

Settle-Aid: Product Documentation

TP01 - Top Mello

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Overview

Product Description

Settle Aid is a mobile application designed to assist grandparents who temporarily visit Melbourne to care for their grandchildren (also known as “Flying Grannies”). The application aims to help them seamlessly adapt to the new surroundings, navigate the city, learn Australian norms, and connect with both their cultural and local Australian communities.

Background

“Flying Grannies” in Australia often find themselves challenged by adapting to a new culture when they visit Melbourne to care for their grandchildren. There are at least 4,500 grandparents who frequently embark on short trips back and forth to Australia to support their families. These grandparents encounter difficulties in acclimating to unfamiliar environments due to language barriers and cultural differences, which can lead to them tending to stay home. This often results in feelings of loneliness and a sense of being disconnected from the broader community, particularly when their grandchildren are in school or during the initial stages of their stay in Australia.

The consequences of this cultural and social disconnection can be detrimental not only to the well-being of these grandparents but also to family dynamics and the rich multicultural tapestry of Australian society. Given Melbourne’s status as a diverse metropolitan city with a substantial population of grandparents facing these challenges, there is an urgent need to foster connections between “Flying Grannies” and the wider community.

Aim

The application addresses the language and cultural barriers faced by these “Flying Grannies,” fostering a sense of belonging and social cohesion. By providing navigation support, educational resources, and community connections, it enhances their experience and integration into Australian society.

Target Audience

Grandparents aged between 50 and 65 who make temporary visits to Melbourne for childcare purposes. This demographic demonstrates a higher proficiency in using smartphones compared to individuals aged 65 and above. They also show higher tendency to travel and adapt to different culture.

Importance

Settle Aid is important for both “Flying Grannies” and Australian society as it improves the well-being of these grandparents, strengthens family dynamics,

and enriches the multicultural fabric of Australian society.

Ethical Standards

Ethics Canvas

Link to Ethics Canvas Document: <https://drive.google.com/drive/u/1/folders/1NgtfeWH2DmG0anxPpRwZILX>

Compliances with ACS Code of Conduct

Settle Aid strictly adheres to the ACS Code of Conduct by prioritizing privacy, security, and inclusivity in all aspects of the application. It ensures data protection, respectful cultural integration, and ethical use of technology. These include:

- 1.2.1 Primacy of the Public Interest: Settle Aid considers the interests of “Flying Grannies”, who are potentially impacted by our application. It prioritizes their interests in terms of safety, cultural familiarity, and social well-being.
- 1. Advising Users: If any conflicts of interest or conscientious objections arise in the development or operation of the app, it advises the user as soon as possible with options to be excluded from the application. This transparency allows users to make informed decisions about using the app.
- 2. Respecting Intellectual Property: Settle Aid respects the intellectual property of others, ensuring that it does not infringe on copyrights, patents, or trademarks when providing educational content and recommendations.
- 3. Protecting Confidentiality and Privacy: Settle Aid is committed to preserving the confidentiality and privacy of user information. It implements robust data protection measures to safeguard user data and ensure that it is used only for the intended purposes, thereby respecting the privacy of others.
- 1.2.2 The Enhancement of Quality of Life: Settle Aid strives its best to have significant positive impact on our society and way of life, and minimize the consequent adverse effects.
- 1. Health and Safety: The app prioritizes the health and safety of its users, “Flying Grannies.” It does not engage in any practices that compromise their safety or well-being. Additionally, the app’s navigation assistance includes safety considerations, such as suggesting safe routes and ensuring that users can efficiently carry out daily essential activities while minimizing potential safety risks.
- 2. Understanding Perceptions: Settle Aid acknowledges the importance of understanding and giving due regard to the perceptions of those affected by its services. It considers the cultural perceptions and preferences of

“Flying Grannies” when offering recommendations and tips, ensuring that their cultural backgrounds are respected and valued.

3. Increasing Personal Satisfaction and Control: The app aims to increase the feelings of personal satisfaction, competence, and control of “Flying Grannies.” By providing educational content, challenges and achievements for cultural integration, it empowers users to navigate Melbourne city with confidence, fostering a sense of personal satisfaction and control over their experiences.
- 1.2.3 Honesty: Settle Aid is designed to provide honest and accurate information to its users, including cultural tips and navigation support.
1. Not Misleading Users: Settle Aid does not knowingly mislead its users about the suitability of its services. It provides accurate information about the purpose and functionality of the app, setting realistic expectations.
 2. Qualifying Professional Opinions: Settle Aid qualifies professional opinions, especially in cases where recommendations are based on limited knowledge or experience. It does so by providing clear explanations of information to help users make informed decisions.
 3. Cultural Integrity: Settle Aid does not attempt to enhance its reputation at the expense of another person’s reputation. It promotes cultural diversity and inclusivity without diminishing or disparaging any particular culture or group.
- 1.2.4 Competence: Settle Aid complies with the most current industrial standards and legislation, respects user interests and utilize full expertise of colleagues in complementary areas.
1. Not Misrepresenting Skills or Knowledge: Settle Aid does not misrepresent its skills or knowledge. It offers services within its scope and expertise, such as cultural tips, navigation assistance, and community recommendations, without making false claims about its capabilities.
 2. Awareness of Standards and Legislation: Settle Aid is aware of relevant standards and legislation, particularly those related to data privacy, security, and cultural sensitivity. It acts in accordance with these standards and legal requirements to protect user interests.
- 1.2.5 Continuing Professional Development: As the product evolves, Settle Aid should incorporate ongoing learning and improvements based on user feedback and emerging ethical considerations.
- 1.2.6 Professionalism: Settle Aid promotes professionalism by providing tools and resources that help “Flying Grannies” integrate into Australian society, demonstrating respect for cultural norms and ethical behavior.

Team Information

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Future Sponsors

- Melbourne City Council: Settle Aid is an easy mobile application for middle age users to spare time and motivate them to go out and visit landmarks, restaurants and shops. This promotes cultural diversity and social integration, enhancing the city's reputation as a welcoming and inclusive destination. Ultimately, it potentially boosts the local economy by exposing a new customer group.
- Uber: Trip attractions can be far apart and require a ride. Uber can potentially incorporate Settle Aid for people to share rides and further enhance cultural bridging if they go to the attraction together.
- Trip Advisor: Trip Advisor is a website that emphasizes on traveller's experience and satisfaction. With Settle Aid, trip advisor can target more audience groups and broaden customer market and potentially differentiate their product in this new group.