

# The Problem

The adoption process is a long journey, often spanning several years. For the adoptive parents, meeting their child for the first time is a joyous occasion, akin to a dream that is finally coming true. However, most children have no idea who these strangers are or why they're there, resulting in a traumatic and terrifying experience.

Sending a care package beforehand might help with this problem. Care packages typically consist of what are known as "comfort items," such as a blanket or stuffed animal, which can aid in parental attachment and provide comfort during an adopted child's transition home.

Unfortunately, there is no easy way for an adoptive parent to send a care package to their child in Bulgaria.

- There are no third parties who can facilitate this process.
- Parents are responsible for purchasing items and shipping the care package
- Shipping a box from the United States to Bulgaria is expensive and time-consuming.
- Sometimes the care package gets caught up in customs.
- Sometimes the care package gets lost in the mail.
- There is no way to determine if the package is actually delivered.
- Often the package gets diverted and never makes it to the child.
- Often the package is never opened.
- Often half or most items are missing upon child pickup.

# Proposed Design Solution

The proposal is to create a third party solution, for the moment called "The Bulgarian Love Patch," which will focus on facilitating the sending of care packages between adoptive parents and their children:

- Care packages will originate in Bulgaria to save on shipping costs and also provide a cultural tie to the items that are available.
- The Bulgarian Love Patch will create relationships with local vendors, possibly utilizing Etsy as a storefront.
- Items available will include "comfort items," such as blankets and stuffed animals/dolls, as well as toy cars for boys, photo albums, books, clothing, and so on.
- Photo albums will include translated captions so caregivers can understand what each picture is for and relay that information to the child.
- Some stuffed animals will be recordable so parents can have their voice recorded.
- A disposable camera will allow foster parents/orphanage staff to take pictures of their child.
- Parents can include a personal letter or card that will be translated and read to the child.
- Collections based on gender, season, and holiday will be available for quick and easy ordering.
- The Bulgarian Love Patch will allow parents to order items via Etsy or a personal website.
- All items will be shipped to a third party within Bulgaria, who will create a nice gift basket for the child.
- These third parties will consist of personnel within local charitable organizations and/or in-country adoption staff.
- The Bulgarian Love Patch will focus on developing relationships between these third parties and the foster parents/orphanage staff.
- These third parties will deliver the care packages personally to the child's location.
- To help with delivery, all care packages will include a gift for the foster parent or orphanage staff.
- Third parties will send updates to The Bulgarian Love Patch regarding package delivery and with any notes from the children and/or orphanage staff.

## Partnerships with Local Vendors

- Create list of vendors who reside in Bulgaria.
- Create relationships with local vendors.
- Utilize storefront on etsy.com.
- Work with local vendors to expand business and provide services as a discount.
- Website contains different items from different vendors.
- Goal is to shop once, pay once, and ship everything at one time.
- Everything is shipped to a third party in Bulgaria, who puts the care package together and personally delivers the care package to the child.

## Bulgarian Etsy Vendors

- |                          |                         |
|--------------------------|-------------------------|
| • The Vintage Gallery 77 | • Happy Creatures Store |
| • Baby Max Studio        | • ZuzuHappyToys         |
| • Kate Nikolova          | • Moniminiart           |
| • Pepo Raia              | • HMReny                |
| • Wool Story Studio      | • Tanyas Bunny Tots     |
| • Shushulka Baby         | • Artpoint              |
| • My Winter Knitting     | • Handmade by Dobрева   |
| • Partylota              | • Kuche Marka           |
| • La Petite Maison Shop  | • Petya Twinkles        |
| • Various Toys           |                         |

## Partnerships with Local Charities

- Create list of charitable organizations who work with orphaned children in Bulgaria.
- Create partnerships to facilitate the creation and delivery of care packages.
- See how The Bulgarian Love Patch can help these organizations in their own causes, such as purchasing diapers, formula, and clothing for the children in the orphanages.

## Charitable Organizations in Bulgaria

- |   |                                      |
|---|--------------------------------------|
| • Transform Europe Network (TEN)        | • Milostiv                           |
| • One Heart Bulgaria                    | • Bulgarian Partners                 |
| • Hope and Homes                        | • Light for Bulgaria                 |
| • All God's Children International      | • Friends of Bulgaria                |
| • SOS Children's Villages International | • Bulgarian Charities Aid Foundation |
| • Cedar Foundation                      |                                      |

COLEEN SALLOT

NAME/TAGLINE: The Bulgarian Love Patch: “Building families one patch at a time”

CONCEPT DESCRIPTION: A third-party effort geared toward facilitating the sending of care packages from adoptive parents to their children. Parents can choose and purchase items via The Bulgarian Love Patch website. Care packages are fulfilled by local vendors in country, and delivered via charitable organizations to the child.

