





- 1 Primary Persona:**
 Woman 30 - 65, some college education.
Primary Use: Preventive
Search: Location, Specialty, Insurance, Personality, Availability
- 2 Secondary Persona:**
 Insurance Broker / Member Advocates
Primary Use: Broad, frequent provider searching
Search: All
Note: Quick access to multiple features
- 3 Tertiary Persona:**
 Woman 30 - 65, some college education.
Primary Use: Specialist Care
Search: Name, Location, Specialty, Availability, Cost





Provider Search

Find Doctors & Other Providers

Use any of the following


1 2 3
 Provider's Last Name

1 2 3
 Specialty ?

1 2 3
 City **OR** County **OR** Zip

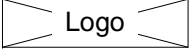
More Options

- [Provider's First Name](#) 2 3
- [Provider's Gender](#) 2 3
- [Languages Spoken](#) 2
- [Accepting New Patients](#) 1 2 3
- [Extended Office Hours](#) 1 2
- [Hospital & Clinic Affiliations](#) 2 3




[Find Providers accepting
SelectHealth Plans](#)

1 2 3



[Find Intermountain Medical
Group Providers](#)

2



[Find Huntsman -
Intermountain Cancer
Providers](#)

2 3

REVISIONS

REV	Provider Search Wire-frame Persona Mapping	11/07/2007	APPROVED
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