Department of Electronic & Telecommunication Engineering

Topic Name: **Workshop on Design Thinking**

Name of the Guest Speaker: **Kshitija Katare**

Designation: **General Manager (Edba**

Academy)

Organization/Institution: **Contentstack.**

Date: **27/01/2025**

Programme Summary:
Contentstack is a headless Content Management System (CMS) and a composable Digital Experience Platform (DXP) that helps businesses manage, deliver, and personalize digital content across multiple channels.

Key Features of Contentstack:
1. Headless CMS – Unlike traditional CMS platforms, Contentstack allows content to be managed separately from the front-end, enabling flexibility for websites, apps, and other digital platforms.
   API-First Architecture – Contentstack provides powerful APIs to integrate with various tools and services.
2. Omnichannel Delivery – Content can be published across websites, mobile apps, smart devices, and more.
   AI & Automation – Supports AI-driven personalization and automation to optimize user experiences.
3. Composable DXP – Contentstack EDGE (launched in 2025) integrates a CMS, real- time customer data, AI, and front-end hosting into one platform.

We had the opportunity to tour two specialized labs within the Contentstack facility, each focusing on different aspects of testing and certification:

1] Meeting room

2] Workspace

We are truly grateful for the opportunity to observe and learn from the innovative systems and best practices at your facility. This visit has reinforced our understanding of teamwork, innovation, and sustainability with in the industrial sector.

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1. We learned about design thinking at the session of field visit.
2. Design thinking is a approach with unique set of qualities.

So basically design thinking help to discover a new and better way for solving problems efficiently.

Photos: