

App Store complaint report

Flo Cycle & Period Tracker · FLO HEALTH UK LIMITED · current version 10.9.1

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-08-26 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.0
Reviews with a complaint	166 (55%)
Storefronts	GB 100, US 100, CA 100
All-time App Store rating (US)	4.74 from 2,003,198 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	121	2.2	10.8.0 (58), 10.7.0 (24), 10.6.1 (13)
Feature requests	46	1.8	10.8.0 (21), 10.7.0 (8), 10.6.0 (6)
Ads	45	2.3	10.7.0 (18), 10.8.0 (11), 10.6.1 (7)
Bugs	35	2.1	10.8.0 (20), 10.7.0 (5), 10.6.1 (3)
UX / design	26	2.2	10.8.0 (10), 10.7.0 (7), 10.6.1 (5)
Crashes / freezes	2	2.4	10.9.0 (1), 10.8.0 (1)
Performance	2	1.8	10.8.0 (1), 10.7.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
10.9.0	7	2.7	43%
10.8.0	138	3.0	57%
10.7.0	57	2.5	67%
10.6.1	36	3.2	47%
10.6.0	17	2.3	71%
10.5.0	26	3.4	50%
10.4.0	18	4.2	28%
9.75.1	1	5.0	0%

Representative quotes

Pricing / subscription

“Unusable if don't pay for premium – Every click of a button in this app is forcing you to buy a premium membership” (1★, v10.7.0, GB, 2026-09-27)

“Clue is better – This app has lots of features and information but only if you’re willing to pay for it. Otherwise, you are consistently reminded of the fact you are not a ‘premium’ user and that access to all the information is restricted. I get saving featur” (2★, v10.5.0, GB, 2026-09-11)

Feature requests

“No Longer Free – I used to use the Flo app along time ago. I downloaded it to use again as I have PCOS and wanted to better track my cycles to retain a log of its irregular behaviour. However, after

spending 10 minutes setting up the app, it wouldn't let me co" (1★, v10.6.0, GB, 2026-09-17)

"Ugh - I downloaded Flo thinking it would help me navigate my first period as a girl with PCOS. I'm super late to it all and thought they would have something for that, but I guess not. I just wanna understand my body and track my progress to my first period, b" (3★, v10.8.0, US, 2026-10-16)

Ads

"Deleting the app - This app is constantly forcing me to purchase the paid version when I do not want to. It's gotten to the point where I'm fed up and I am deleting the app and switching to an app which is not going to constantly bombard me with ADs telling me" (1★, v10.6.1, CA, 2026-09-24)

"Too annoying to continue to use. - Unless you plan to buy premium, it's basically unusable. What should be a simple process of logging periods and symptoms turns into waiting for ads for premium to close. The daily prompts to play games are beyond obnoxious." (1★, v10.7.0, CA, 2026-09-29)

Bugs

"Calendar dates are wrong - Impossible to track as the dates and days aren't correct for this year. Emailed them, said they're working on it this was months ago. I tried deleting and downloading the app still has problems. Clearly an issue at their end and now " (1★, v10.8.0, GB, 2026-10-21)

"This app sucks - Cant even peacefully use this app without constantly being berated to spend money on some BS I don't want. Recently noticed that the dates don't even match up with the day of the week and it's been glitched like this for over a month - clearly" (1★, v10.8.0, US, 2026-10-15)

UX / design

"Horrible ads - Ever since a year ago or something it seems like they changed the whole app and I can barely use it each time without it popping up multiple pop ups of a promotional pricing for their membership. I am never going to buy this membership so stop w" (1★, v10.6.0, CA, 2026-09-15)

"Overpriced - Don't get much from the very unnatural chatbot. Over crowded UI that makes me spend as least time as possible in the app other than logging my period" (2★, v10.7.0, GB, 2026-10-11)

Crashes / freezes

"Won't Open - I got the app yesterday and then all of a sudden it crashed and i've restarted my phone and i still can't even open it." (1★, v10.9.0, US, 2026-10-22)

