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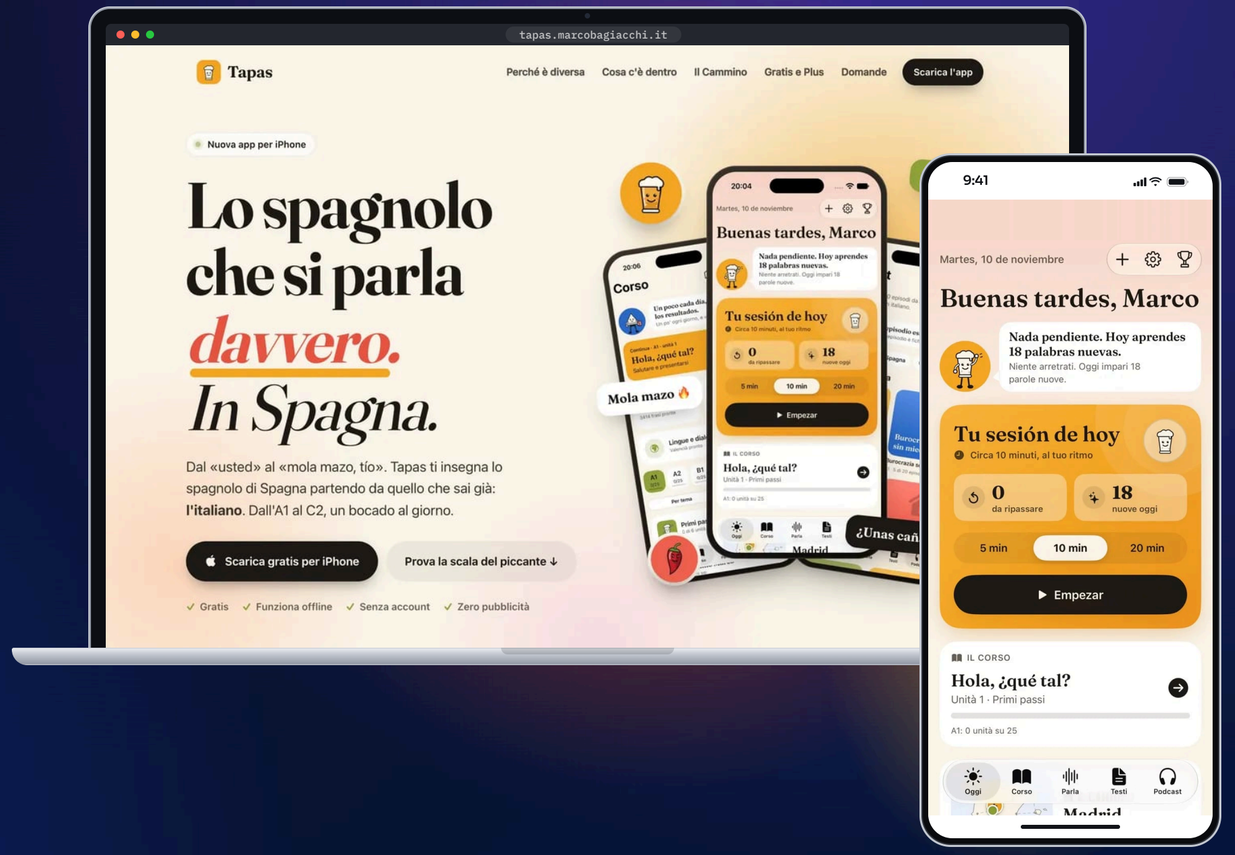
CASE STUDY · 2026

SPANISH LEARNING APP

Tapas

Tapas: the app for learning the Spanish of Spain.

An iPhone app that teaches the Spanish actually spoken in Spain, from A1 to C2, starting from Italian. Course, phrasebook, podcasts, a checker for typical Italian mistakes and a journey through 32 cities. Fully offline, no account.



A Spanish *from nowhere.*

General apps teach a Spanish halfway between Madrid and Mexico City, explained for English speakers. Yet anyone living in or travelling to Spain hears vosotros, vale, coger el metro: and Italians make mistakes all of their own, from false friends to calques, that nobody points out.

