

HAPTAGS LLP · BANGALORE

● DIGITAL ENGINEERING PRACTICE

Website & Mobile App Case Studies

Three real client builds, engineered to the same standard: fast, mobile-first, and ready for production from day one.

FEATURED IN THIS PROFILE

- | | | |
|----|------------------------|-----------------------------------|
| 01 | Citadel Properties LLP | Real Estate Services · Website |
| 02 | Hapsmart | Quick-Commerce Delivery · Website |
| 03 | Customized Cakes | D2C Bakery · Website |

PREPARED
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CONTACT
+91 99868 61402 · info@haptags.com

WEB
www.haptags.com

OUR WEB & APP PRACTICE

Engineering built to hold up in production.

Every build in this profile came out of the same practice: custom web applications on Next.js, React and TypeScript, and cross-platform or native mobile apps where the product calls for it — engineered for speed, mobile responsiveness and search visibility rather than assembled from a template. The three case studies that follow show that standard applied across three very different businesses: real estate, quick-commerce and D2C retail.

120+Web applications
delivered**4.9★**Average App Store
rating**<100ms**Global page load
speed**99.99%**Platform uptime
SLA

How We Work

- Every build starts from the client's actual business goal, not a template
- Mobile-first, SEO-structured from the first line of code
- Senior engineers own delivery end-to-end, launch included
- The same standard applies whether it's a 5-page site or a full storefront

In This Profile

- **Citadel Properties LLP** — a multi-service real estate firm's corporate website
- **Hapsmart** — a quick-commerce grocery & essentials ordering platform
- **Customized Cakes** — a D2C bakery's online ordering storefront
- Plus a look at our mobile app development capability

OUR APPROACH

"Whatever the business — property, groceries, or cake — the site has to earn its keep: fast to load, easy to use on a phone, and built to turn a visit into an enquiry or an order."

CASE STUDY 01

Citadel Properties LLP

A corporate website unifying five real estate service lines under one credible digital front door.

REAL ESTATE SERVICES

01

THE CHALLENGE

Citadel Properties LLP operates across five distinct service lines — property sales, commercial rentals, property management, land construction & development, and facility management. Without a single, credible digital destination, prospective clients had no easy way to see the full breadth of what the firm offers, which made it harder to be considered for larger, multi-service engagements.

THE SOLUTION

Haptags designed and built a responsive corporate website for Citadel Properties LLP, organised around its five service lines under one clear brand narrative — "Building Strength Together." The site was built mobile-first and structured for search visibility, so each service area is easy to find and easy to enquire about.

THE OUTCOME

Citadel Properties LLP now has a single, professional digital front door that represents its full range of services consistently — engineered to the same standard of speed, responsiveness and search-readiness that Haptags applies across every web build.

PROJECT SNAPSHOT

INDUSTRY

Real Estate Services

BUILT

Corporate website

PLATFORM

citadelpropertiesllp.com

SERVICE LINES COVERED

**Sales · Rentals · Management ·
Development · Facilities**

FOCUS

Unified, multi-service positioning

CASE STUDY 02

Hapsmart

A mobile-first ordering platform engineered so site speed matches a "delivered in minutes" promise.

QUICK-COMMERCE · DAILY ESSENTIALS

02

THE CHALLENGE

Hapsmart's entire value proposition is speed — "Daily Essentials, Delivered in Minutes." For a quick-commerce brand, the website itself can't be the bottleneck: it has to load fast, browse smoothly on a phone, and take a customer from landing page to checkout with minimal friction, across categories spanning fresh produce, dairy, household cleaning, laundry care and daily essentials.

THE SOLUTION

Haptags built hapsmart.in as a mobile-first e-commerce storefront covering Hapsmart's full catalogue, with a streamlined online ordering flow and the brand's zero-delivery-fee promise built directly into the shopping experience — from browsing a category to placing an order.

THE OUTCOME

A production-ready ordering platform where the site itself matches the brand promise — customers can browse, order and check out without the website working against the "delivered in minutes" pitch that defines the business.

PROJECT SNAPSHOT

INDUSTRY

Quick-Commerce Delivery

BUILT

E-commerce ordering website

PLATFORM

hapsmart.in

CATALOGUE

Produce · Dairy · Household ·
Laundry · Essentials

FOCUS

Fast, frictionless mobile ordering

CASE STUDY 03

Customized Cakes

An image-led online storefront that turns product photography into direct orders.

D2C BAKERY · DESSERT E-COMMERCE

03

THE CHALLENGE

A bakery built around personalisation and presentation — premium, made-to-order cakes and desserts — needed an online storefront that could do justice to the product visually, while making it simple for customers to specify what they want and place an order directly, instead of relying on phone or in-person orders.

THE SOLUTION

Haptags designed and developed customizedcakes.in as a dedicated online ordering platform, built image-first around the product photography, fully mobile-responsive, and optimised for social sharing — so a cake discovered on Instagram or WhatsApp leads straight into an ordering flow.

THE OUTCOME

Customized Cakes now takes orders directly through its own website — a branded, always-open storefront that reduces reliance on manual, offline order-taking and gives the product photography a proper showcase.

PROJECT SNAPSHOT

INDUSTRY

D2C Bakery / Dessert Retail

BUILT

E-commerce storefront

PLATFORM

customizedcakes.in

OFFERING

Premium, made-to-order cakes & desserts

FOCUS

Image-led design, direct online ordering

BEYOND THE WEB

The Same Standard, On Mobile

The case studies in this profile are website builds — mobile app development runs on the same engineering standard when a product calls for it.

Alongside web builds like the three featured here, Haptags develops cross-platform apps with React Native and Flutter, as well as fully native iOS and Android applications. Every app is crafted with attention to micro-interactions, real-time push notifications and offline-first data handling — the details that separate a functional app from one users keep coming back to.

WHAT'S INCLUDED

- › Cross-platform builds (React Native, Flutter) and native iOS/Android
- › Fluid micro-interactions and real-time push notifications
- › Offline-first architecture for reliability without connectivity
- › Biometric authentication and secure in-app payments
- › End-to-end App Store & Google Play publishing support

TECHNOLOGY STACK

React Native

Flutter

iOS

Android

In-app Payments

BY THE NUMBERS

APP STORE RATING

4.9★ average across Haptags-built apps

PLATFORMS

Native iOS & Android, plus cross-platform

PUBLISHING

Fully managed App Store & Google Play launch

LET'S BUILD SOMETHING

Have a website or app that needs to earn its keep?

Whether it's a corporate site, an ordering platform, or a mobile app — reach out and our team will scope the right build for what your business actually needs.

PHONE

+91 99868 61402

EMAIL

info@haptags.com

ADDRESS

Near Maheshwaramma Temple Road,
Mahadevapura, Bangalore – 560048

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