



Are Emotions Worth a Thousand Words?

by Okey Ofili



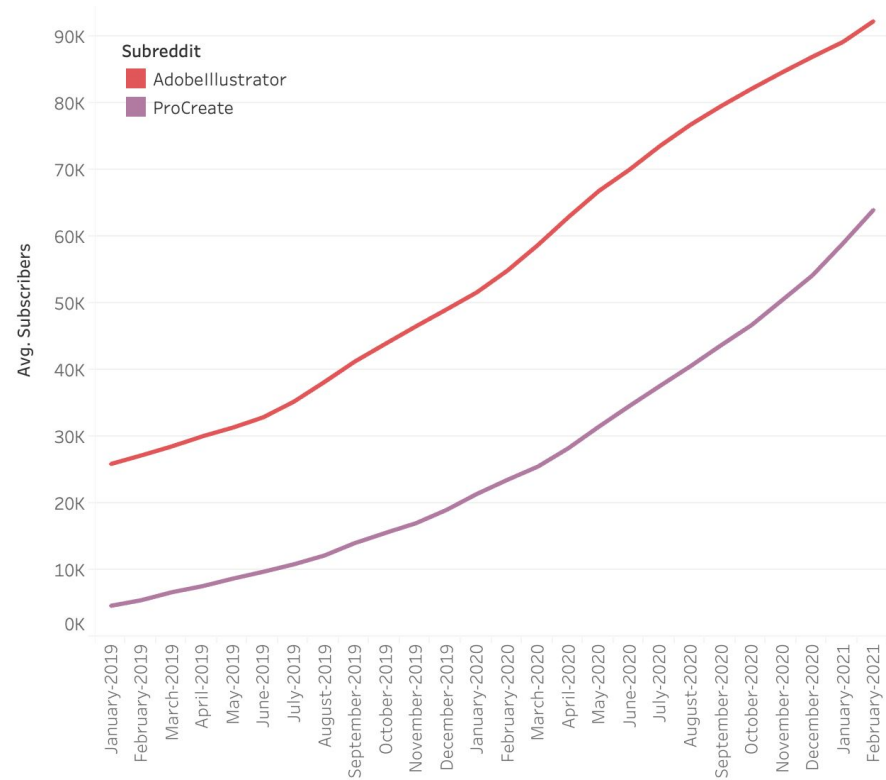
Using AI and EI to predict **Adobe Illustrator** and **ProCreate** SubReddits

Background

I have been doing illustrations for over 10 years with **different products**, but last year via my ipad I stumbled upon **ProCreate** and my skill level increased. I query why in this project.



Subscription Base Growth





Problem Statement

ProCreate is perceived to be a more intuitive and less frustrating app to use than **Adobe Illustrator**. This project thus aims to verify the degree to which the above statement is true by analyzing scraped subreddit text with AI combined with EI.

Contents

1

Exploratory Data Analysis

Analysis of what we saw in the data before modelling

2

Model Prediction

Analysis of our Prediction, just a quick overview to see if sentiment had any impact

3

Observations and Recommendations

What we observed that could help create opportunities for Adobe Illustrator.

"If you torture the data long enough, it will confess."

