1. HAML is a language that is translated into HTML, but has different syntax. The advantages are that you don't have to write boiler plate code, and simplifies writing HTML. The disadvantages are that HAML is sensitive to indention and can be difficult to get used to.
2. CLI uses aruba and is easier to impLablement and more straight forward then web testing with cucumber.
3. For smaller web apps you don't need to use BDD, however for large web apps they become more and more complex making it hard to manage everything without using BDD