10. Page Object Design Pattern is a widely used design pattern in Selenium automation testing. It is used to create an object repository for web elements on a web page. This pattern helps in reducing code duplication and improves code maintainability.

In simple terms, the Page Object Model (POM) is a way of organizing your Selenium code so that it is easier to read and maintain. With POM, you create a separate class for each page on your website, and each class contains all the elements and methods that relate to that page. This makes it easier to write tests because you don't have to worry about finding the right element on the page - you just call the method that does it for you.

To implement POM in Selenium, you need to follow these steps:

1. Create a separate Java class for each web page on your website.

2. In each class, define all the web elements and methods that relate to that page.

3. Use inheritance to create a base class that contains common methods and elements for all pages.

4. Write your test cases using the methods and elements defined in the appropriate page classes.