— Ronald Coase



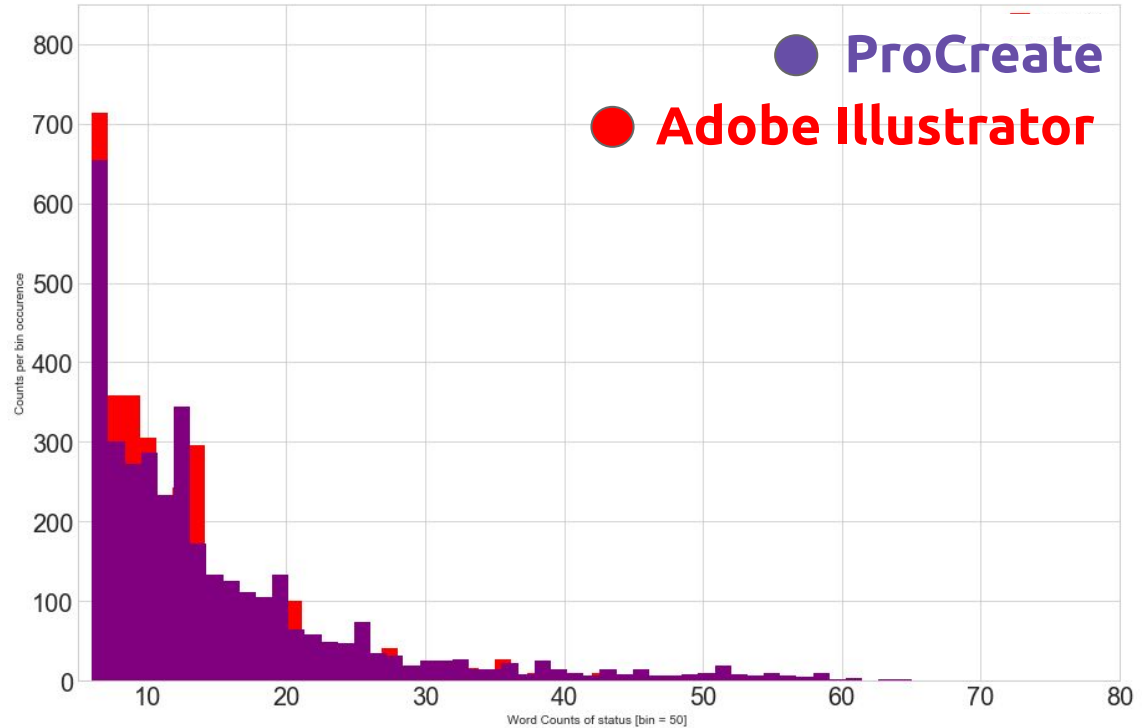
3,595

ADOBE ILLUSTRATOR POSTS

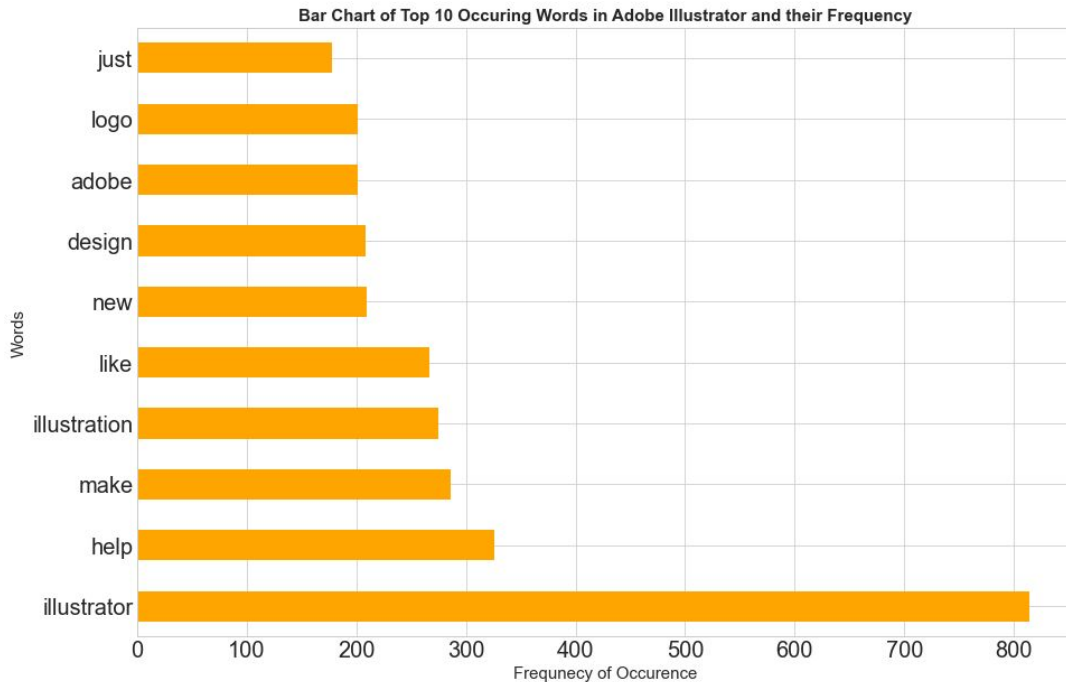
3,443

PROCREATE POSTS

Word Count Comparison



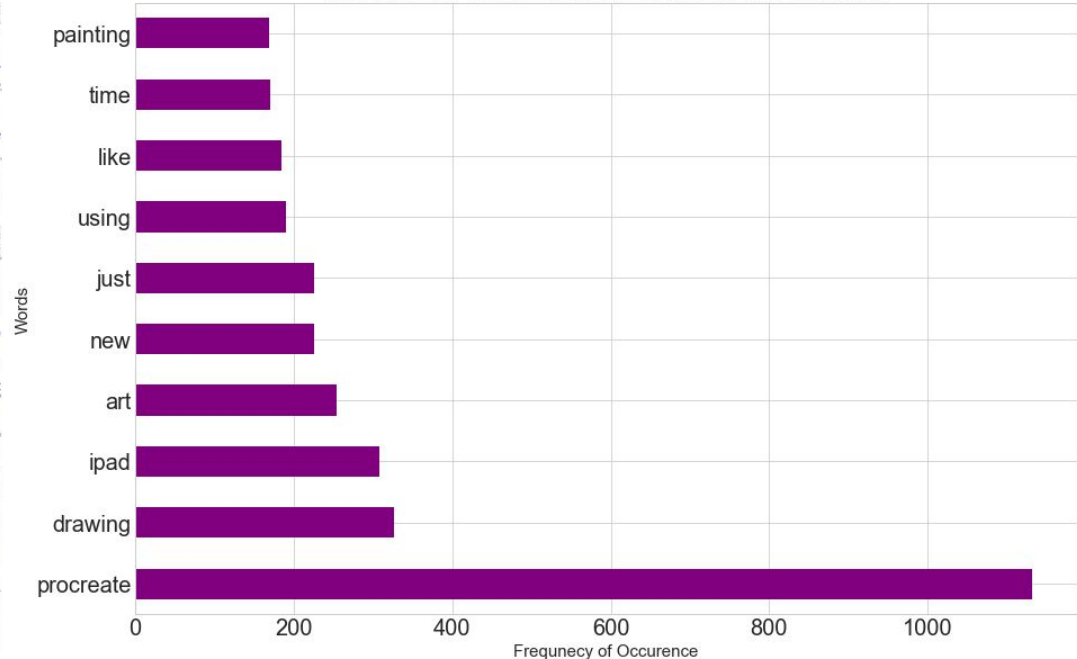
Top 10 Adobe Illustrator Words



Top 10 ProCreate Words



Bar Chart of Top 10 Occuring Words in Procreate and their Frequency



Preliminary Word Analysis

	Question?	Exclamation!	Love
ProCreate	722	841	114
Adobe Illustrator	1517	531	60

Background I made for
my PC today in **Adobe
Illustrator**. Gosh I **love**
this program 😊

I've had **ProCreate** for a
week and it's rekindled
my **love** for doodling 😊

Why are layers not
organized by Artboard
in **Adobe Illustrator**? 🙄

First finished
painting in
procreate! 😊

Analyzing Intuitive



Why
Illustrator
can't be more
intuitive?

