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**User persona roles in the end-user web developing approach**

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**Abstract**
End-user is very important to require the system efficiently; however, most of the time they are not the one who create the system. The best thing they can do is give the system requirements and the system workflow to the developers. The ownership is more significant to include system acceptance by letting end-users design the system themselves. This aim of the research is to support the end-user web developing in software engineering discipline by using the real case scenario. The main task is to develop end-user personal website. The final result is that the end-user is able to create surveys/questionnaires online. This paper is the walk through and discussion approaches of how to utilize end-user persona. Evaluating exist tools by developers is also the essential step to generate the website according to enduser skills and requirements. The paper highlights the important issue of end-user involvement in the development processes. The end-user collaboration on the system is also shown in the paper. The conclusion and discussion of further research is addressed in the last part of the paper. © 2012 IEEE.

**Author Keywords**
End-user Development(EUD); Persona; Software Engineering; User Centered Design(UCD); Website Developing

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