A retired professional wants to make a medical appointment for checking his chronical hip problem. Since he has always been obsessive with choosing the best quality services-products, he deeply researched about this clinic (X) and decided to go for it. Now he wants to research about the medical team of the clinic that works at the area he is looking for, aiming to find about their formation and their work experience. When he enters the website, he finds the Doctors section in the homepage and finds the list of doctors by area. Once he selects the area regarding to his problem he reads the information available for each doctor, corresponding to their educational background and brief work experience. Finally he decides one of the doctors in the list according to his standards, returns to homepage and goes in the services page to make an appointment.