

PageFactory:-

```
#. PageFactory is a class in selenium that is used to initialize Web Elements using annotations like @FindBy.  
#. PageFactory help us to find and use Web Elements easily and Cleanly.
```

Why PageFactory?

Normally POM:-

```
#. driver.findElement()
```

#. More Code.

#. Low Maintenance

#. Slow

Page Factory:-

#. @FindBy

#. Clean & Readable

#. High Maintenance

#. Faster Execution.