Adobe Illustrator



Why is
Photoshop so
much more
intuitive than
Illustrator?

vs



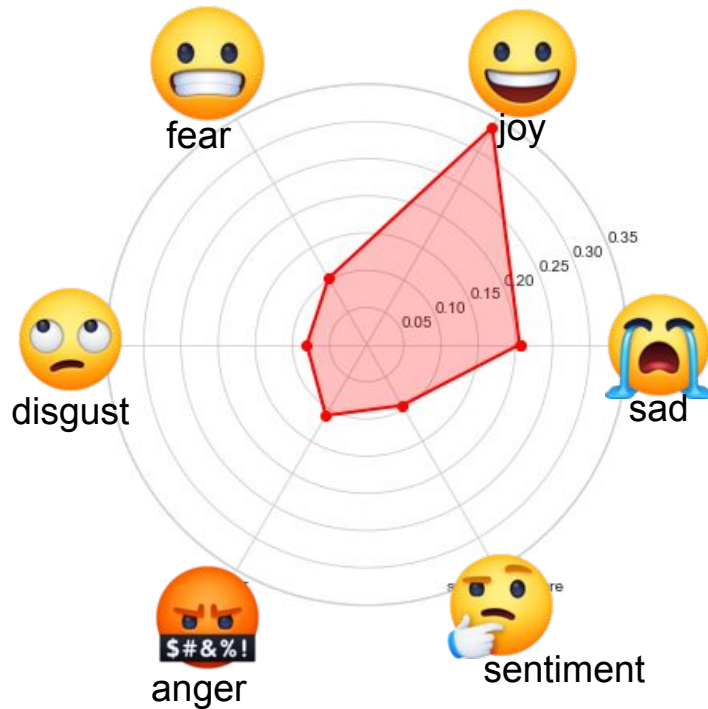
I just bought an
ipad, and
downloaded
Procreate, what
a **intuitive**
tool!



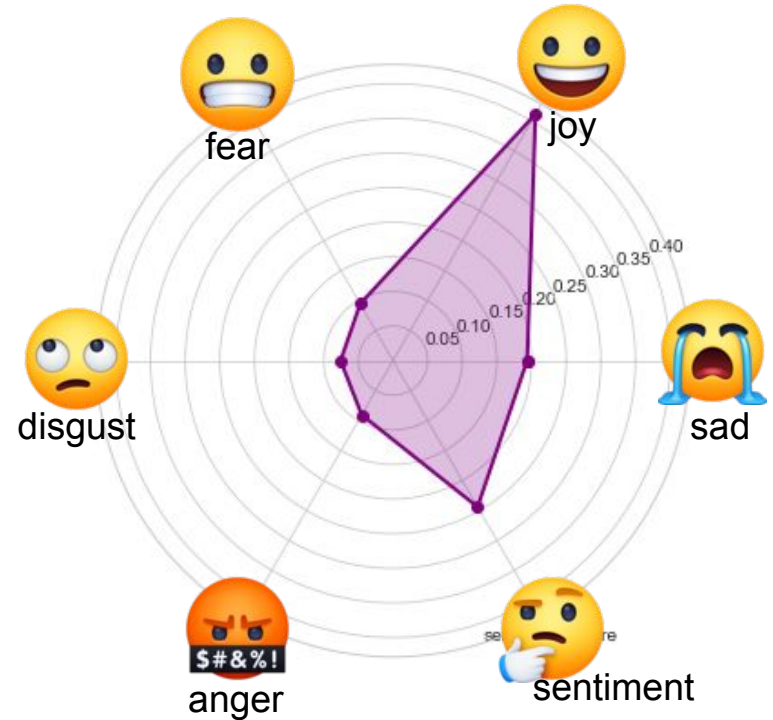
I'm no artist but
this software is
super fun and
intuitive. My
first time using
procreate!