- ✕ «Neutral» Spanish, from nowhere
- ✕ Explanations written for English speakers
- ✕ Typical Italian mistakes ignored
- ✕ A single, textbook register
- ✕ Streaks to keep and leaderboards
- ✕ Account and connection required



IN GENERAL APPS

1

register, straight from the textbook

Numbers you can see, *from day one.*

Course units

137

from A1 to C2, in 11 modules

Words and expressions

5,371

with examples and register

Ready-made phrases

3,414

in 50 situations and 4 registers

Podcast episodes

200

40 shows, about 31 hours

32 cities on the Camino, from Madrid to Santiago

40 tapas to earn, no streaks or leaderboards

21 languages and dialects of Spain, Valencian already available

0 accounts, servers or ads

Designed first and foremost *for the phone.*

Tapas is made for the phone: sessions of a few minutes, voice and listening even with the screen off, widgets on the Home Screen.



TODAY



COURSE



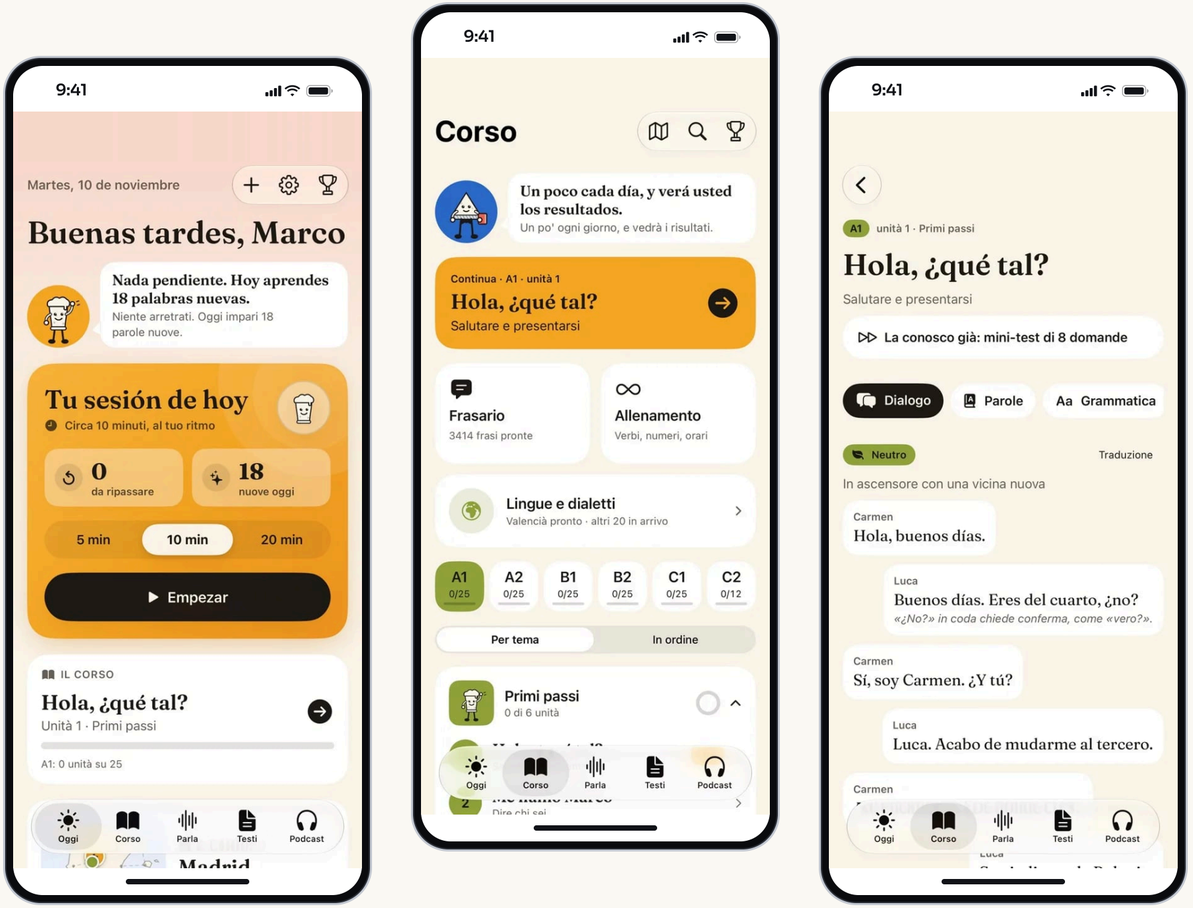
MIRROR

01 · THE COURSE

From A1 to C2, *one bocado a day.*

- 137 units, each with 11 exercises
- Adaptive placement test, with written checks
- FSRS review in 5, 10 or 20-minute sessions

