

App Store complaint report

Oura · Oura Health Oy · current version 7.28.1

Generated 2026-10-24 from the 300 most recent public App Store reviews across 3 storefronts (2023-03-31 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.34
Reviews with a complaint	153 (51%)
Storefronts	GB 150, AU 100, CA 50
All-time App Store rating (US)	4.86 from 316,209 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	98	2.2	7.20.0 (5), 7.13.1 (5), 7.7.0 (5)
Feature requests	55	2.0	7.1.1 (5), 7.9.1 (4), 7.26.0 (3)
Pricing / subscription	49	2.3	7.26.0 (3), 7.23.0 (3), 7.22.2 (3)
Performance	41	2.1	7.23.0 (3), 7.22.2 (2), 7.20.0 (2)
UX / design	25	1.9	7.1.1 (7), 7.2.0 (5), 7.4.2 (2)
Crashes / freezes	9	2.3	7.13.1 (1), 7.7.0 (1), 7.24.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
7.28.1	1	3.0	100%
7.28.0	1	2.0	100%
7.27.0	4	4.2	25%
7.26.0	7	2.7	57%
7.25.0	8	3.0	50%
7.24.0	7	2.7	71%
7.23.1	3	4.3	33%
7.23.0	8	2.4	75%

Representative quotes

Bugs

“Doesn’t work – Terrible product. App doesn’t work. There is a “bug” but no update from customer service when it will be fixed. Has been over a month now. Don’t waste your money. Would give it zero stars if I could” (1★, v7.22.0, CA, 2026-08-14)

“Oura ring is amazing when it works – The oral ring is amazing when it works. I’ve had four oral rings and have been very happy with it until they started charging a \$10 per month subscription and the battery life does not last more than 12 hours at a time so I” (1★, v7.9.0, CA, 2026-03-12)

Feature requests

“App is getting worse – A lot of functionality is now missing, even features that used to exist. My ring or the app are totally buggy after one year of use. - watch fails to record a nap and I can’t manually add one ☹ - can’t delete a sleep record for a night” (1★, v7.9.0, CA, 2026-03-11)

"WHERE ARE THE KM?!!!! – Where are the the km counts? Where did you put it?! You add all these useless features BUT REMOVED THE KM COUNT?! Move it back! Your app eats a lot of charge and still no km!" (1★, v6.3.0, GB, 2025-06-16)

Pricing / subscription

"Without subscription completely useless – A Oura ring without a subscription is completely useless. There is no useful information available in the app. Until they provide the bare basics into Apple health without a subscription the rings are a waste of money." (1★, v7.19.1, AU, 2026-07-02)

"Monthly Subscription Fee – Without the monthly subscription fee this ring is entirely useless. It won't let you view any historical data, only the current day scores with no detail behind them. Considering the upfront price of the ring, to need to pay a subscr" (1★, v5.2.0, AU, 2024-02-12)

Performance

"Your ring won't last one year – The battery life of the ring is pathetic you need to charge it everyday! The ring is 11 months old. Save your money don't invest in this ring. The data also don't Update even if it is fully charge and keeps asking you to find yo" (1★, v7.14.0, GB, 2026-05-23)

"Battery life- too low – As an Oura ring user of over 6yrs I am now so disappointed with their customer service and product, I am afraid that I can't recommend it anymore. Had the Gen 2 for a few yrs and then upgraded to the Gen 3 when it was first released (" (2★, v7.9.1, AU, 2026-03-15)

UX / design

"New UI not user friendly – I don't like the new user interface with all of the drop down boxes. I barely open or use the app anymore. I wish there had been a choice on whether to keep the old interface or to switch to the new one. The ring itself I love." (2★, v6.0.5, AU, 2024-10-30)

"You've ruined the UI – This new font is IMPOSSIBLE to read. So much for inclusivity!! And what on Earth have you done to the user interface? It looks like a four year old designed it. Absolutely terrible, bring back the old UI that we've known and loved for th" (1★, v7.4.2, GB, 2025-12-22)

Crashes / freezes

"Crashes – Latest update just crashes the app will only stay open for 2 seconds the closes" (1★, v7.7.0, AU, 2026-02-16)

"...do? It resolved mysteriously, then started again. I have been forced to delete and reinstall the app to get it working then it starts crashing on opening again. Maybe try Whoop instead?" (3★, v5.3.3, AU, 2024-06-24)

The 10 most important fixes

1. Improve content quality [Feature requests · 42 reviews · avg severity 2.1/3 · versions 7.6.0, 7.13.1]

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

"Inaccurate – The ring fails to record sleep accurately. It always undercounts. There is no mechanism to correct the reading. As a result everything else is out. RingConn so much better and no subscription either." (1★, GB)

2. Justify or adjust the price [Pricing / subscription · 31 reviews · avg severity 2.3/3 · versions 7.22.2, 7.24.0]

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

"Great App poor finish to ring, expensive monthly subscription – App and function fantastic, stealth ring finish scratch's really easy. Oura sent a replacement but then turn old ring off so can't have one for hard use and one that remains I" (1★, GB)

3. Stop data / progress loss [Bugs · 25 reviews · avg severity 2.3/3 · versions 7.1.1, 7.26.0]

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

"Doesn't always synch with ring – Data has been lost due to the ring not synching with the app." (3★, GB)

4. Soften the redesign backlash [UX / design · 25 reviews · avg severity 1.9/3 · versions 7.1.1, 7.2.0]

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

"Really good but feature-limited in UK – I love it, particularly the really intuitive meals logging. I have two negatives though. The big one is that there are new features such as Health Radar on the way in the US but no news when and if th" (4★, GB)

5. Cut battery / storage use [Performance · 22 reviews · avg severity 2.1/3 · versions 7.9.1, 7.9.0]

Check background activity, location use and cache size.

“Terrible battery life after just one year – I have had the oura for just over a year and the battery is awful , it doesn’t even last a full day anymore.. so I hardly can use it. I would not recommend if you want to have it for over 1 year.” (1★, CA)

6. Answer support requests [Bugs · 19 reviews · avg severity 2.5/3 · versions 7.26.0, 7.25.0]

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

“Redundant product and poorer membership – The data gathering produces discrepancies , the member support will offer a resize but no actual bug fix to the actual capture. The AI feature within the membership is the biggest fault , it inven” (1★, AU)

7. Ship the most requested feature [Feature requests · 24 reviews · avg severity 1.8/3 · versions 7.1.1, 7.4.2]

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

“Troubled by the new look – I love my Oura ring and have loved the app until today. The update with a new look, styles, colours, fonts, background image and general clutter is very hard on the eye for someone with very mild visual difficulti” (4★, AU)

8. Simplify navigation [UX / design · 19 reviews · avg severity 1.9/3 · versions 7.1.1, 7.2.0]

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

“...consistent. • Pairing the ring and initial setup can be difficult and may need extra tools like Seeing AI. • Navigation can feel confusing, with logical flow issues that make daily use harder than it should be. • These problems have bee” (2★, CA)

9. Ease paywall pressure [Pricing / subscription · 12 reviews · avg severity 2.4/3 · versions 7.5.0, 6.13.0]

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

“Disappointed – The ring collects lots of data, but after the free trial you lose access to HRV, temperature trends, sleep stages, and historical data unless you pay monthly. Without the subscription it’s basically three vague scores, basica” (1★, AU)

10. Fix features broken by the latest update [Bugs · 10 reviews · avg severity 2.2/3 · versions 7.1.1, 7.4.4]

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

“Recent Update – Until the recent update had been working really well but now won’t connect to my ring” (4★, 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.