1. In the era of technical devices like at the moments, there are lots of products released to supply user needs. The devices tent to be smaller day by day with stronger specifications, so the UI is narrower day by day. That’s the matter for developer when building webpages which can be seen clearly on most deveices, such as mobile phone, tablet, etc.
2. Actually, it’s more useful for us when using cause it’s flexible for all devices with different sizes.
3. 1em equals to current font size, so 2em is double than current font size. This unit is very useful in CSS when we need to scale or zoom UI to various sizes.