CORE PURPOSE: A care package is typically the first opportunity adoptive parents have to connect with their children. The goal is to provide items that can function as comfort objects to aid with parental attachment and child transition. All items are locally made in an effort to develop relationships with local vendors, and ultimately, are geared toward providing the children with a keepsake that they can take with them to their new life.

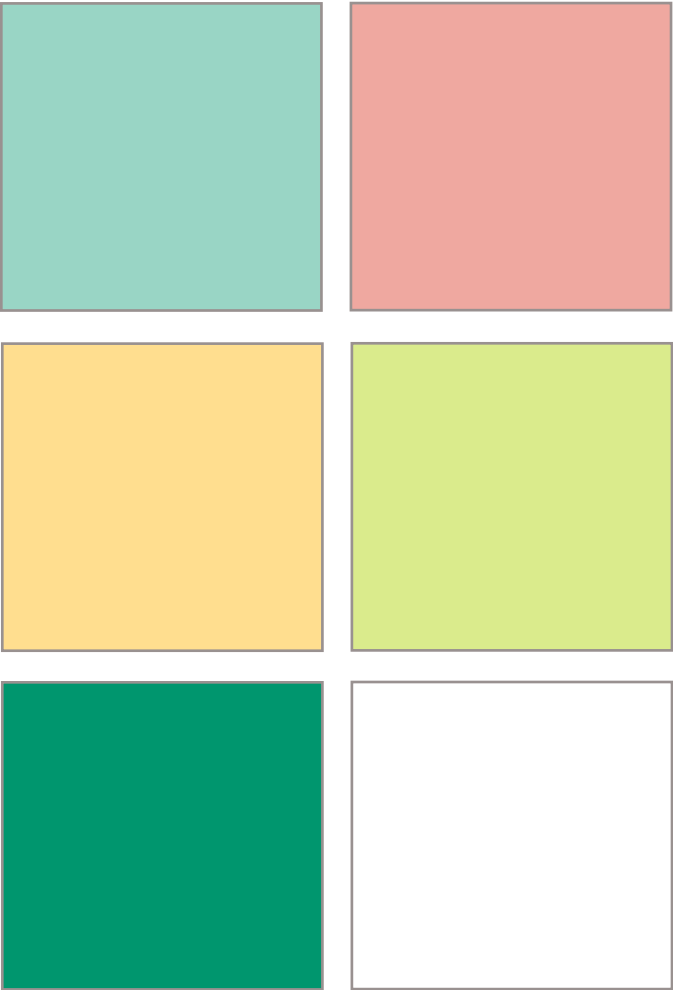
PHOTOGRAPHY



SPOT ILLUSTRATIONS, DIAGRAMS, RULES



COLOR



