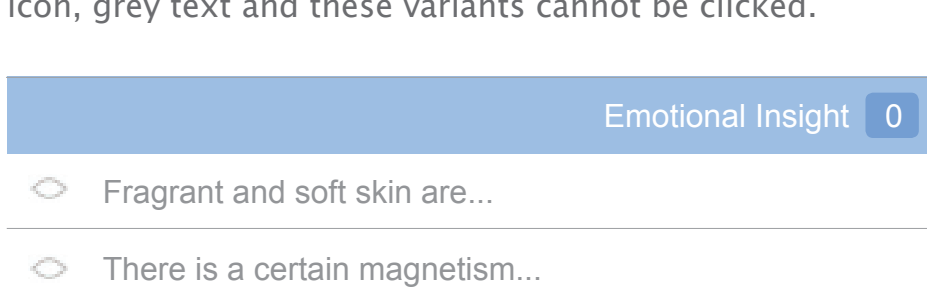
Thumbnails have a 75px height and/or width maximum. Clicking on full resolution link will make a popup of the image.



Popup of full size image

Ineligible variants

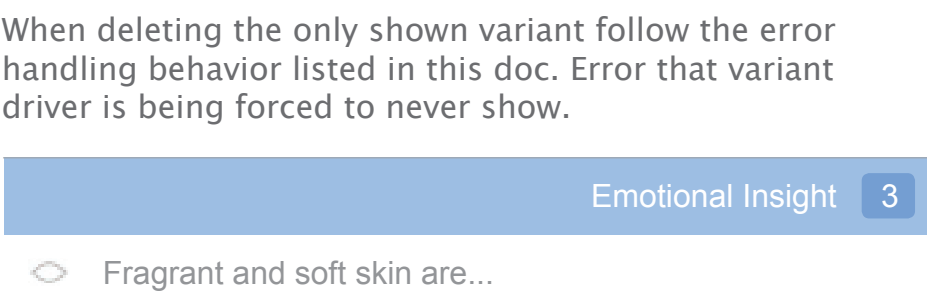
Can never be shown together. Essentially for variant driver element against itself in the next step - unless it is a combo which can have rules against itself. No "Eye" icon, grey text and these variants cannot be clicked.



1-way rule

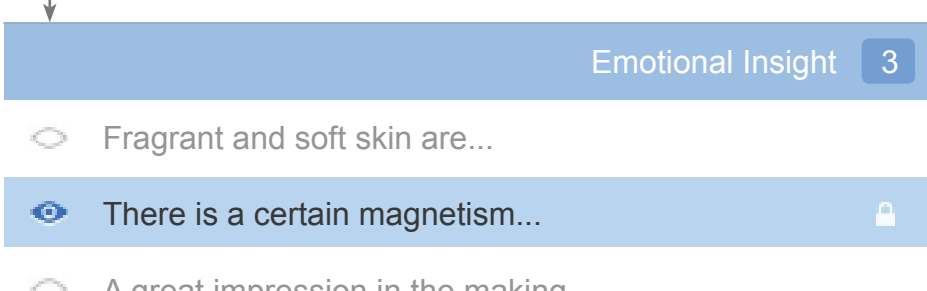
If user adds a new variant for Emotional Insight after creating this rule then it will show.

When deleting the only shown variant follow the error handling behavior listed in this doc. Error that variant driver is being forced to never show.



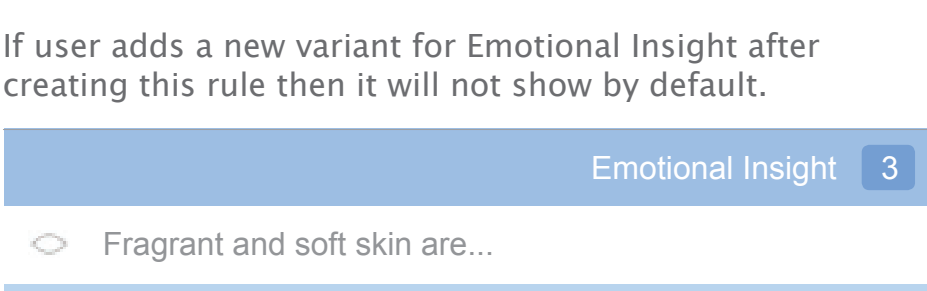
Creates 2-way rule = 2 variants must show together and never with another variant of the same element.

If user adds a new variant for Emotional Insight after creating this rule then it will not show by default.



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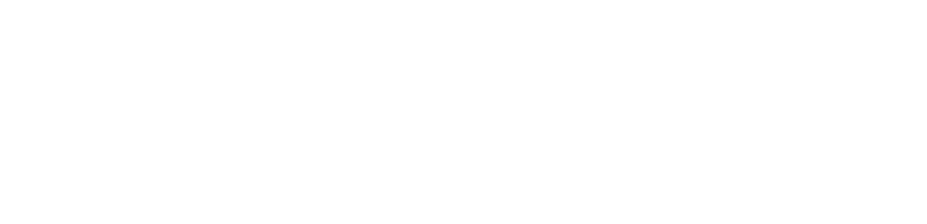
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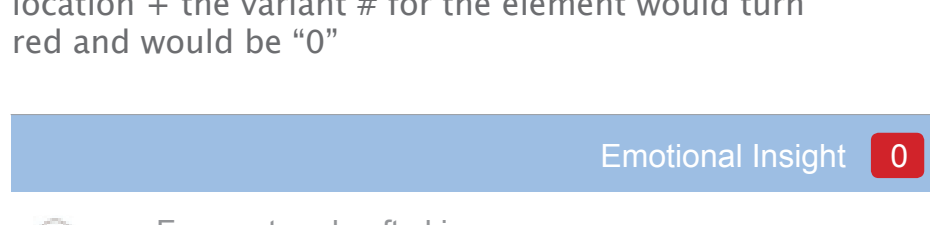
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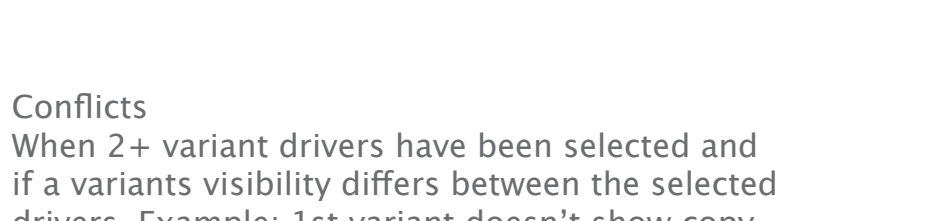
Error Handling

