

App Store complaint report

British Airways · British Airways Plc · current version 7.3.0

Generated 2026-10-24 from the 300 most recent public App Store reviews across 2 storefronts (2022-11-05 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.17
Reviews with a complaint	206 (69%)
Storefronts	CA 150, GB 150
All-time App Store rating (US)	4.49 from 272,013 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	152	2.4	7.2.1 (26), 7.2.2 (21), 7.3.0 (16)
Feature requests	87	2.1	7.2.1 (14), 7.3.0 (12), 7.2.2 (8)
UX / design	86	2.2	7.2.1 (15), 7.2.2 (7), 7.3.0 (6)
Performance	41	2.4	7.2.2 (8), 7.2.1 (8), 7.3.0 (4)
Crashes / freezes	27	2.7	7.2.1 (7), 7.2.2 (5), 7.3.0 (1)
Pricing / subscription	21	2.2	7.3.0 (4), 7.2.2 (3), 6.8 (2)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
7.3.0	46	2.5	52%
7.2.2	42	2.4	64%
7.2.1	52	2.4	63%
7.2.0	8	1.8	75%
7.1.0	5	1.8	80%
7.0.2	4	2.2	100%
6.25	1	5.0	0%
6.24	1	1.0	100%

Representative quotes

Bugs

“May be the worst functioning app in the world – The title might even be too generous. This app absolutely blows. Sure, if all the features worked, ever, it could be good. But it literally never works. Accounts don’t load, check in doesn’t work, reward flight s” (1★, v6.13.1, CA, 2025-06-06)

“Garbage – Why does this app even exist? It simply doesn’t work. For the last month, the app has told me: “We’re sorry, something went wrong...please try again or contact us if the problem continues”. Yes, I have tried deleting and re-installing the app. ” (1★, v6.11, CA, 2025-04-13)

Feature requests

“Sep 2026 - missing share flight option!! – App revamped but loss of essential feature: sharing flight detail via email or text! I use this to send the flighty email by or share with family. Why was this essential feature removed??” (1★, v7.1.0, GB, 2026-09-01)

"One star until you add staff travel – Please look at your partner Iberia, an actual useful app with staff travel integrated. Please do the same" (1★, v7.2.1, GB, 2026-09-18)

UX / design

"Difficult to understand UI – I tired to download my tickets for my whole family. It took a while searching on the app then the website and finally doing some research I found you can do it on the "manage" link next to the "check in+boarding passes". There is n" (1★, v6.11, CA, 2025-04-17)

"Application non fonctionnelle – Interface compliqué. Impossible de voir les cartes d'embarquement pour tous les voyageurs dans la même réservation. Système non fonctionnel pour faire le check-in." (1★, v6.14, CA, 2025-06-22)

Performance

"Improving – The app has been appalling over last the couple of years. It is slowly improving though. Cache more locally. It'd be a great performance improvement. Getting there. One star more than last year's review." (4★, v7.3.0, GB, 2026-10-21)

"Clunky & Unreliable – Still very poor despite the new UI. Times out, is slow and doesn't complete transactions. Get a grip BA." (1★, v7.2.2, GB, 2026-10-13)

Crashes / freezes

"Always crashes - never can check in using it – Worst app ever. Never was able in the last months to check-in using the app." (1★, v6.6.1, CA, 2024-09-07)

"Crashes. – Crashes on launch." (1★, v5.98.7, CA, 2023-07-02)

Pricing / subscription

"Awful, makes Air Canada look like a private jet – Broken app, broken website, takes your money and then tells you that you've been idle and kicks you out 15 seconds after making the payment You try to choose a seat and the site tells you to enable cookies (wh" (1★, v6.7, CA, 2024-12-05)

"...Scrolling and dropdown are not seamless like rival apps. Strange half app half desktop uncomfortable feel. Most annoying I set up to pay and next day price went up £200, prices were already too high. I am so gutted leaves a nasty taste in my mouth cheap move f" (1★, v7.2.2, GB, 2026-10-07)

The 10 most important fixes

1. Simplify navigation [UX / design · 43 reviews · avg severity 2.2/3 · versions 7.2.1, 6.11]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"BA App – This App is not intuitive it's inefficient and difficult to find all flights, seats, flights numbers etc in one easy to navigate window. They could learn a lot from the American Airlines App" (1★, GB)

2. Fix login / account access [Bugs · 33 reviews · avg severity 2.7/3 · versions 7.2.2, 7.2.1]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Impossible to figure out login ID and password reset email was never sent. – There is no account info page in the app." (1★, CA)

3. Soften the redesign backlash [UX / design · 26 reviews · avg severity 2.2/3 · versions 7.2.1, 7.2.2]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"BA, read the reviews! – Another update and another failure. I was happy to keep using the old app after reading the terrible reviews for the new version, but now you're FORCING people to update by putting a message up that the old app has " (1★, GB)

4. Answer support requests [Bugs · 18 reviews · avg severity 2.4/3 · versions 7.3.0, 7.2.2]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Disrupted Flight – Disappointed with the app and the response when trying to contact BA. Have had a flight & Seats booked with BA from Singapore to London for nearly 9 months, one month before the flight, it disappeared from the app saying " (1★, GB)

5. Ship the most requested feature [Feature requests · 20 reviews · avg severity 1.9/3 · versions 7.2.1, 7.1.0]

Read the quotes below for the exact request; consider a public roadmap.

"Boarding pass. – I booked two tickets. I'm traveling with my wife. I would ask you to consider

making the option to add my boarding pass for the second passenger linked to the first. There is no reason to make me have to get back into the h" (2★, CA)

6. Fix in-use crashes and freezes [Crashes / freezes · 15 reviews · avg severity 2.5/3 · versions 7.2.1, 6.5.1]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"...their salaries - the absolute worst app designed and published. Not even a real app- uses a hybrid web view which always crashes. Just updated to the newest version and it's stuck on 'sorry, there's a problem page' with a wrench icon. Abso" (1★, GB)

7. Fix features broken by the latest update [Bugs · 16 reviews · avg severity 2.3/3 · versions 7.2.1, 7.0.2]

Add regression tests for the features users name in these reviews before the next release.

"Hopeless - Can't track flights anymore, can't book reward flights in app anymore, doesn't show what terminal the flight leaves from when you're searching for flights. Why 'upgrade' the app if you take away existing features? ☹️" (1★, GB)

8. Improve content quality [Feature requests · 15 reviews · avg severity 2.1/3 · versions 7.2.2, 7.3.0]

Review the content areas users name; add a "report a problem" button on content.

"Shambles - The app and check in service is an absolute shambles. It took ages to check in and the information was totally false and incorrect. BA is fast becoming THE worst expensive airline in the world." (1★, CA)

9. Speed up loading [Performance · 10 reviews · avg severity 2.5/3 · versions 7.2.2, 6.23]

Profile cold start and the slowest screens on older devices; cache content.

"Shame on BA - Shame on BA to be that big of an airline and have that useless of an app. Nothing works, app is slow and redirects you to so many web pages before crashing." (1★, CA)

10. Fix notifications [Bugs · 10 reviews · avg severity 2.4/3 · versions 6.17.1, 7.2.2]

Check notification delivery and let users control frequency in settings.

"Trop confus, pas convivial du tout - Difficulté d'accéder à la carte d'embarquement, lien absent vers le Wallet du iPhone, absence de notification visible pour aviser du report de l'heure de départ, utilisation du terme PIN au lieu de mot d" (1★, CA)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews x average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.