



Information Sheet for Participants

You will be given a copy of this information sheet for your records

Title of project

Rain and Shine: Exploring how a visual and gamified app can support children's emotional literacy and wellbeing at home

Invitation Paragraph

We'd like to invite you to participate in a market research project to help us shape the development of *Rain and Shine* — a creative wellbeing app designed for parents to support their children's emotional growth through storytelling, play, and visual learning.

Before you decide, it's important to understand why the research is being done and what it involves. Please read the information below carefully and feel free to ask us any questions. Your input will play a vital role in helping us build something genuinely helpful for families.

What is the purpose of the project?

Many parents are concerned about their children's emotional wellbeing but don't always have the time, tools, or confidence to support it proactively at home. Mental health challenges in children are rising, and structured support for emotional literacy is often lacking in schools.

Rain and Shine is a prototype mobile app we are co-creating with families. It aims to use creative, visual, and playful content to make learning emotional skills a part of everyday life — not just a response to crisis.

We want to understand:

- What tools parents currently use to support their children's emotional development (if any).
- How parents feel about teaching emotions and resilience at home.
- What kind of app experience would feel helpful, not overwhelming.
- Whether interactive, visual, and gamified formats make emotional literacy more accessible and enjoyable.

Why have I been invited to take part?

You've been invited because you are a parent or primary caregiver of a child between the ages of 5 and 11. We are looking to learn from a wide range of parent experiences, regardless of gender, cultural background, or parenting style.

What will happen if I take part?

If you choose to take part, you will be asked to:

- Read and sign a digital consent form and provide your name, contact details and general availability.



- Book yourself into a focus group session with the link that is subsequently provided.
- Take part in a short online focus group (40-60 minutes) via Google Meet with the Rain and Shine co-founders.
- Share your views on our interview questions in an informal and relaxed session in a group with 4 other parents / guardians (you will not have to share any sensitive or personal information within the session.)
- Optionally review and give feedback on a few concept visuals or app ideas we're exploring.

The session will be informal and friendly. It will feel more like a conversation than a survey.

Example questions we might ask:

- What worries you most about your child's emotional wellbeing?
- Have you ever used books, apps or games to help them learn about emotions?
- What kind of support would you love to have as a parent?
- What would make a mental health app feel like a helpful friend — not just another thing on your to-do list?

You can say as little or as much as you like. Everything you share will be confidential and used solely to guide the development of Rain and Shine.

Do I have to take part?

Participation is completely voluntary. You should only take part if you want to and choosing not to take part will not disadvantage you in any way. You're free to say no or withdraw at any point without giving a reason, and without any consequence. Once you have read the information sheet, please contact us if you have any questions that will help you decide about taking part. If you decide to take part we will ask you to sign a consent form and you will be given a copy of this consent form to keep.

What are the possible risks of taking part?

We don't anticipate any risks. If at any point you feel uncomfortable during the conversation, you can pause or stop the session at any time.

What are the possible benefits of taking part?

You'll help shape a meaningful wellbeing app from the ground up — ensuring it reflects what real parents need. You'll also gain space to reflect on your child's emotional development and explore new tools that could support your family in the future.

Data handling and confidentiality

All personal data you share will be kept confidential and stored securely in line with GDPR regulations. Focus groups will be recorded (with your permission) for note-taking purposes and deleted after transcription and analysis. No personally identifying details will be used in any final outputs.

Your feedback will only be viewed by the Rain and Shine founding team.



What if I change my mind about taking part?

You are free to withdraw at any point of the market research process, without having to give a reason. Withdrawing from the project will not affect you in any way. If you choose to withdraw from the project, we will not retain the information you have given thus far, and your responses will not be included in data analysis.

What will happen to the results of the project?

The results of these focus groups will directly inform the design and features of Rain and Shine. We may also share anonymised insights in pitch decks or research summaries as we move towards developing a beta version of the app. If you'd like to stay involved or hear about future developments, you can opt to join our mailing list to receive updates and access to beta testing.

How do I sign up?

We would be grateful if you could complete our consent form, this can be found on our website in the User Research section. Once you have completed the consent form, we will send you a form by email where you can select your availability for the focus groups.

If you have any problems with signing up, please email us and we will be more than happy to help you with the sign up process.

Who should I contact for further information?

If you have any questions or require more information about this project, please contact us using the following contact details:

Lakshya Gopal (Co-founder, Rain and Shine)

Email: hello@rainandshine.app

Thank you for reading this information sheet and considering being part of Rain and Shine's journey!