

App Store complaint report

SHEIN - Shopping Online · ROADGET BUSINESS PTE. LTD. · current version 15.5.4

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-09-30 to 2026-10-22).

Metric	Value
Reviews analysed	300 (299 classified by AI)
Average stars (these reviews)	3.78
Reviews with a complaint	80 (27%)
Storefronts	CA 100, US 100, GB 100
All-time App Store rating (US)	4.73 from 3,968,038 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	43	2.4	15.5.2 (25), 15.5.3 (8), 15.4.6 (8)
Pricing / subscription	37	2.0	15.5.3 (14), 15.4.6 (11), 15.5.2 (6)
Crashes / freezes	21	2.9	15.5.2 (21)
Feature requests	9	1.9	15.5.3 (3), 15.5.0 (3), 15.4.6 (2)
UX / design	8	1.8	15.5.3 (3), 15.4.6 (2), 15.5.2 (1)
Performance	8	2.4	15.5.2 (5), 15.5.3 (3)
Ads	4	1.7	15.5.4 (1), 15.5.2 (1), 15.5.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
15.5.4	10	4.5	10%
15.5.3	131	4.0	17%
15.5.2	58	3.0	53%
15.5.0	37	3.7	30%
15.4.6	64	3.9	23%

Representative quotes

Bugs

“Won’t even work – Ever since their latest update I can’t even use shien I get the logo then it kicks me out☹️ please fix this issue” (2★, v15.5.2, CA, 2026-10-17)

“App not working since last update! – App won’t open & instantly crashing when you try clicking on it since last update!” (1★, v15.5.2, GB, 2026-10-19)

Pricing / subscription

“Scammers – They will ask you to pay Money to get bonus and you will get nothing,this turn to lottery and gambling app,delete it,don’t pay these scammers free money ,waste of money and time.” (1★, v15.5.0, GB, 2026-10-16)

“Price changes every time you try to check out – The prices are scam. Every time you try to check out a different price is tallied, depending on how many things you have in the cart they will either up the price of each item or charge you full price for items. ” (1★, v15.4.6, CA, 2026-10-04)

Crashes / freezes

"Fix it. – You did not fix the app at all considering I can't even open without it crashing. Pathetic. Especially your customer service and actually delivering items properly." (1★, v15.5.2, CA, 2026-10-19)

"App Crashing – Will not let me in the app since the last update." (1★, v15.5.2, GB, 2026-10-19)

Feature requests

"Dreadful app – Only giving 1 star as there's no option to give 0 stars. Totally unfriendly UX resulting in wasted time, particularly on checkout options not being compatible with certain products, along with having to cancel the order to change shipping option" (1★, v15.5.3, GB, 2026-10-20)

"Missing parcel – I am very disappointed with my experience. My parcel was marked as delivered with a photo of my porch, but it was missing when I arrived home. The customer service has been frustrating, and there is no clear way to contact someone directly to " (1★, v15.5.0, GB, 2026-10-15)

UX / design

"Difficulty placing order – I was using the app on my phone to purchase a new suit. It was a bit confusing with all the icons and pop-ups. I nearly didn't place the order due to that reason. Make the purchasing and payment processing simpler." (4★, v15.5.2, CA, 2026-10-18)

"Pop ups – Absolutely hate them- really put me off of buying anything!" (1★, v15.5.0, GB, 2026-10-15)

Performance

"Useless – Since the last update I can't get into my shein app to see my orders it won't load not happy I've deleted my app and reloaded it twice" (1★, v15.5.2, GB, 2026-10-19)

"Review – All is to slow an is duplicates my orders" (1★, v15.5.3, US, 2026-10-20)

Ads

"cupon – too much supon always pop up" (3★, v15.5.2, GB, 2026-10-17)

The 10 most important fixes

1. Fix crash on launch [Crashes / freezes · 19 reviews · avg severity 2.9/3 · versions 15.5.2]

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

"The app keeps crashes – It won't let me open the app... fix it!" (1★, CA)

2. Answer support requests [Bugs · 13 reviews · avg severity 2.2/3 · versions 15.5.3, 15.5.0]

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

"They're not trustworthy, delivering your package – Shanna used to be one of my favorite websites to shop from. I used to order frequently and spend hundreds of dollars without hesitation because I trusted the company. Unfortunately, my exp" (1★, US)

3. Justify or adjust the price [Pricing / subscription · 14 reviews · avg severity 1.8/3 · versions 15.5.3, 15.4.6]

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

"Horrible price – Claims discounts. But prices are outrageous for SHEIN. Always ends up so expensive. Tge so called deals are not deals but lies lies lies. Check your pricing. If you are giving dollars. Then give the credit not make shop for" (2★, CA)

4. Fix login / account access [Bugs · 7 reviews · avg severity 2.8/3 · versions 15.5.2, 15.5.3]

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

"baddddd – after this update cant get in the app ,fix it!!!!!!!" (1★, GB)

5. Make trials and renewals transparent [Pricing / subscription · 9 reviews · avg severity 1.9/3 · versions 15.5.3, 15.4.6]

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

"Some items shipped 2 and I got charged for it. – Did not need 2 of those" (3★, US)

6. Simplify navigation [UX / design · 5 reviews · avg severity 1.8/3 · versions 15.5.3, 15.4.6]

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

"Le Portefeuille – J'aime beaucoup SHEIN, mais malheureusement, je dois donner seulement 2 étoiles. Il s'agit du portefeuille SHEIN. J'avais plus de 56 \$ dans mon portefeuille, provenant de remboursements de retours. Lors d'un achat, j'ai a" (2★, CA)

7. Ship the most requested feature [Feature requests · 3 reviews · avg severity 2.0/3 · versions 15.4.6, 15.5.3]

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

“Terrible – Prices and tax is crazy 3 items get you up to \$45+ not only that they took away the option to use however many points you want to make it cheaper like the points are intended for you have to use them all at one on one perche. The” (1★, CA)

8. Fix notifications [Bugs · 3 reviews · avg severity 1.6/3 · versions 15.5.4, 15.4.6]

Check notification delivery and let users control frequency in settings.

“I hate it! I get notification of deliveries then they disappear. Get stupid pop ups on ‘points’! – MickeyCL” (1★, GB)

9. Reduce ad frequency and length [Ads · 2 reviews · avg severity 2.0/3 · versions 15.4.6, 15.5.0]

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

“Too much advertising like a scam – Too much advertising looks like a scam” (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 × 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.