



SOFT SOURCE PAX EAST 2026 PLAYER FEEDBACK REPORT

COLLECTED & PRESENTED BY
ANIMÉI GAMER ZONE

LIVE PLAYER INSIGHTS FROM 1,000+ ENGAGED ATTENDEES

EXECUTIVE SUMMARY

We engaged over 1,000 players at PAX East 2026 to gather real-time feedback across multiple demos. The insights highlight strong engagement, key friction points, and clear opportunities for improvement.



ESTIMATED PLAYERS
ENGAGED

10000+



SURVEY
RESPONSES

268



DEMO
STATIONS

11



KEY INSIGHTS

83% OF PLAYERS RATED THEIR
EXPERIENCE 4 OR HIGHER

STRONG ENGAGEMENT ACROSS
MULTIPLE TITLES

HIGH PLAYER RETENTION AND
INTEREST

ONBOARDING IDENTIFIED AS THE
PRIMARY IMPROVEMENT AREA

EVENT OVERVIEW

A snapshot of the event and our involvement.



EVENT:

PAX East 2026



LOCATION:

Boston Convention & Exhibition Center



DATE:

March 26–29, 2026

ANIMEI GAMER ZONE ROLE

- ! Full booth operation
- ! Player engagement & onboarding
- ! Data collection & insight analysis

BOOTH ACTIVATION

Our booth created an immersive, high-energy space that drove consistent traffic and encouraged hands-on play.



DEMO STATION:

11 setups



EXPERIENCE TYPE:

Live demos + Free Play



ESTIMATED FOOT TRAFFIC:

1000+

Activation Focus:

1. High-volume player throughput.
2. Hands-on gameplay across multiple titles.
3. Real-time feedback collection.

Insight:

Large-scale multi-station setup enabled continuous player engagement throughout the event.



KEY METRICS

A snapshot of player engagement and feedback collections.



