



USER PERSONA

State User

NAME Aadya Martin

AGE 48

WORK Senior Financial Manager

EDUCATION Penn State University
Bachelor of Science - BS, Finance

LOCATION

Lehigh, Pennsylvania

PERSONALITY

Tends to analyze situations before making decisions.

Curious and insightful.

Independent thinker.

DEVICES

PC laptop with a large external monitor connected with a docking station, high-speed broadband.

QUOTE

"I prepare all sorts of Excel spreadsheets to enter in the CMS-64. Uploading these multiple spreadsheets and workbooks into MACFin would save everyone time."

BIO

Aadya works with her department in Pennsylvania to ensure that the data in their expenditures Excel files is accurate before submitting it for review. She is responsible for the development and implementation of new analysis techniques. She is successful in meeting strategic goals for multiple simultaneous projects with tight implementation target dates.

SKILLS

Expert in Excel, Access, SQL, and multi-dimensional databases.

Strong organizational and follow-up skills.

Analytical ability and attention to detail.

MOTIVATIONS

To ensure that the submitted data is accurate for expenditures.

To have the expenditures reports approved on time.

FRUSTRATIONS

Not having documentation to share with new team members.

Variances created from rounding errors.

Reviewing every single line entry.