

Persona: Fred Fish



Fred Fish, Director of Food Services

- > Fred works at Boise Controls, a mid-sized manufacturer of electronic devices used in home security systems.
- > He supervises the chefs at each of the six sites and oversees cafeterias and catering services.
- > Not a big computer user, Fred can send email and use spreadsheets, but often needs help from his assistant.
- > Personal: 55 years old, married, three grown children, Masters degree from Johnson & Wales University.

Background information

Fred grew up before computers and the Web were popular. He's picked up enough to get by, but he'd rather use a cutting board than a keyboard.

He started as a cook in a small restaurant and worked his way up to chef in a larger kitchen, then chef/manager of a small chain, and now works at Boise Controls. He's a good manager and has seen many of his cooks and chefs move on to their own restaurants, which pleases him.

Sometimes he prepares menus on his computer, but he might also write them on paper and give it to his assistant to distribute.

"I'm a chef. Let's get out of the office and into the kitchen!"

Key goals

As a manager, Fred doesn't get his hands (literally) dirty the way he used to. He stops in at all the Boise Controls sites and sticks his fingers into things once in awhile to stay in touch with cooks and cooking.

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

Preparing & distributing menus

At the start of every quarter, he meets with the head chefs and plans out the next quarter's menus. That's one of his favorite things because each chef gets to demonstrate a new

meal. They spend time in the kitchen exploring each new dish.

When they settle on the quarterly menu, he sends the information out to the chefs, assistant chefs, site managers and his own boss.

Some days, he asks his assistant to format the menus. Other times he'll do it with the new EZWrite system they just installed on his Macintosh laptop.

He's figured out a lot of it, but not all of it. "One day," he thinks, "someone has to figure out a way to reuse a menu layout so I don't have to start from scratch each time."

On a good day, he can drag in some clip art and do some formatting with fonts.

He always had problems sending a message without the attachment, or an attachment with no message. That's annoying and embarrassing. That was one of the things keeping him away from computers.

EZWRite seems to have some features to help with that. Anytime he writes something like "...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.