



# Fred Fish: Corporate Chef

*“Get me out of the office & into the kitchen.”*

*Employer: Boise Controls*

*Background: Masters from Johnson & Wales University*

*Computer skills: Novice*

## Quick take on Fred

|                        |  |
|------------------------|--|
| <b>Computer skills</b> | <b>Novice</b><br>Expert  |
| <b>Job situation</b>   | <b>Employee</b><br>Director<br><b>Manager</b><br>Vice president                                    |
| <b>Computer type</b>   | <b>Netbook</b><br>Laptop<br>Desktop  |
| <b>Computer tools</b>  | Advanced features<br>Coding tools<br><b>Email</b><br><b>Web browsing</b><br><b>Word processing</b> |
| <b>Background</b>      | Business<br>Engineering<br>Marketing<br>Management<br><b>Other: cooking</b>                        |

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## Key goals

Fred doesn't get his hands dirty the way he used to (literally). He stops in at all six Boise Controls sites as often as possible to stay in touch with cooks and cooking.

He wants to learn computer tools, but not at the expense of managing his kitchens.

## A day in the life

Once a month, he meets with the head chefs and to plan the menu. When they're done, he sends it to his staff and his manager.

He's not a computer whiz. On a good day, he can drag in some clip art and do some formatting with fonts. Once in awhile, he'll format menus with the new editor they on his MacBrook Pro.

He's figured out a lot, but not everything. He always had a problem sending a message without the attachment, or

an attachment with no message. That's annoying and embarrassing and used to keep him away from computers.

The new EZ-Write system seems to have some features to help with that. Anytime he writes something like "...see the attached menu..." the program prompts him if he doesn't attach something. If there were a Nobel Prize for software, he'd nominate the people who designed this.

## Chefs are different from other users

Computers are just tools for a chef. Fred would rather use a cutting board than a keyboard.