1) HAML is a web language designed to assist in the creation of webpages with elegant code. The advantages are that its code is more abstract and powerful and there is much less reduced code. A disadvantage is that the code can be confusing to look at and learn since it is so abstract.

2) The biggest change is the difference in result viewing. CLI requires simple console output and can be done with print statements. Web testing requires the website to be built correctly. If the page is not correct, Cucumber tests may fail when the code isn't wrong.

3) I think cucumber is worth the time for small web applications. The output can be abstract enough that simply going to the page manually won't be enough. Cucumber allows the output to be tested easier and automatically. The same would apply to large web applications.