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