

App Store complaint report

Picsart AI Photo Editor, Video · PicsArt, Inc. · current version 30.9.2

Generated 2026-10-23 from the 300 most recent public App Store reviews across 2 storefronts (2026-05-25 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.01
Reviews with a complaint	164 (55%)
Storefronts	CA 150, US 150
All-time App Store rating (US)	4.66 from 1,196,313 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	88	2.3	30.9.2 (50), 30.4.2 (6), 30.1.3 (5)
Bugs	72	2.2	30.9.2 (59), 30.4.2 (3), 30.3.3 (3)
Feature requests	70	2.2	30.9.2 (62), 30.1.3 (3), 30.6.2 (2)
UX / design	39	2.4	30.9.2 (31), 30.6.2 (1), 30.4.2 (1)
Ads	9	2.5	30.9.2 (4), 30.7.1 (1), 30.6.1 (1)
Performance	7	2.5	30.4.2 (2), 30.3.3 (2), 30.9.2 (2)
Crashes / freezes	5	2.5	30.3.3 (2), 30.9.2 (1), 30.4.2 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
30.9.2	174	2.8	66%
30.9.1	5	3.0	60%
30.8.2	5	2.4	60%
30.7.2	6	3.5	33%
30.7.1	6	2.3	67%
30.6.2	14	3.8	29%
30.6.1	1	1.0	100%
30.5.3	9	3.2	33%

Representative quotes

Pricing / subscription

“long time user, very disappointed – Been using this app truly for over 10 years but parting ways after it changed into "AI photo editor".... it was bad enough that over time they began putting features that were once free behind a subscription pay wall but the” (1★, v29.9.5, CA, 2026-05-27)

“I’m heartbroken – I love and have used this app to edit since forever. I love the stickers aspect, but now it is pretty much all ai slop behind a huge paywall. none of the stickers are free anymore, so I immediately deleted the app” (1★, v30.9.2, US, 2026-10-20)

Bugs

"This app doesn't do what u ask – Don't waste money here.This app doesn't do what u ask. Always saying error or community guidelines. Using Google or chat gpt works far better" (1★, v30.8.2, CA, 2026-09-26)

"Sucks – I had a three day free trial and instead of charging me for a month or stopping my subscription they charged me a full year. I could not get a refund. To make use of my borderline scammy, one year sub I started making use of it. It is full of bugs. You" (1★, v30.2.3, CA, 2026-07-03)

Feature requests

"Free version is unusable- not worth your time – TL;DR: Everything you can do with this app now has a better alternative elsewhere, so it's no longer worth using. They completely ruined the app: move on and find a better one. The ease of finding and using stic" (1★, v30.9.2, US, 2026-10-21)

"Never aging I hate it – I don't like it no more it messed all my stuff up and it just glitches real bad now you can't even search up what you want without becoming a plus make stuff without plus please I will not touch that app or go on the app ever again just" (1★, v30.9.2, US, 2026-10-21)

UX / design

"I want the old picsart back – Whatever changes they have made to picsart have completely ruined the app and turned it into canva. I will never use picsart again, they have ruined it." (1★, v30.9.2, US, 2026-10-20)

"Picsart you just lost a user , also made it 5 stars so u can see it! – First of all, the AI i didn't like . Picsart feels empty i can't even search up anything and, that's the only reason why I have it! only gifs? SERIOUSLY?! I don't like it anymore so Picsar" (5★, v30.9.2, US, 2026-10-21)

Ads

"not even worth using – I can't edit one photo without seeing five ads, i'm so sick of how much ads they've added I've had this app and used it regularly for over six years and now I'm deleting it because of ads.. disappointing route that the devs care more ab" (1★, v30.6.1, CA, 2026-08-20)

"Take it down already – Everything costs money, and if it says it doesn't you will have to pay afterwards anyway. Ads are everywhere, on screen, unskippable videos after every tap of the screen. This app is a waste of time, used to be decent..." (1★, v30.7.1, CA, 2026-09-07)

Performance

"So glitchy, gloomy, such a garb... – I tried to edit my picture with my OC, but it just kicked me out over and over again. Plz fix it, or else... ☹☹☹" (1★, v30.3.3, CA, 2026-07-19)

