

Empathy Map

Think & Feel What are the community's internal thoughts and emotions? Community pride, feelings of personal safety and security, worry for the community's economic decline in recent years	
Hear & See What are the community's surroundings? Some signs of economic growth in Freeport; Garden City and other surrounding areas with more economic autonomy	Say & Do What are the community's behaviors? Some small business growth, but all the same kind (nail salons, barber shops, wig shops)
Pains What frustrations does the community experience? No supermarket on northern Grand Avenue, too much traffic congestion	Gains What makes the community happy? Signs of unity and togetherness like local celebrations, new businesses/industry that benefit more of the population