1. HAML is a language that allows for easier design of HTML webpages. It decreases the amount of code that would go into a traditional page as well as organizing the code better so that it can be more easily understood and edited later. The indenting can be a little confusing at first, but once you understand how it works, it's easy. Routes to multiple pages are also a bit hard to figure out.

2. The difference between traditional web testing and CLI testing with Cucumber is that Cucumber allows for automated testing of many pages in one run, as opposed to traditional testing, which would call for by hand testing of different elements on each page.

3. For small applications it usually makes more sense to just test it by hand, but for a very large application, the automation of CLI testing with cucumber would greatly decrease the amount of time required for testing. A small amount of code, automated to run on every page would be much more efficient than by-hand testing.