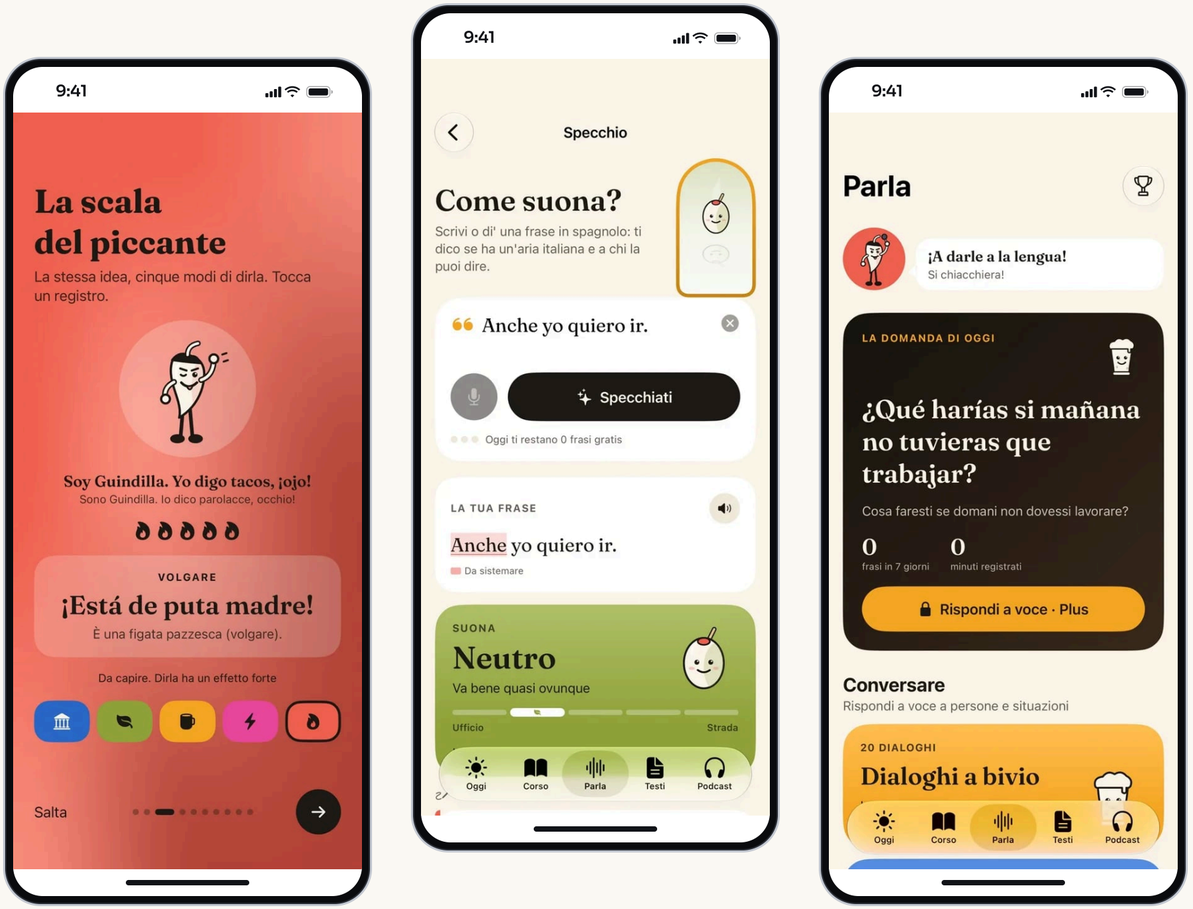
Hola, ¿qué tal? → **B1 · bureaucracy** → **C2 irony**



