Says

What have we heard them say?
What can we imagine them saying?

educational support

body language

log design

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

smart bussiness

idea generation

slove problrms

Persona's name

Short summary of the persona

ours service

serives

person bright

Does

What behavior have we observed?
What can we imagine them doing?

excellent

useful

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example