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890  
  
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TEXTURES



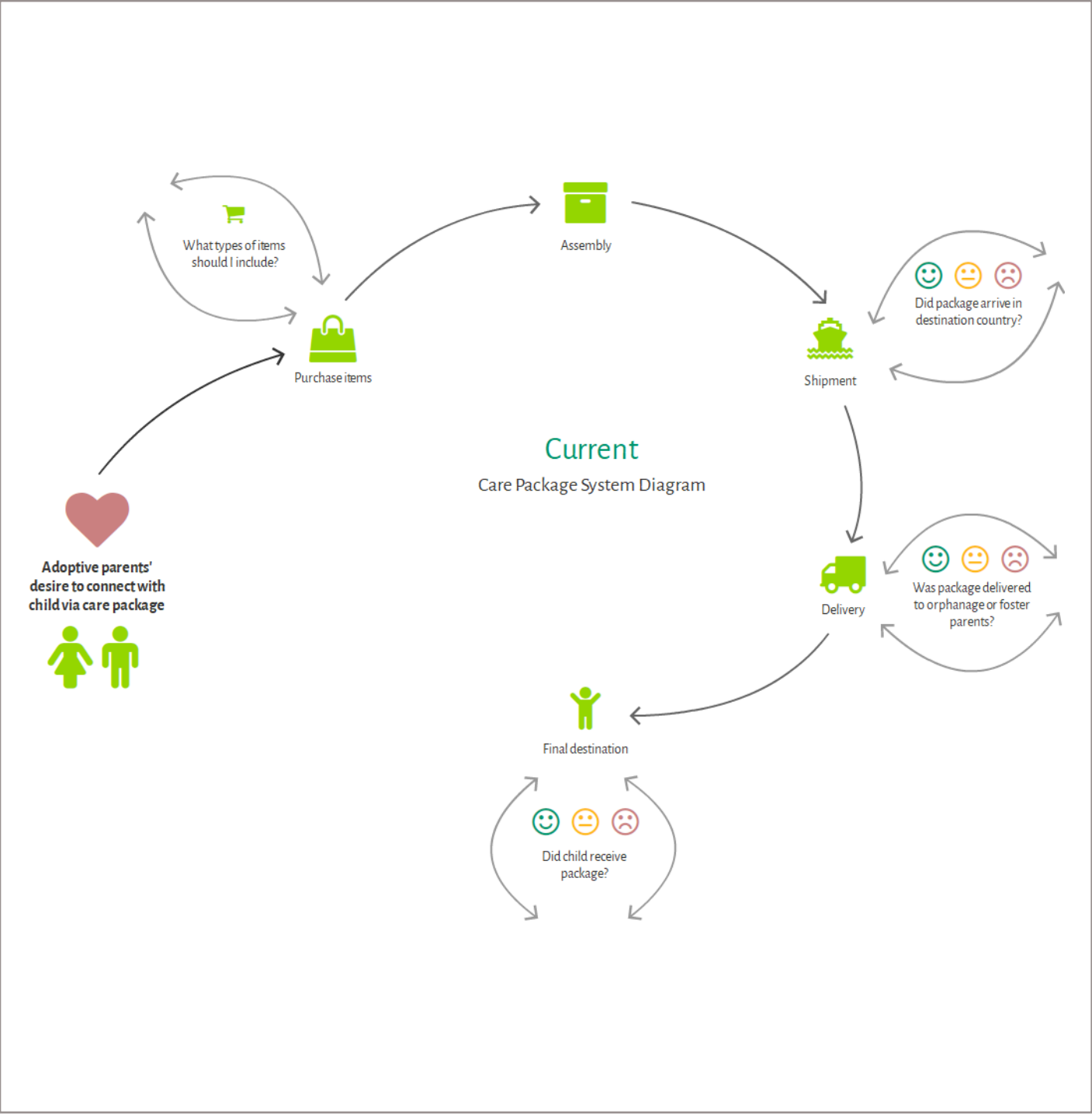


# Logo and Website Design

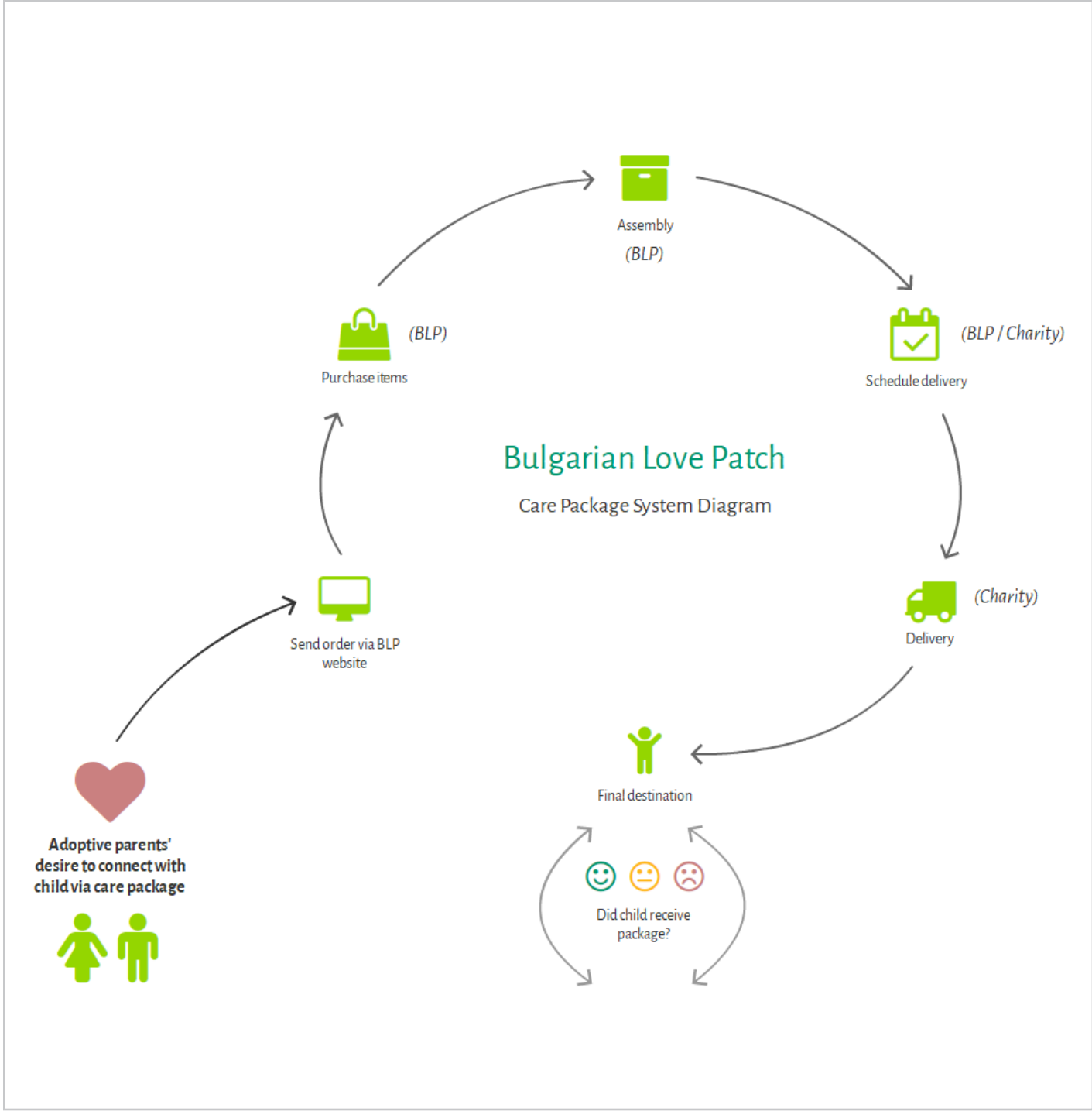


# System Diagram

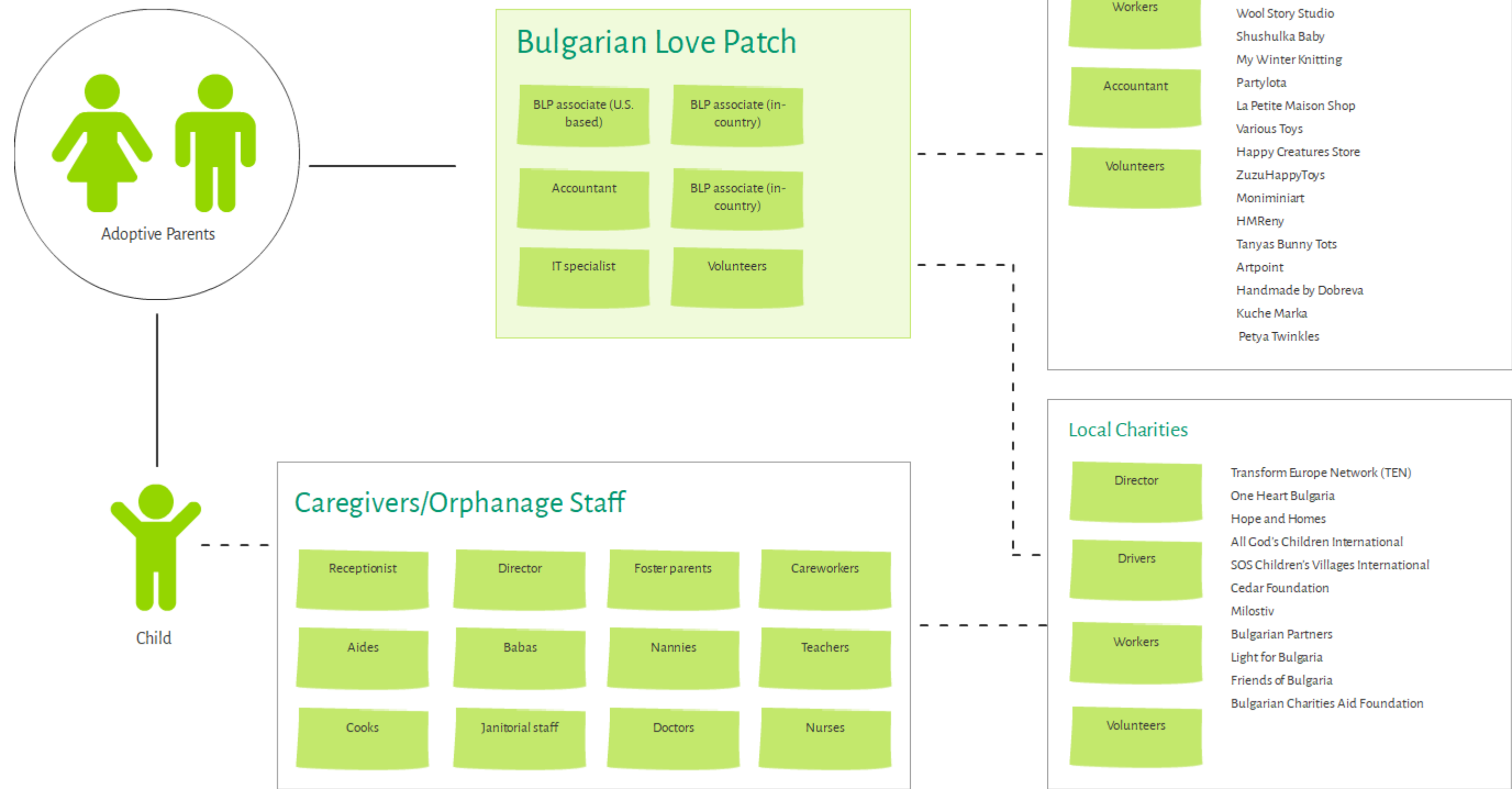
## Current System



## Proposed System



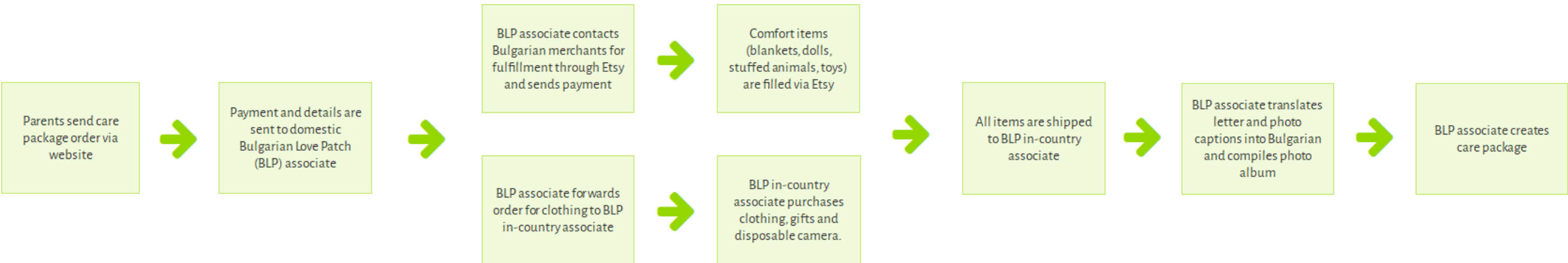
# Bulgarian Love Patch Social Network



# Bulgarian Love Patch Process Flow - Typical Care Package (MVP)

A variety of care packages, based on gender, age and season, will