02 · REGISTERS AND THE MIRROR

The same idea, *five ways to say it.*

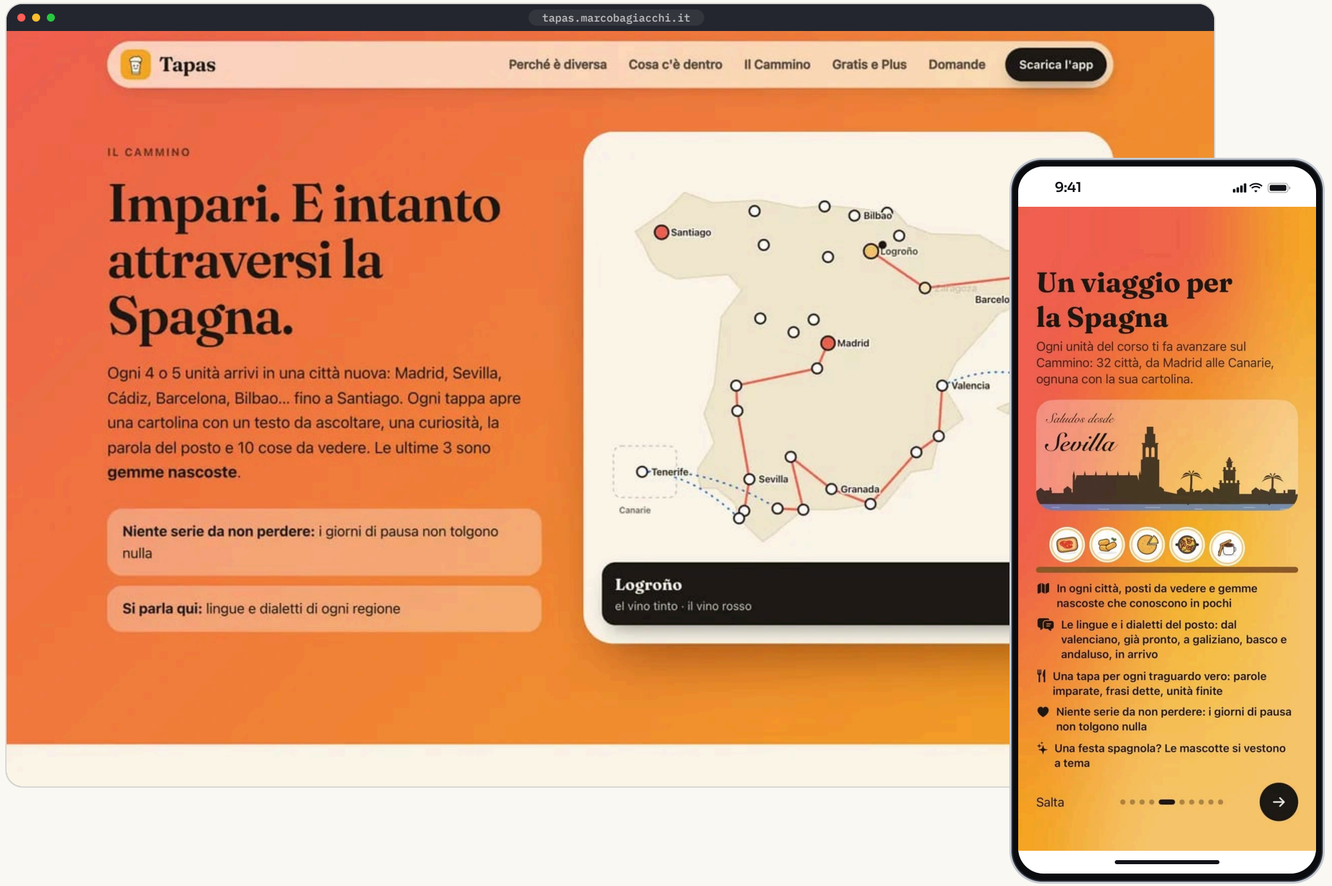
- Five registers, each with its own colour and character
- The Mirror spots typical Italian mistakes
- Question of the day, branching dialogues and free speaking



