For a web application to have a favorable user experience it must have a level of interaction that is both fast and efficient so the user can use it as smoothly as possible with minimum down times.

Web developers try to make an intuitive experience with their apps through Technologies like AJAX, that function like in-between engine between the web server and the user interface of the web application. This way, a web application can be a fully interactive experience instead of being just a traditional use of HTML which only features static pages, with simplified ways of interaction like simple text boxes and links, that are limited by the request-response paradigm, which needs a refresh of the page’s contents to give feedback to the user.

With AJAX the request-response process was made invisible, as well as updating the contents of a page in real time, with no need of reloads.

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