Experience Flow

The experience takes the user on a journey to explore where and how biofuels are created to help fuel the current and future aviation industry. Biofuels are a key proponent in Boeing’s path to sustainable aviation. This experience starts when the user meets a scientist, Linda, at an airport hangar who describes the current industry’s efforts to move toward a more sustainable future. See the Interaction section to review how to skip to the next section.

Once the user has had a chance to speak to Linda, she asks them to join her on a hot air balloon ride. This hot air balloon flies over three different types of feedstock that can be used to create biofuels. Once the user is in the hot air balloon, they are prompted to select an environment. One of the environments they have the opportunity to fly over is a forest. Here, Linda explains how forestry waste and brush removed to keep the forest healthy and avoid forest fires can be used to create a biofuel. After each environment, the user is prompted to either move on to another one or go directly to the lab. Another environment they can visit is a landfill. Everyday trash, or municipal solid waste, is a very important feedstock used in biofuels as the process “recycles” pollution by transforming it into energy. The final environment is an industrial building. Using the same idea as before, the waste gases that exit the smokestacks can be recycled and transformed into energy used for biofuels.

The lab opens with Linda greeting the user again and offers the option to learn about any of the feedstocks from the environment the user flew over in the hot air balloon. As the user selects individual feedstocks, Linda explains the chemical process that transforms the feedstock into a usable biofuel. After each feedstock process, the user is prompted to select another or has the option to end their time in the lab. The experience ends with the user back at the airplane hangar watching a biofuel powered aircraft taking off.
Interaction Guide

Linda gives a lot of information over a short period of time. To help go through this at your own speed, you can let her know when you’re ready for the next piece of information. To do this, you can:

Press any key to continue

Press the trigger to continue

You can access the Pause Menu at any time during the experience. The pause menu allows you to pause, skip forward to the mission, and start over.

Press the “P” key to access the Pause Menu

Press the back button to access the Pause Menu

Pause Menu and Skipping through Sections of the Experience

Within the Pause Menu, you can skip through the experience. The experience is divided into four steps: Introduction, Hot Air Balloon, Lab, and Ending. While you are in the Introduction, you can open the Pause Menu and skip forward to the Hot Air Balloon sequence. While in the Hot Air Balloon sequence, you have the options to start over or skip forward to the results of the mission and so on.