03 · THE CAMINO AND THE BAR

You learn, *and cross Spain along the way.*

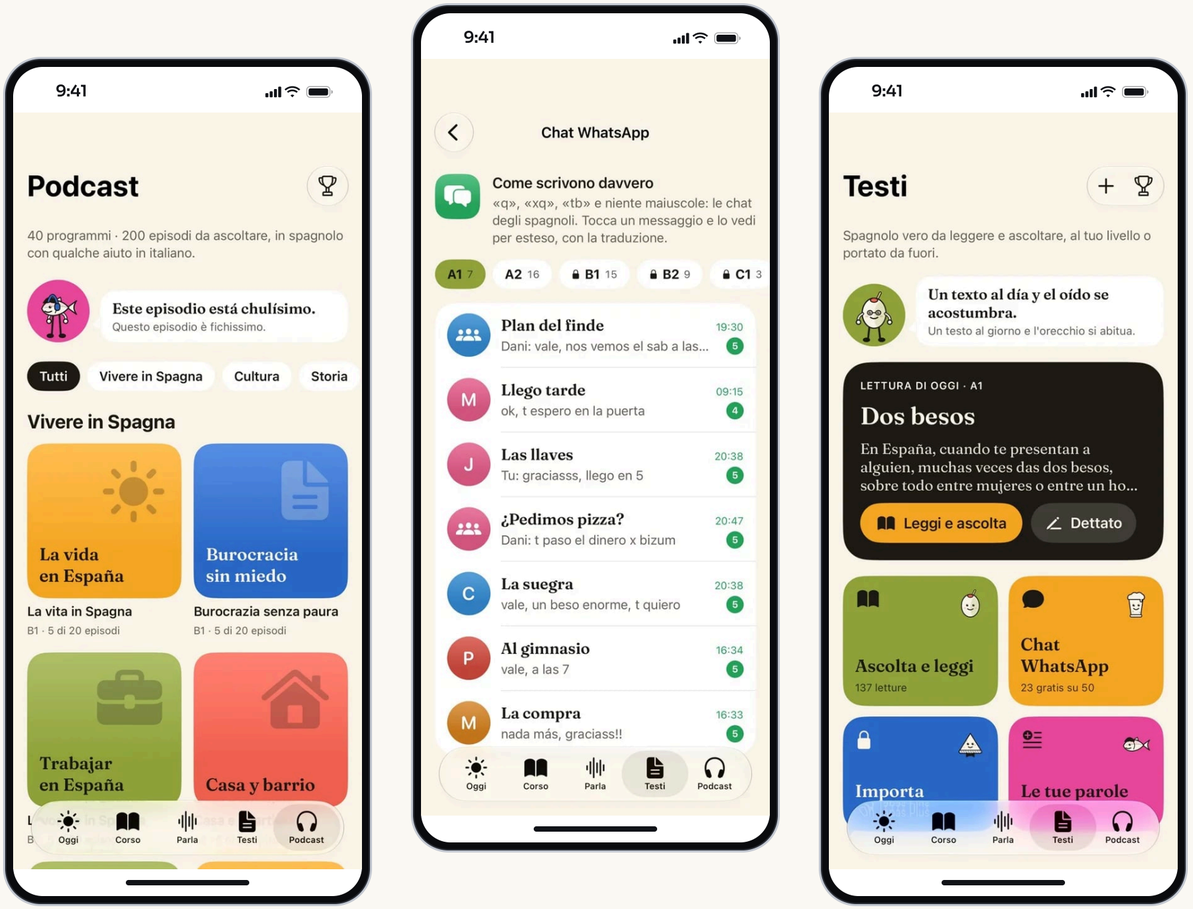
- 32 cities with a postcard, a stamp and a drawn skyline
- 40 tapas for real milestones, never for just showing up
- Spanish festivals on the mascots, from Nochevieja to San Fermín