"Really good but problem with Apple Watch - I love Flo a lot the only thing is it says Apple Watch but I can't use the app on my Apple Watch and it says open on the App Store on my watch' and won't open and it won't show on my apps" (4★, v10.8.0, US, 2026-10-18)

Performance

"Lacking enough features and inaccurate data reports - I'm disappointed with Flow for consistent performance when accessing previous records of all the database concerning my cycles. There seems to be missing sufficient information about specific inquiries and " (3★, v10.8.0, GB, 2026-10-14)

"Good app but.... - It's a good app for its function, helps me know my cycle and ovulation & share it with my partner on the same app so he sees my cycle on his phone which is awesome. But I don't like when I click on the app, I get bombarded with an ad EVERY" (3★, v10.7.0, GB, 2026-09-30)

The 10 most important fixes

1. Ease paywall pressure [Pricing / subscription · 77 reviews · avg severity 2.2/3 · versions 10.8.0, 10.7.0]

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

"Everything is behind a paywall - You literally cannot click on anything in the app without being prompted to pay for a subscription. Other than the main page, everything is "premium" content. Disappointing that an app that is allegedly "mad" (1★, CA)

2. Justify or adjust the price [Pricing / subscription · 74 reviews · avg severity 2.2/3 · versions 10.8.0, 10.7.0]

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

"Good app but expensive subscription - I've used Flo for a while now and it definitely helps with tracking my periods. But the premium subscription is more than I'm willing to pay. The main reason I deleted it though, was a notification that" (4★, GB)

3. Improve content quality [Feature requests · 44 reviews · avg severity 2.1/3 · versions 10.8.0, 10.7.0]

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

"Useless - My wife paid \$80 for her subscription. The app would not accept her dates. There's

clearly a whole bunch of whatever language to English translation issues. I got the app because it was supposed to connect with hers and I'd did co" (1★, CA)

4. Reduce ad frequency and length [Ads · 31 reviews · avg severity 2.3/3 · versions 10.7.0, 10.6.1]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

"Too many adverts – The second you open the app you are bombarded with adverts. It makes the app almost unusable. On top of that, the app sells your data. I am switching to an ad-free app with better accuracy." (1★, GB)

5. Fix notifications [Bugs · 25 reviews · avg severity 2.2/3 · versions 10.8.0, 10.7.0]

Check notification delivery and let users control frequency in settings.

"Spams your phone – The notifications are absolutely incessant! I've turned off literally all of them except a reminder to take my pill (which is all I really use the app for) and I still get multiple notifications a day to play their stupid" (1★, GB)

6. Make trials and renewals transparent [Pricing / subscription · 25 reviews · avg severity 2.2/3 · versions 10.8.0, 10.6.1]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

"DO NOT USE!! – I downloaded this app and was duped into a premium upgraded trial. They continued this without my consent and have charged me £40!!!!!! They won't offer refunds and ask you to discount with Apple. APPLE ARE USELESS. Terribl" (1★, GB)

7. Soften the redesign backlash [UX / design · 20 reviews · avg severity 2.3/3 · versions 10.8.0, 10.5.0]

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

"annoying to use now – it was fine until they started using temu level pop ups to try and get you to buy their useless VIP option which offers no real additional value. annoying that I have to transfer all my data over to a new app but it's " (2★, CA)

8. Simplify navigation [UX / design · 11 reviews · avg severity 2.1/3 · versions 10.8.0, 10.7.0]

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

"Too many pop-ups! – It's hard to use the app with this many distractions. I have to click through at least 7 before being able to use the app properly." (3★, US)

9. Answer support requests [Bugs · 9 reviews · avg severity 2.1/3 · versions 10.8.0, 10.6.1]

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

"Awful app, awful customer service – App started miscalculating my cycle even though was entered correctly. Contacted support and they said enter the dates correctly, I explained (again) that the dates were correct. They replied with the exa" (1★, CA)

10. Ship the most requested feature [Feature requests · 11 reviews · avg severity 1.5/3 · versions 10.8.0, 10.7.0]

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

"Kinda love – So I try this app otherwise they only have this for people who are 13+ even though kids that are like 9 or 8 older have their period so I would really want if they could really have a app for kids or eight or nine for their per" (3★, US)

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.