If all variants are hidden in an element that would essentially rule out the variant driver(s) from ever being shown. Error would appear in the toolbar error location + the variant # for the element would turn red and would be "0"



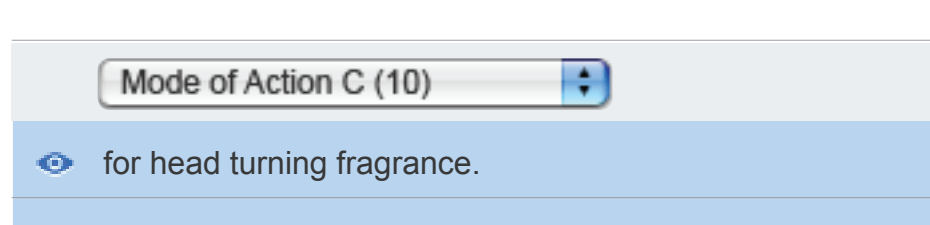
Conflicts

When 2+ variant drivers have been selected and if a variants visibility differs between the selected drivers. Example: 1st variant doesn't show copy containing Pepsi for the Brand element while the 2nd variant shows only copy containing Pepsi for the Brand element. If user then selects both 1st and 2nd variants as the drivers the Brand element will have variants that are mixed in visibility that show and are hidden.



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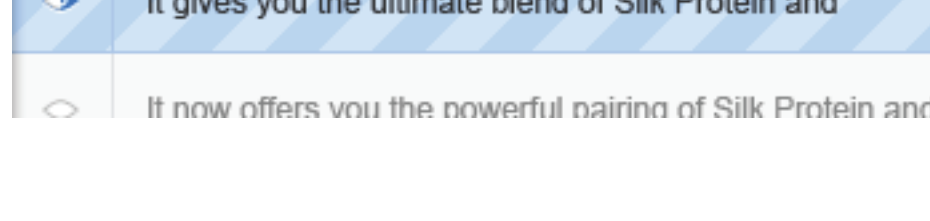
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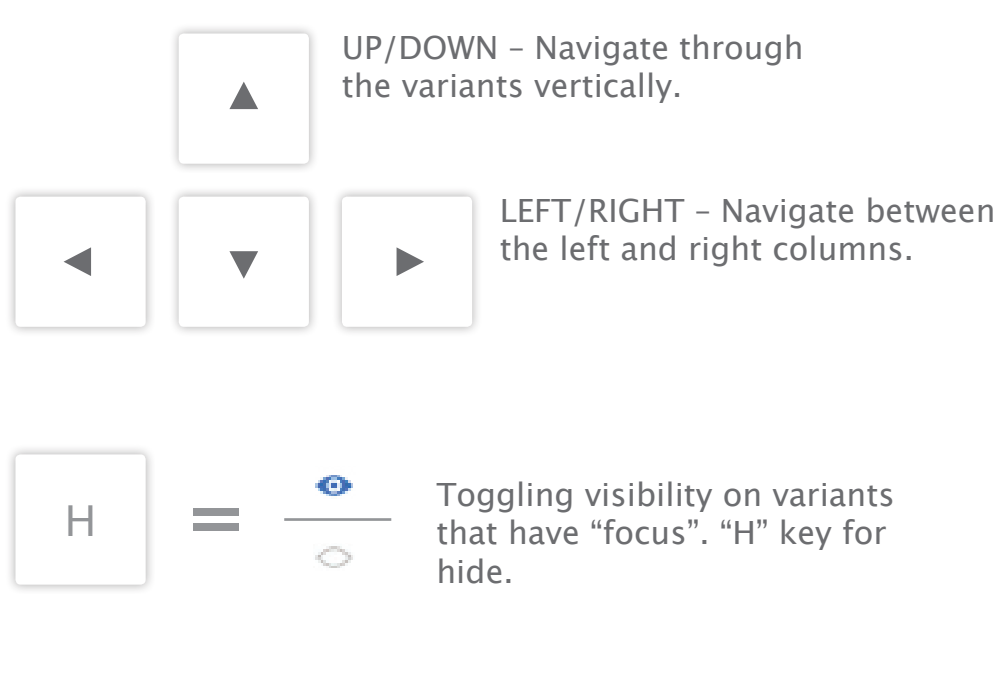


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6 KEYBOARD SHORTCUTS



UP/DOWN - Navigate through the variants vertically.

LEFT/RIGHT - Navigate between the left and right columns.

H = Toggling visibility on variants that have "focus". "H" key for hide.

⌘ + [mouse click] = Turns off visibility for all variants of the element except for the one clicked on = the inverse.