04 · PODCASTS, CHATS AND TEXTS

Real Spanish, *to listen to and to read.*

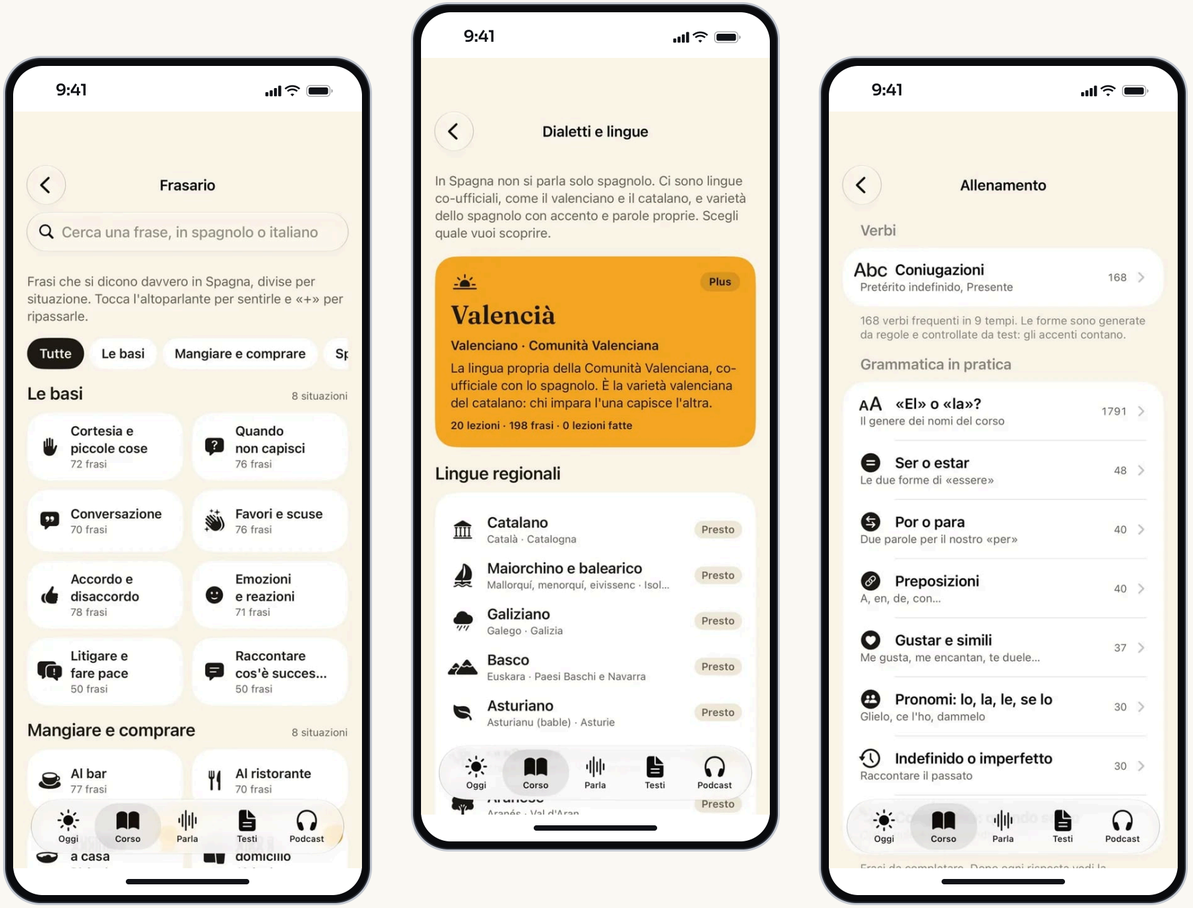
- 200 episodes, adjustable speed and mini player
- 50 WhatsApp chats, from the friends' group to the mother-in-law
- Import subtitles, texts and photos with text recognition



05 · PHRASEBOOK, DIALECTS AND PRACTICE

Ready for any situation, *even in Valencian.*

- 3,414 phrases to listen to and add to review
- 21 languages and dialects, 20 Valencian lessons
- Conjugations of 168 verbs in 9 tenses



Inside the iPhone, *and beyond it.*

Fully offline

Course, voice, speech recognition and the Mirror all run on the phone, even on a plane.

Widgets and Live Activity

The word of the day on the Home Screen, the Camino and review at a glance.

Siri and hands-free

«How do you say…» with Siri, and an audio-only session while you walk or cook.

An honest placement test

Adaptive, in six stages: when in doubt, the lower level counts.

Five characters

Caña, Don Manchego, Oliva, Boquerón and Guindilla: one per register, each with their own lines.

25 icons and dark mode

Light, dark or time-based theme, and your choice of app icon.

Signed Plus codes

Tapas Plus is activated with a code checked on the phone, even without internet.

File backup

Your progress stays yours: export it to a file when you change iPhone.

All on the phone, *no server.*

SERVER

0

accounts or tracking

APP

6.8 MB

the whole course inside

01 **Truly offline**

Content as JSON inside the app, on-device voice and speech recognition.

02 **Signed codes**

Every Plus code is signed with an Ed25519 key: the app verifies it offline.

03 **File backup**

Progress is exported to and imported from a file, to change iPhone.

04 **Installation**

The website explains in three steps how to install the app with SideStore.

5.6 MB

of course content

290 ms

to have content ready at launch

25

icons to choose from

The website, *in numbers.*



Website performance on desktop



Website performance on mobile



Accessibility



Best practices



SEO

Lighthouse, 11 November 2026, on tapas.marcobagiacchi.it: best values out of three runs.

THE NEXT PROJECT

Every brand has its own current. *Tell us yours.*

ciao@naluwebagency.com ↗

naluwebagency.com · Perugia, Italy · projects across Italy and abroad

The case study online, with scrollable screens: naluwebagency.com/en/work/tapas-spanish-learning-app-iphone/

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