be available. The primary focus of these care packages is to provide comfort items to the child and an early connection to his or her parents-to-be. The typical package process will allow orders to be taken through the website, which will then be processed and fulfilled by a US-based Bulgarian Love Patch representative.

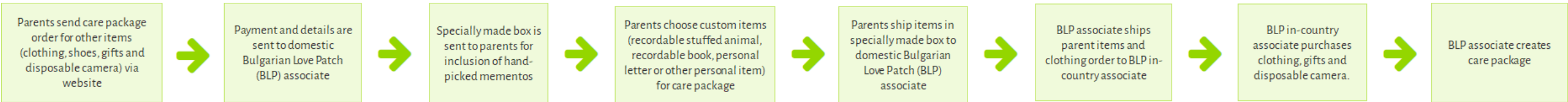
## Order and Fulfillment



# Bulgarian Love Patch Process Flow - Gotcha Care Package (MVP)

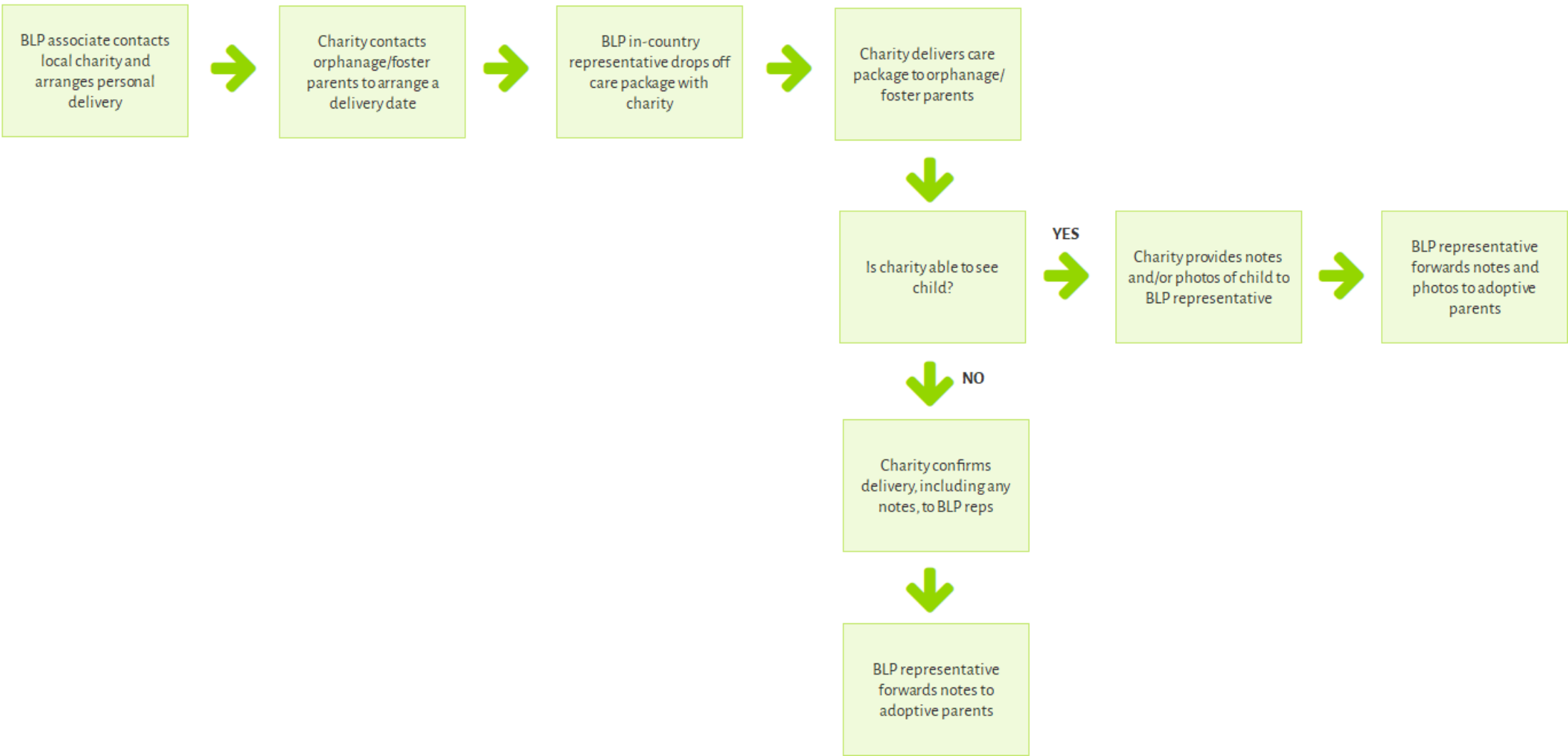
The Gotcha Care Package, the last care package sent prior to pickup, will function differently. While the other care packages will focus on providing the child with comfort items, the Gotcha Care Package focuses on providing a deeper connection between the adoptive parents and child. Here the parents can send sentimental items, such as a recordable book or stuffed animal, personal letter or other personal item, directly to a US-based Bulgarian Love Patch representative, who will in turn make sure those items and the parents’ order are sent to an in-country associate for fulfillment and delivery.