"Works 30% – This app just like the support team only is effective up to 30%. Most of the time I get.... Failed to process image. Please try again. Also buyer be aware, after paying full price, your still on a credit system, if u use up your credits, u gotta b" (2★, v30.4.2, CA, 2026-08-01)

Crashes / freezes

"Complaint – Weeks ago I was using this App for my TikTok's and then the devs thought to get rid of the good sports images and would mess up the app I can't even use the app anymore it's broken and I am having a hard time exploring new apps to use because this " (3★, v30.9.2, US, 2026-10-21)

"My critical honest opinion for improvement – I love the app. I love the style. I love how it's accessible unfortunately I have difficulties with the app, shutting down and restarting the project as well as the free trial and premium prices. I got charged durin" (5★, v30.4.2, CA, 2026-08-05)

The 10 most important fixes

1. Soften the redesign backlash [UX / design · 83 reviews · avg severity 2.3/3 · versions 30.9.2, 30.4.2]

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

"I miss the old – I hate the new. I is wanted to play it one more time for the baddie peppas and more guess what there not there anymore thanks a lot ." (1★, US)

2. Improve content quality [Feature requests · 68 reviews · avg severity 2.2/3 · versions 30.9.2, 30.4.2]

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

"App doesn't work anymore. – Ive used Picsart for years, but now I can't see ANY user made content. All I can see now is their horrible plus stickers that literally no one wants to use. Do better." (1★, US)

3. Justify or adjust the price [Pricing / subscription · 62 reviews · avg severity 2.4/3 · versions 30.9.2, 30.1.3]

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

“Steal money – They say that it’s free but it costs a lot of money it scammed my grandpa we almost had to pay 100\$ but my grandpa had to lock his card and I’m so angry I’m literally grounded

☹️☹️☹️☹️☹️☹️☹️” (1★, CA)

4. Ease paywall pressure [Pricing / subscription · 61 reviews · avg severity 2.3/3 · versions 30.9.2, 30.4.2]

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

“Not what it used to be – basic features like retouching & blemish-fixing that were once free are now locked behind a paywall. disappointing.” (1★, CA)

5. Ship the most requested feature [Feature requests · 31 reviews · avg severity 2.2/3 · versions 30.9.2, 30.6.2]

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

“Used to be and now not. – I’ve been using Picsart for the past 2 years, and it hasn’t changed nor upgraded or UP-dated. And I used Picsart to make funny pfps, memes, or even just for fun. But there is no more of baddie clothes, or baddie na” (1★, US)

6. Make trials and renewals transparent [Pricing / subscription · 24 reviews · avg severity 2.2/3 · versions 30.9.2, 30.2.2]

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

“Refund policy – I got charged an annual subscription even though I cancelled the free trial and now they won’t send me my money back. I used to love this app, but not now so I’m giving it one star” (1★, CA)

7. Fix features broken by the latest update [Bugs · 12 reviews · avg severity 2.3/3 · versions 30.9.2]

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

“sticker feature broken and overrun with AI and ads – the sticker search feature is just completely broken now. words that used to show results dont anymore, and the results that do show with certain words are limited and show way less stick” (1★, US)

8. Simplify navigation [UX / design · 8 reviews · avg severity 2.2/3 · versions 30.9.2, 30.2.2]

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

“Used to be amazing – I used to be able to use this app for all my editing needs but now it’s so hard to navigate and all the free features are now premium. I also despise the way this company has went towards ai. Generative ai isn’t ethical” (2★, US)

9. Reduce ad frequency and length [Ads · 7 reviews · avg severity 2.5/3 · versions 30.9.2, 30.4.2]

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

“Too many ads – A few years back this was one of my fav apps but now too many ads and sometimes the ads you cant even skip its really annoying cmon guys we all want to make money but dont do this!” (2★, CA)

10. Rethink usage limits [Pricing / subscription · 7 reviews · avg severity 2.2/3 · versions 30.9.2, 30.7.1]

Users read hard limits as a cash grab; consider softer limits or earning more through use.

“Yearly subscription feels like it covers nothing. Every feature wants you to pay an additional fee. – Pretty much the title. If you want any of the tools be prepared to spend on credits after shelling out over \$80 a year for the subscriptio” (1★, 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.