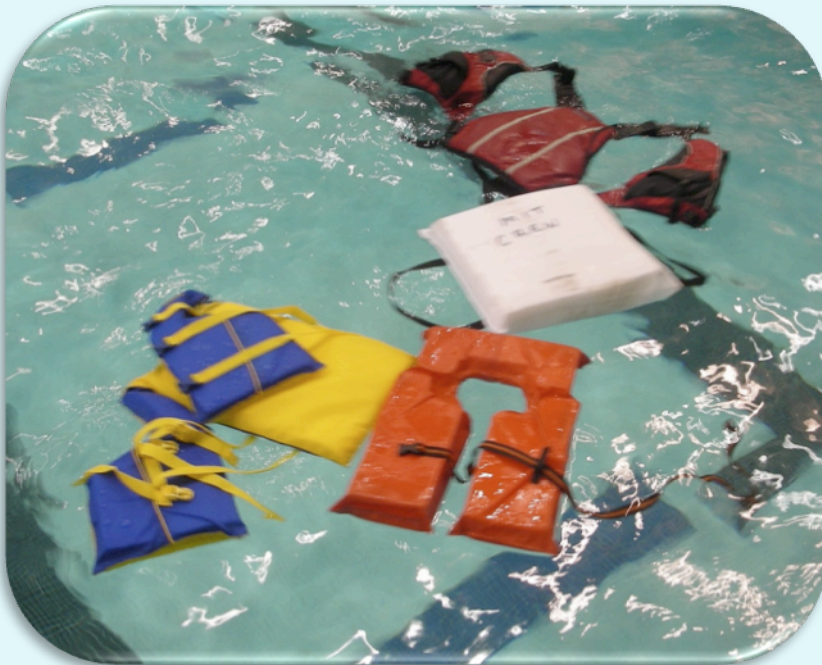


Idea 2: Float-EEZE

Vertically Floating Life Preserver:
Easy to grab and put on in the water





Benchmarking: Product Opportunity



Current product range-
user **must** be wearing
life-vest before incident.

Design challenge –
Improve usability for both
victims and rescuers

Float-EEZE

Concept and Usability testing



Concept:
vertical orientation



Usability:
finding float-EEZE
and climbing in



Concerns:
buoyancy

Float-EEZE

Sketch Model Takeaways

Vertical orientation vs. buoyancy requirements.

Drowning victim usability – room for improvement.
- but still feasible!

Market opportunity – lifeguards expressed interest
- better towing capability
- harnessing victim w/o direct rescuer involvement