ProCreate

Emotion and Sentiment Spread Per SubReddit



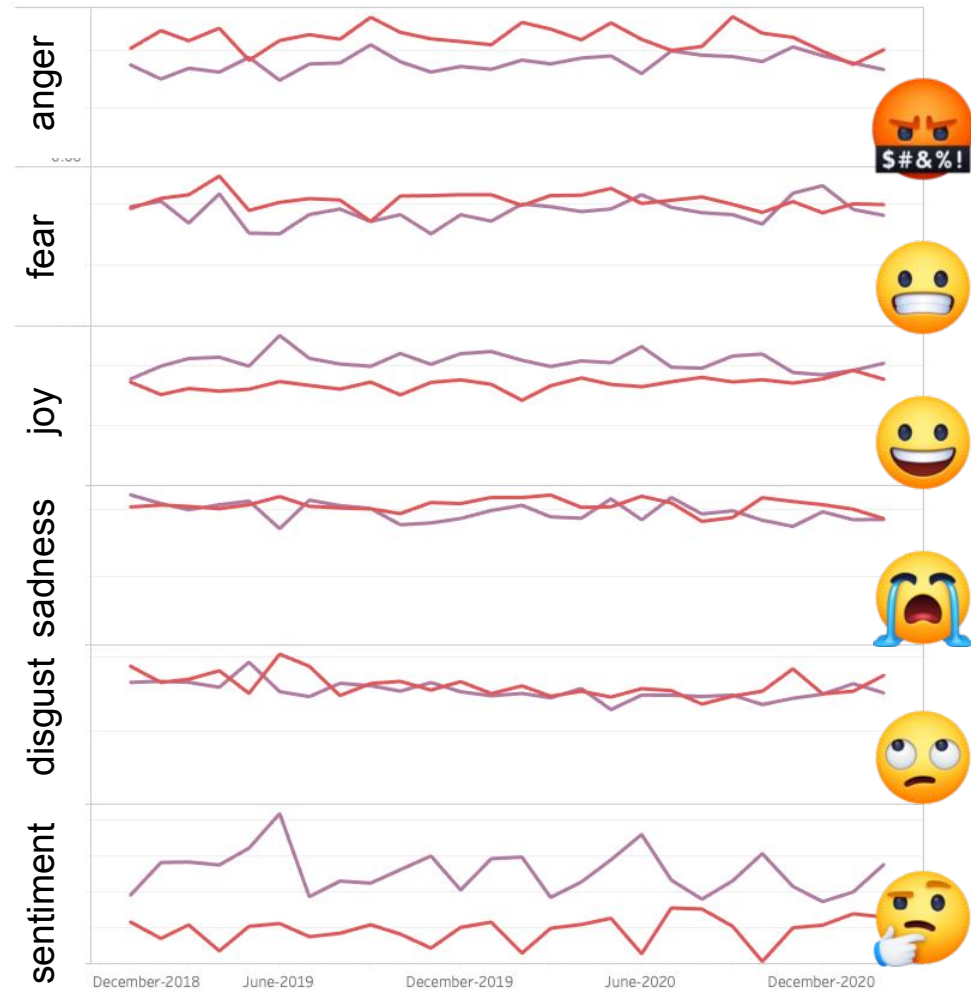
Adobe Illustrator



ProCreate

Trend of Emotion and Sentiment Over Time

● ProCreate
● Adobe Illustrator



Are
Emotions
Worth a
Thousand
Words?

82.5%

ACCURACY SCORE

83.1%

ACCURACY SCORE WITH EMOTIONS AND
SENTIMENT

(COULD DATE HAVE HAD AN IMPACT?)

Confusion Matrix and 'Text' That Confused the Matrix



'How do you use 'draw inside' for a shape you created by using the brush pen?'

"Playing around with abstract shapes and tones, it's kinda meditative"

'Am I using this program correctly?
See comment'

'Got my first iPad Pro + Pencil. The Draw App is so much fun!'

Key Observations

The word 'ipad' appeared **30 times** more in the ProCreate SubReddit than Illustrator.

And the word 'first' appeared **1.5 times** more in the ProCreate SubReddit than Illustrator.



Recommendations



PROCREATE EXPANSION

ProCreate can currently only do **Rasterized images**, there are workarounds to get Vector images, however if ProCreate figures out vector on the Ipad, they could eat into the Adobe Illustrator user base.

IPAD NICHE

Create an App Specific for the IPAD to attract first time users. Adobe Fresco exists but it's currently not exciting the art community. With only **700 subscribers** on her SubReddit.

MORE DETAILED ANALYSIS

Expand this project and scrape more data to find out the specific features that frustrate Adobe Illustration users. **[The color picker is maddening. Want to bite my hair off right now.]**

Thanks



email **oaofili@gmail.com** for further questions