

# App Store complaint report

**Day One: Daily Journal & Diary** · Bloom Built Inc · current version 2026.21

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2024-02-15 to 2026-10-20).

| Metric                         | Value                      |
|--------------------------------|----------------------------|
| Reviews analysed               | 300 (300 classified by AI) |
| Average stars (these reviews)  | 3.84                       |
| Reviews with a complaint       | 102 (34%)                  |
| Storefronts                    | GB 100, US 100, CA 100     |
| All-time App Store rating (US) | 4.83 from 118,677 ratings  |

## Complaint categories

| Category               | Reviews | Avg severity (0-3) | Most affected versions                  |
|------------------------|---------|--------------------|-----------------------------------------|
| Bugs                   | 60      | 2.4                | 2026.17 (5), 2026.6.1 (4), 2026.7.1 (3) |
| Pricing / subscription | 41      | 2.3                | 2026.12 (3), 2026.15 (3), 2025.25.1 (2) |
| Feature requests       | 36      | 2.1                | 2026.20 (3), 2026.15 (3), 2026.7.1 (2)  |
| Crashes / freezes      | 25      | 2.6                | 2026.6.1 (3), 2026.17 (2), 2024.21 (2)  |
| UX / design            | 20      | 2.2                | 2026.14 (2), 2026.17 (2), 2025.3 (2)    |
| Performance            | 19      | 2.5                | 2026.6.1 (4), 2026.17 (2), 2026.9 (1)   |
| Ads                    | 3       | 2.4                | 2026.20 (1), 2026.14 (1), 2026.13 (1)   |

## Trend by version (newest first)

| Version | Reviews | Avg stars | Complaint share |
|---------|---------|-----------|-----------------|
| 2026.21 | 13      | 4.5       | 15%             |
| 2026.20 | 14      | 4.2       | 21%             |
| 2026.19 | 12      | 4.4       | 17%             |
| 2026.18 | 13      | 3.7       | 15%             |
| 2026.17 | 14      | 4.0       | 50%             |
| 2026.16 | 12      | 4.4       | 17%             |
| 2026.15 | 14      | 3.1       | 50%             |
| 2026.14 | 10      | 4.1       | 40%             |

## Representative quotes

### Bugs

“Buggy app – This used to be my go-to app for journaling but it’s become so glitchy and buggy I can’t even use it anymore. And now you’re going to add AI? Ugh. Back to paper and pen I go.” (2★, v2026.7, CA, 2026-03-31)

“Broken! – I have used this app for over ten years but recently I’ve found it to be almost unusable. It is very slow to respond to my typing and often crashes mid diary entry so I lose everything I have written. I have updated to the latest version and the issu” (1★, v2026.7.2, GB, 2026-04-12)

### Pricing / subscription

"Used to be good, now AI slop + in your face premium features – If you don't mind constant popups begging you to pay them money to have the basic human right to change your color scheme, and don't mind how for some reason they too, are shoving AI features in yo" (1★, v2026.13, US, 2026-06-23)

"AI Slop – I pay for a Silver subscription. I don't care about AI and I don't want to be constantly pestered to 'upgrade' to the Gold plan. This app is now garbage. You've ruined it. I have unsubscribed. Good riddance. In response to the developer: it's too la" (1★, v2026.12, US, 2026-06-19)

### Feature requests

"Last update – 2022: A lot of basic text editing features are missing. No text colors, single color for highlighting. It is been a while, but still no fix. 2024: Last update is not an improvement of the look. Huge font, can only see few entries. Please, add " (1★, v2026.15, US, 2026-08-01)

"Missing Critical Search Within Note Feature – I wish I had learned before committing to this app that it has deliberately, despite consistent user requests, refused to add in a very critical search-within-note feature. This is really sad because it is a soli" (2★, v2026.15, US, 2026-07-30)

### Crashes / freezes

"\*UPDATE: FIXED\* Entire phone freezes when I open up DayOne (broke in the last two weeks) – \*Update: Oct 15 app update fixed my problem, hooray\* I have been using day one app daily for years (since 2019) and absolutely love the app and pay for premium. But s" (5★, v2026.21, US, 2026-10-16)

"Continually crashes! – I have app on my iPad and have had constant issues over last couple years with crashes. It has got to the point I can't do anything anymore. Can't sign in, can't export, can't even add the weather to an entry!!! I have YEARS in this jour" (1★, v2024.9, CA, 2024-05-05)

### UX / design

"Good but bit bloated – Somehow the app has lost the joy of simplicity - started to get bloated with stuff I don't want or need and functions like the inane chat function in the today view which cannot be hidden even when ai is turned off iPad (mini) app feel" (3★, v2026.12, GB, 2026-06-10)