## Order and Fulfillment



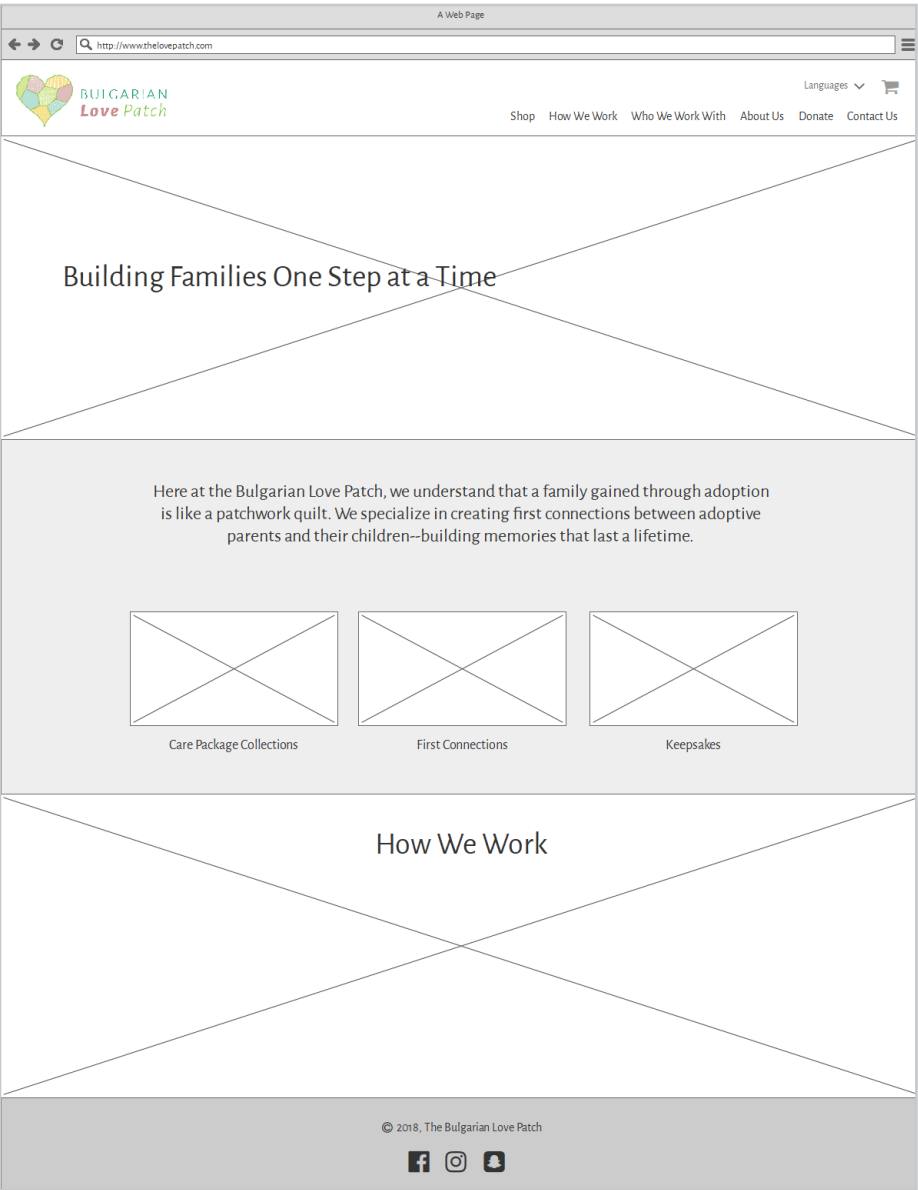
# Bulgarian Love Patch Process Flow (MVP)