TOTAL PLAYERS

1000+



AVG PLAYTIME

8-12
MINUTES



SURVEY RESPONSES

268



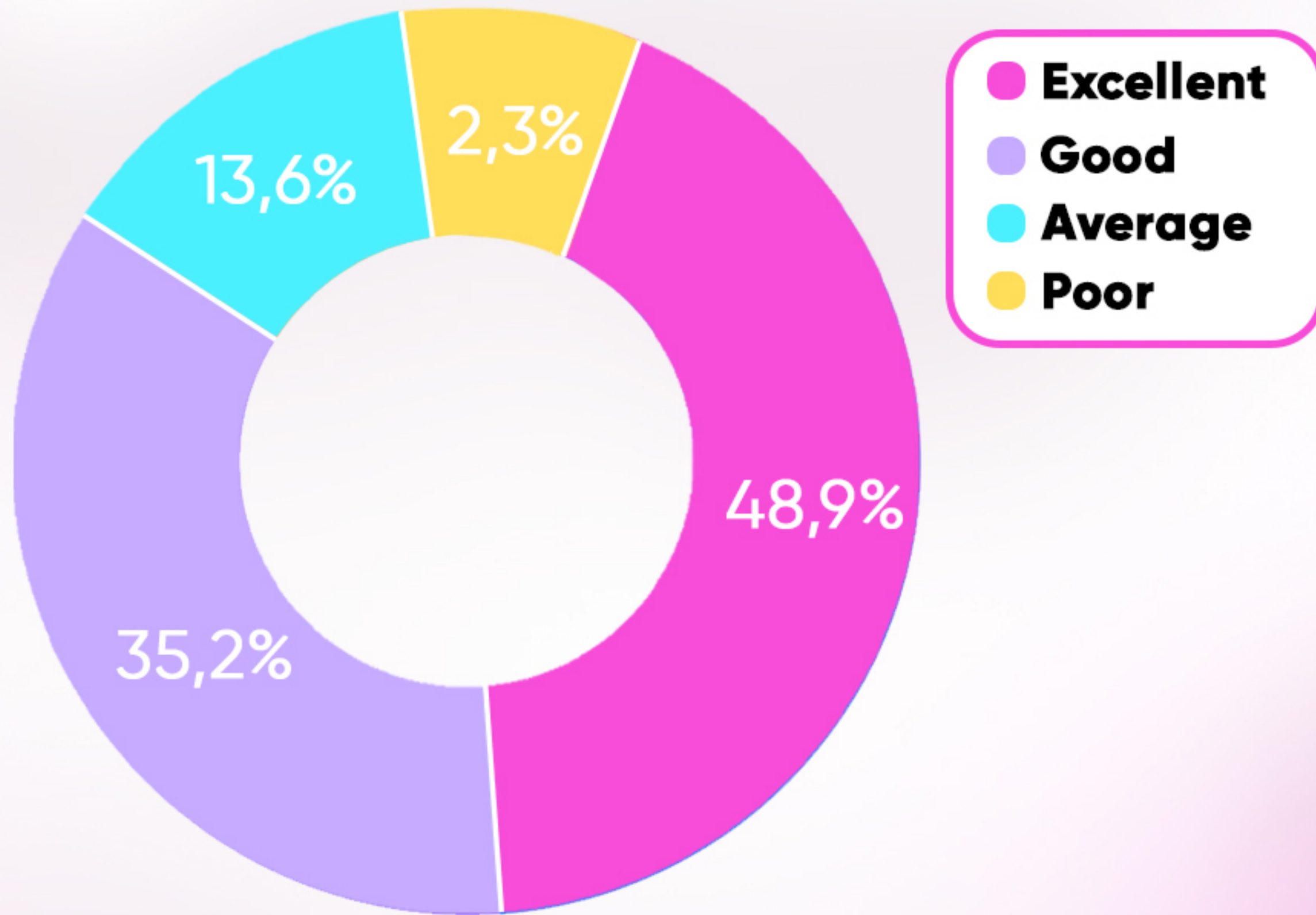
SURVEY RESPONSES

High

11 active demo stations enabled continuous gameplay and sustained engagement.

PLAYER RATINGS

How players rated their overall experience with the demos.