"New update is beyond awful – Thanks for removing the option to use the app one handed. Now I need two hands to be able to reach the top to choose between media, calendar and list. Idiotic. You ruined the app. Removed the logically positioned and useful buttons" (1★, v2024.24, GB, 2024-11-26)

### Performance

"New update slow! – The latest update has slowed the app down to the point it's virtually unusable! The app lags behind the typing in the screen considerably. Please sort it out! Been using this app for about 11 years!" (1★, v2026.7.1, GB, 2026-04-02)

"Poor performance – Used this app years ago with great success on my phone. Now I've got an iPad, and is amongst the recommended apps, thought I'd rekindle journaling again. However, the performance is DIABOLICAL! App hangs all the time making it impossible to " (1★, v2026.6.1, GB, 2026-03-27)

### Ads

"Still pushing AI upsells – AI subscription upsells on the main journal page. The "no AI" setting doesn't get rid of it. It's been there a while; seems the devs have picked a path and are sticking to it. But for this, I would use the app every day, but as it i" (3★, v2026.20, GB, 2026-09-29)

"Going Downhill – I've been journaling for 15 years and have tried a lot of software options to host my journal. When I switched to Day One a few years ago, I was pretty happy with this latest tool, but I was under no illusions that it would last forever - aft" (3★, v2026.14, CA, 2026-07-10)

## The 10 most important fixes

### 1. Soften the redesign backlash [UX / design · 29 reviews · avg severity 2.3/3 · versions 2026.12, 2026.15]

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

"No More Markdown Support.... – It seems that Markdown support in the app, is now completely removed, I'm instead, directed to use the web version. It isn't even that i can't paste in markdown ( which I used to previously, and it would be rend" (2★, GB)

### 2. Justify or adjust the price [Pricing / subscription · 24 reviews · avg severity 2.2/3 · versions 2026.15, 2025.25.1]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Pay increase – I've been using this app since 2018. Today I tried to add a pic to my entry to find out that they've more than doubled the subscription price and canceled my subscription with no notice. I do like the app, but going from \$25/" (2★, CA)

**3. Stop data / progress loss** [Bugs · 20 reviews · avg severity 2.4/3 · versions 2026.17, 2025.3]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

"Deleted my information – The app deleted years of journaling with an update. I'm beyond furious that I've lost my written thoughts and memories upon the birth of my daughter" (1★, US)

**4. Ease paywall pressure** [Pricing / subscription · 20 reviews · avg severity 2.4/3 · versions 2026.12, 2026.19]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

"Audio is said to be part of the free subscription but that isn't the case, is there a reason why? – The audio was a major reason for downloading the app, it was also stated that the audio function was part of the basic subscription, but I w" (1★, CA)

**5. Ship the most requested feature** [Feature requests · 17 reviews · avg severity 2.1/3 · versions 2026.15, 2026.7.1]

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

"Overcomplicated – In general this is a very useful app. However, as others have said, the latest update overcomplicates things. For instance, the search function is now totally opaque. I used to search for a keyword (e.g. a town name) and i" (3★, GB)

**6. Fix crash on launch** [Crashes / freezes · 11 reviews · avg severity 2.9/3 · versions 2024.21, 2025.13]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

"Major Bug – Not sure what's happening but I can't even open the app now or even delete it from my iPhone. It's just stalled on a constant loading state and no idea how to get around this" (1★, GB)

**7. Speed up loading** [Performance · 9 reviews · avg severity 2.5/3 · versions 2026.6.1, 2026.7.1]

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

"Unusable – App is slow to the point of being unusable. It cannot keep up with typing, and causes the entire phone to lag until it's closed. Just utterly ruined. I'm VERY frustrated at losing years of journaling that I can no longer access." (1★, GB)

**8. Fix in-use crashes and freezes** [Crashes / freezes · 8 reviews · avg severity 2.6/3 · versions 2024.8, 2025.21]

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

"Not working correctly? – I can use the prompts to write an entry, but if I hit the + button, the app completely freezes up and I have to close out of the program. I've tried multiple times and it just doesn't seem to work :( I'm hoping I'm " (3★, CA)

**9. Simplify navigation** [UX / design · 9 reviews · avg severity 2.2/3 · versions 2024.6.2, 2025.15.1]

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

"Hard to cancel my subscription – It's really hard to find where to cancel and finally it does not work. Please cancel my subscription. This is not something I will use daily." (1★, CA)

**10. Fix features broken by the latest update** [Bugs · 7 reviews · avg severity 2.4/3 · versions 2026.4.1, 2026.11.1]

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

"Just stopped and did not update on the new software update – Did not update with the new software update. Cannot open the journal" (1★, GB)

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 × 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.