## Delivery and Updates

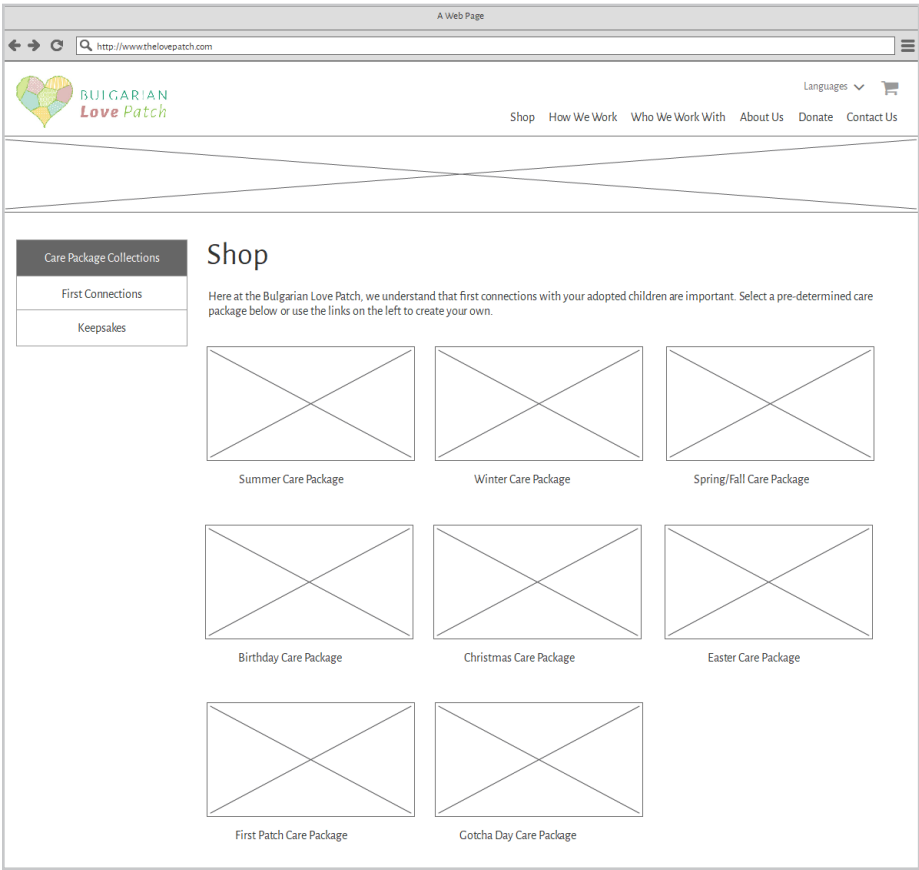




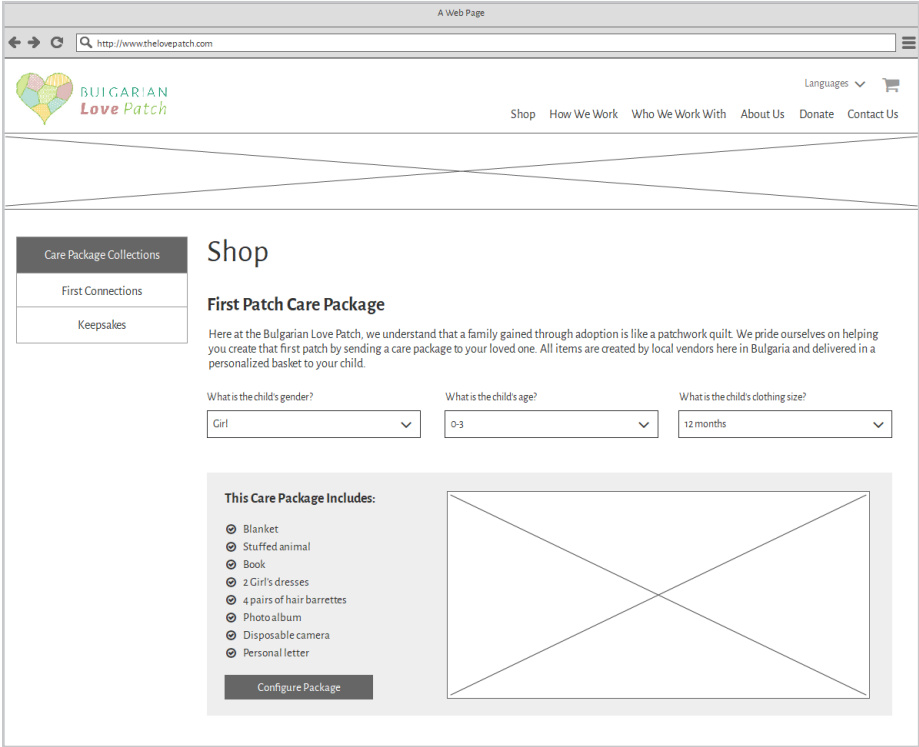
# Website Wireframes



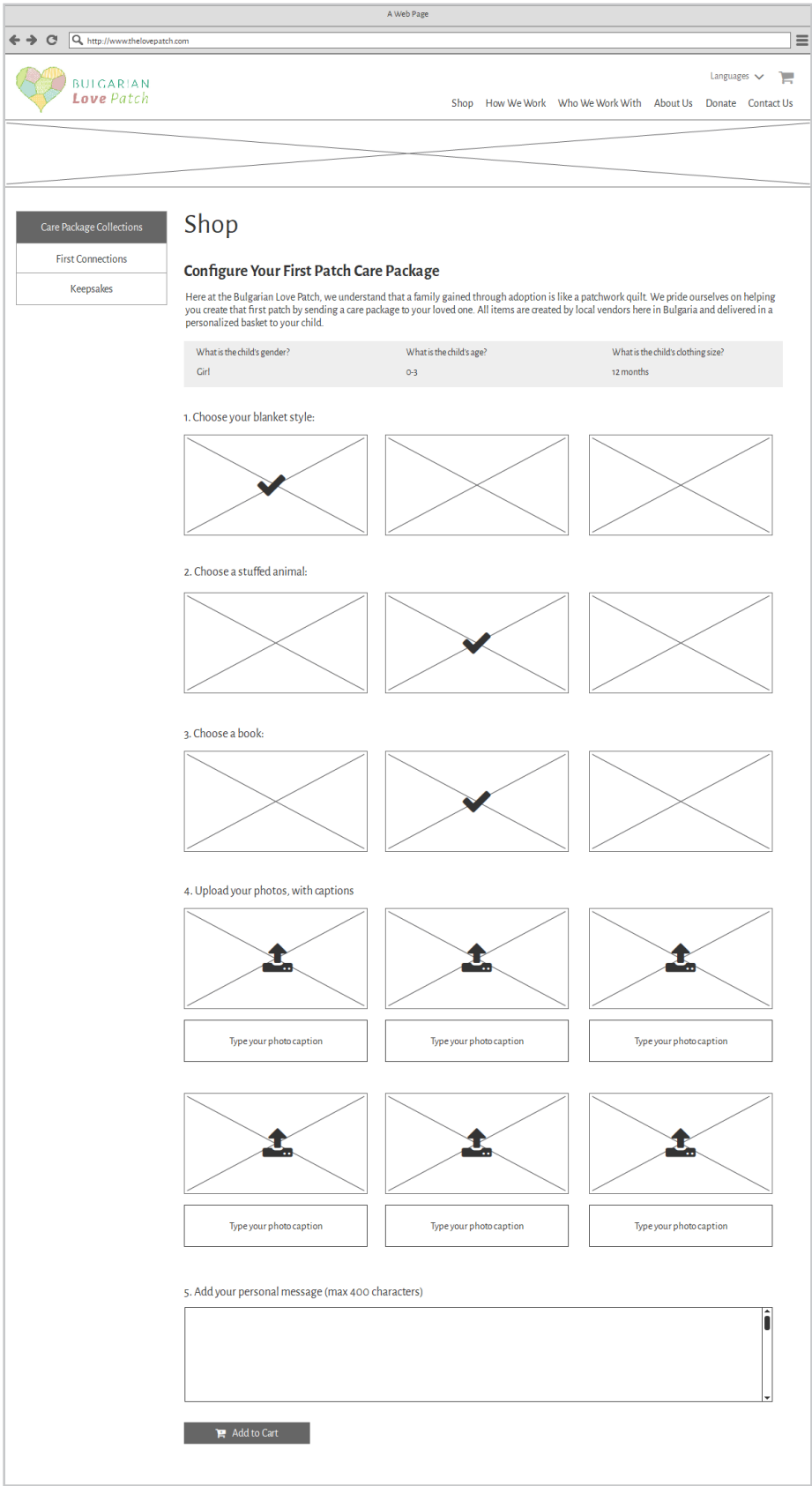
Home Page



Care Package Collections page



First Patch Care Package Selection



First Patch Care Package Configuration

## Adoptive Parent/Child Experience Diagram

