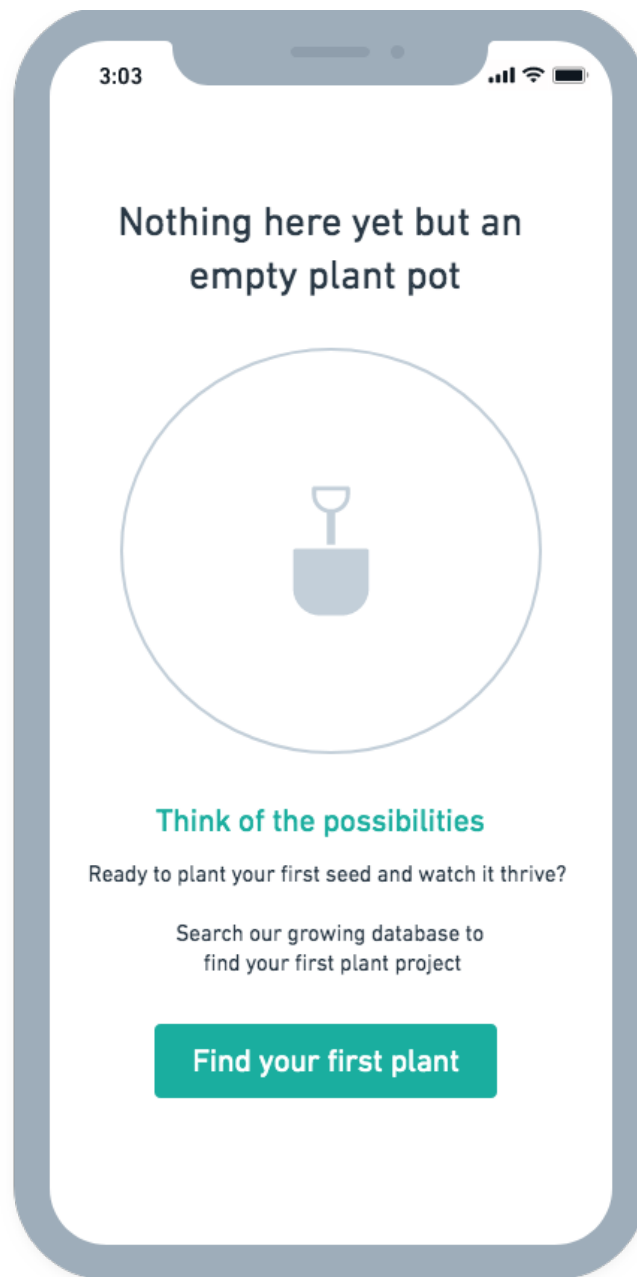


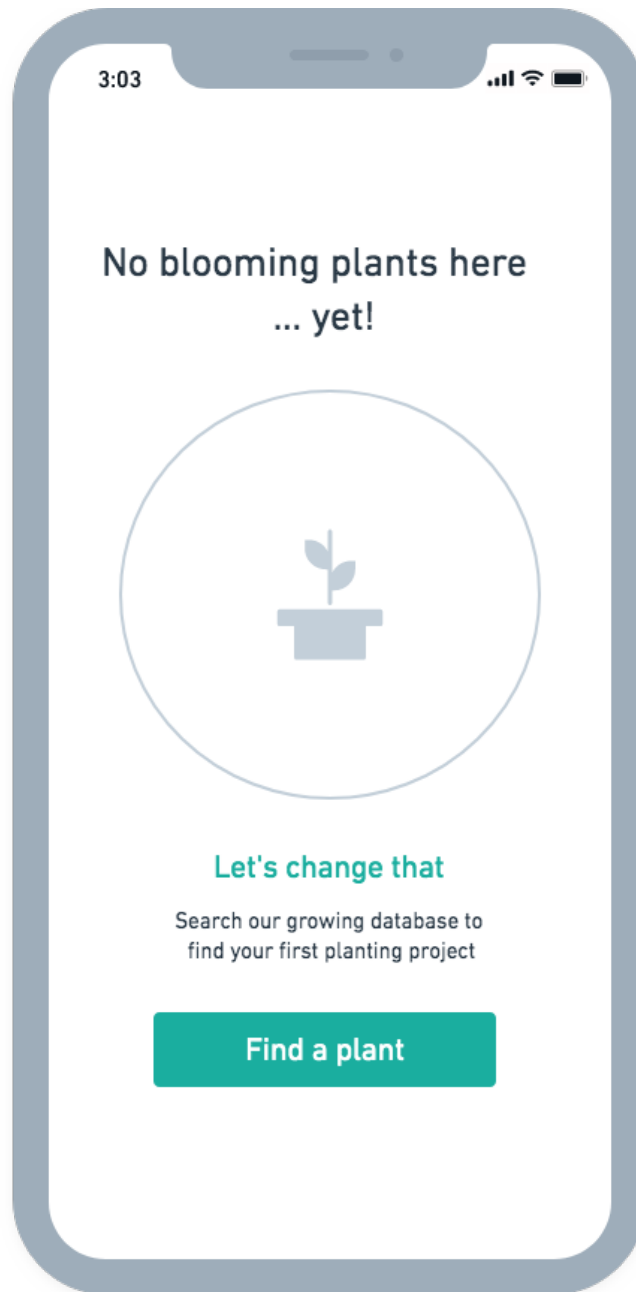
Variation 1



User Feedback:

- "Plant your first seed sounds a tiny bit ... sexual!" Awkward.
- Some users reading 'plant pot' as 'pot plant' – troublesome visual word pairing
- A little too much microcopy – needs condensing
- CTA could be snappier

Variation 2:



User feedback:

- Could benefit from a more active voice i.e. 'make your garden grow'
- CTA still needs to be more interesting/compelling

Variation 3:

