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### **Rationale**

The website that I am modifying and adding additional “features” to is my Ithaca Apple Harvest Festival website. I figured that because we redesigned a website for the event, this website could act as if it was a real client. Because it would be seen as a “real website”, we could’ve added features like contact and feedback forms so that users who pass by the website can provide the owners of the website with either feedback or contact information because they’re interested in attending the festival.

For this project, I plan to add both of what I’ve mentioned—a feedback and contact form—onto the website and using PHP to do so because I feel like all functioning company websites have these two essential forms. A contact form would primarily be for the user to show interest in the event and therefore leaving his or her contact information for the coordinator of the event (and owner of the website) to later be contacted to learn more about the event. It’ll be like they have chosen to be added to an unofficial list serv. A feedback form would be useful to know either if the website was easy to navigate and use or if the event seems inviting/fun to attend. Also, some people may use the feedback form to provide suggestions on how to make the event even better the following year if they attended it this year after reading about it on the website. These two forms would be very beneficial for both the web designer and the event coordinator in trying to encourage feedback (for the event and the design of the webpage) as well as gathering contact information (for advertisement/knowledge of audience purposes).