Says

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

group discussion

courage

experience

Thinks

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

both victory and failure

stepforward

simplicity

implement

Persona's name

Short summary of the persona

learn new things

self confidence

sense of humour

stage fright

what others will think

how we expose

Does

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

Feels

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

See an example