



CASE STUDY 1: CHAYN

EXECUTIVE SUMMARY: Chayn is a global nonprofit dedicated to building trauma-informed digital tools for survivors of gender-based violence. Their platform ecosystem serves over 700,000 users across 120+ countries and includes products such as Bloom (a multilingual trauma healing platform with self-paced video courses, 1:1 secure messaging, and a WhatsApp support service), Survivor AI (an AI-powered tool for generating content takedown requests), Manipulation is Abuse, and the DIY Online Safety Guide. All Chayn products are open-source. Kabir serves as Tech Coordinator, working within GMT/BST hours as part of the core tech and operations team.

WHAT MAKES THIS CASE STUDY AN EXAMPLE:

This case study exemplifies how technology can be leveraged to empower and support marginalized groups. It highlights effective tech coordination in a high-stakes environment, emphasizing the importance of security, accessibility, and multilingual support in serving vulnerable populations.

Objectives:

- Ensure the smooth operation of Chayn's products, such as Bloom and Chayn.co.
- Maintain compliance with SOC2 and GDPR standards to protect sensitive user data.
- Provide technical support and training for the internal team and volunteers.
- Enhance user experience and accessibility across all platforms.
- Develop and enforce data protection policies that align with SOC2 Type 2 standards to safeguard sensitive survivor data.
- Schedule and facilitate regular internal audits to assess compliance with SOC2 requirements and identify potential areas for improvement.
- Establish a clear protocol for responding to security breaches, this includes immediate containment of the breach.
- Lead the investigation to determine the source, extent, and impact of the incident.
- Develop and implement a comprehensive, detail-oriented documentation process enhancing operational efficiency internally and with respect to the products that Chayn has created or authored.

Approach:

Kabir's approach combines technical expertise with a deep understanding of trauma-informed care. He operates within GMT/BST hours as part of a core tech and operations team, ensuring smooth operations while prioritizing user safety.

IMPLEMENTATION

Tech Stack Management:

- **Bloom:** The frontend is built on Next.js and React with TypeScript, deployed via Vercel with a CI/CD pipeline managed through GitHub Actions. State is managed with Redux Toolkit. Authentication and analytics run through Firebase. Content and courses are delivered via Storyblok, a headless, API-first CMS, allowing Chayn's non-technical content team to manage and publish course materials independently. Therapy session booking runs through Simplybook, user messaging via Crisp, and error tracking through Rollbar with performance monitoring via New Relic. The test suite combines Jest for unit testing and Cypress for end-to-end testing, with ESLint and Prettier enforcing code standards.
- **Chayn.co:** Uses Webflow for content management, with Airtable supporting operational workflows and Google Analytics and Hotjar feeding into analytics and impact reporting dashboards built in Metabase.

Technical Triage:

- When a bug report arises—whether from a survivor using Bloom, a therapist on the messaging system, or an internal team member—Kabir triages it against the full stack to identify the source of the failure. Each layer of the stack requires a different diagnosis pathway, and Kabir filters, prioritizes, and resolves issues that don't require engineering expertise, escalating those that do with a clear technical brief.

Content Management:

- Kabir manages content uploads and user administration within Storyblok and Webflow, maintaining publishing workflows that allow Chayn's content team to update course materials, guides, and resources across multiple languages without creating engineering bottlenecks.

CHALLENGES

Cybersecurity:

- Maintaining SOC2 certification and GDPR compliance is crucial since Chayn operates a platform that holds sensitive survivor data. Kabir runs cybersecurity training sessions for the broader team, enforces data protection protocols, and ensures that third-party integrations meet security and privacy standards. For users navigating abusive relationships and digital stalking, any data breach could pose direct harm.

Multilingual Infrastructure:

- Bloom delivers content in English, Spanish, French, Hindi, Portuguese, and German, with internationalization (i18n) handled through a dedicated /i18n directory in the codebase and managing translation workflows using tools like Localise. Kabir supports the multilingual publishing pipeline, ensuring new content and updates are correctly localized and that CMS workflows support non-English content management without introducing rendering or encoding errors.