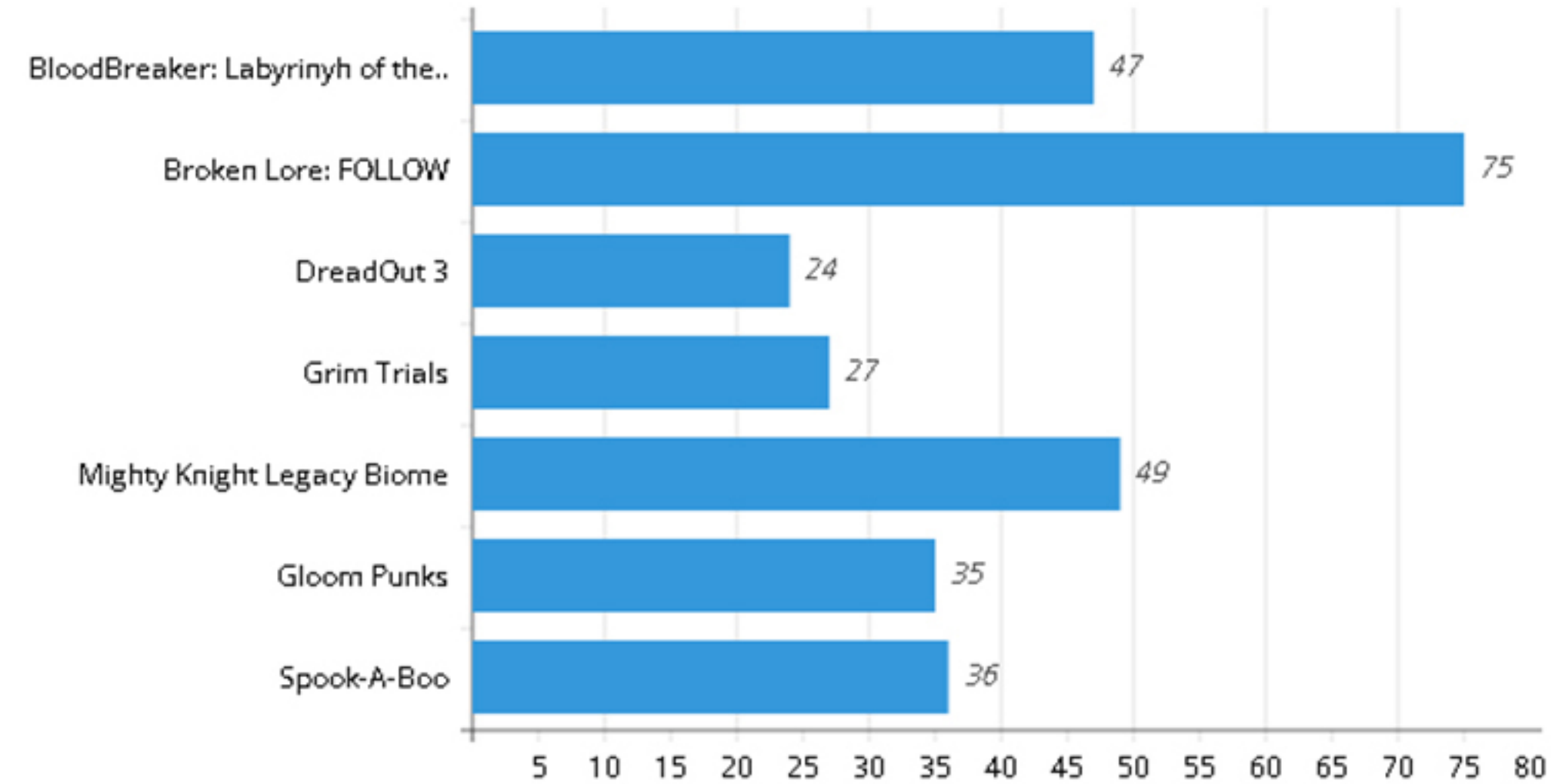


Insight:

Overwhelmingly positive player experience across the event.

Which Game Was Your Favorite?

264 responses



PLAYER INTEREST & RETENTION

We asked players about their likelihood to return and recommend.



WOULD PLAY AGAIN



WOULD RECOMMEND

Insight:

Players showed strong willingness to re-engage and recommend the experience.

DR

WHAT PLAYER LOVED

Common themes from positive feedback.



Smooth and responsive gameplay



Unique visual styles and character design



Fast-paced combat and engagement



Variety of playable titles

Insight:

Core gameplay experience is strong and well received.



PLAYER FRICTION POINTS

Common challenges players encountered.



Controls unclear during first-time play



Tutorials lacked depth for new users



Some players required assistance to progress



Early gameplay experience created confusion

Insight:

First-time player experience is the primary friction point.



PLAYER SUGGESTIONS

What players recommend to improve the experience.



Improve onboarding and tutorial flow



Add clearer UI prompts and instructions



Introduce mechanics earlier in gameplay



Reduce dependency on external guidance

Insight:

Players consistently recommended improving onboarding clarity, UI feedback, and early gameplay guidance to reduce confusion and improve first-time experience.



LIVE PLAYER BEHAVIOR INSIGHTS

Observations from the show floor that surveys can't capture.



Players needed assistance within the first 1–2 minutes



Engagement increased significantly after initial understanding



Repeated questions about controls and objectives



Strong crowd interest when gameplay was visible



High player flow maintained across all 11 stations

Insight:

Once players understood the mechanics, engagement and retention increased significantly.

KEY TAKEAWAYS

The big picture from player feedback and observations.



Strong overall player engagement and satisfaction



High-quality booth execution validated



Multiple titles performed well across audiences



Onboarding is the primary improvement opportunity

Insight:

Strong core gameplay and engagement were observed across titles, with onboarding emerging as the primary opportunity for improvement.



RECOMMENDATIONS

Actionable next steps to build on the momentum.



Improve early-game onboarding (first 3–5 minutes)



Add clearer real-time UI guidance



Highlight core gameplay loop earlier



Optimize gameplay for short convention sessions

Insight:

Focusing on onboarding, UI clarity, and early player guidance will significantly improve first-time experience and overall retention.



EVENT HIGHLIGHTS

Moments from the show floor.



High player engagement across all 11 stations



Continuous gameplay activity throughout the event



Strong audience interest and booth visibility



PREPARED BY **ANIMÉI GAMER ZONE**

Your partner for live player engagement, activation, and insights
Turning live player interaction into actionable data.

Thank You 