

App Store complaint report

Southwest Airlines: Travel App · Southwest Airlines Co. · current version 13.35.1

Generated 2026-10-24 from the 300 most recent public App Store reviews across 1 storefronts (2026-10-01 to 2026-10-22).

Metric	Value
Reviews analysed	300 (299 classified by AI)
Average stars (these reviews)	2.98
Reviews with a complaint	135 (45%)
Storefronts	US 300
All-time App Store rating (US)	4.84 from 7,250,870 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	81	2.1	13.22.0 (43), 13.35.1 (38)
Feature requests	55	1.9	13.22.0 (30), 13.35.1 (25)
Pricing / subscription	43	2.0	13.22.0 (26), 13.35.1 (17)
UX / design	38	1.9	13.22.0 (25), 13.35.1 (12), 13.21.1 (1)
Performance	10	2.4	13.22.0 (8), 13.35.1 (2)
Crashes / freezes	5	2.5	13.22.0 (3), 13.35.1 (2)
Ads	1	1.5	13.22.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
13.35.1	130	2.9	45%
13.22.0	167	3.1	46%
13.21.1	3	3.7	33%

Representative quotes

Bugs

“Garbage app. Worse customer service. – So the Customer Service reps openly admit that this app will glitch out when using Apple Pay or Google pay. Don’t worry, the apps will absolutely take your money, give you a downstream error, not give you a confirmation ” (1★, v13.22.0, US, 2026-10-12)

“Over five hours spent checking in – This app is riddled with bugs. I’ve been checking in for over five hours and I’m still not done. How can it be this hard to issue me a boarding pass for a flight I’ve already paid for? Every time I get past one issue, there” (1★, v13.22.0, US, 2026-10-09)

Feature requests

“Please Make Push Notifications! – The app doesn’t notify me when there are delays or gate changes! It just quietly updates the info. I’ve gotten to the airport and found out my flight was delayed for 3 hours. I’ve been sitting at a gate for an hour and randoml” (3★, v13.22.0, US, 2026-10-10)

“Back to open seating please! – Having to pay additional for every seat choice, even as a RR member with a RR Visa, has been a terrible change. It has completely changed my feeling that SW is a good value.” (3★, v13.35.1, US, 2026-10-19)

Pricing / subscription

"Poor design – Your app will not allow me to scroll on my phone to complete the addition of payment methods on my profile. Nor would it allow me to pay directly on the upgrade page. The page kept sending an error and would wipe my input, forcing me to rewrite a" (1★, v13.22.0, US, 2026-10-03)

"New is Tedious – The seating f selection is unnecessary. Choosing a seat when I buy the ticket would be best. I had to pay too much attention to timing so as to check in, to choose a seat I am just as important as the person who paid for a seat at time" (2★, v13.22.0, US, 2026-10-08)

UX / design

"Confusing – I purchased a seat with a paid for checked bag. Now this app is along me to check a bag and pay another \$45. This new way is too confusing. I always travel with Southwest. Not anymore. I will take my business to American." (1★, v13.22.0, US, 2026-10-01)

"Confusing – This website is confusing. Once you complete checkin I can't find where to keep my boarding pass. It's caused me so much frustration" (2★, v13.22.0, US, 2026-10-07)

Performance

"The decline of Southwest – Used to be a much better airline. Slow and clumsy boarding system. Points worth less all the time. Rewards program sucks." (1★, v13.22.0, US, 2026-10-10)

"Dysfunctional app – This app cannot do basic things - like pulling up your booked trips, pulling up the seat chart. Times out after spinning awhile, every time" (1★, v13.22.0, US, 2026-10-06)

Crashes / freezes

"Never works – This busted app never works and constantly gives errors when I need it during travel." (2★, v13.22.0, US, 2026-10-04)

"Cannot add checked bag site needs work – I tap the link to add a checked bag and get a blank screen" (2★, v13.35.1, US, 2026-10-20)

Ads

"Sales notification spam – Stop reminding me I have to uninstall this app between trips." (1★, v13.22.0, US, 2026-10-01)

The 10 most important fixes

1. Fix login / account access [Bugs · 19 reviews · avg severity 2.2/3 · versions 13.35.1, 13.22.0]

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

"Terrible app for multi mil airline – It's incredible that in 2026 a huge airline like Southwest can have such a terrible app you can't login you can't reset your password when you call they also acknowledge that their emailing system doesn't" (1★, US)

2. Soften the redesign backlash [UX / design · 19 reviews · avg severity 1.9/3 · versions 13.22.0, 13.35.1]

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

"New layout isn't the greatest – I like the old layout better" (3★, US)

3. Ship the most requested feature [Feature requests · 18 reviews · avg severity 1.8/3 · versions 13.22.0, 13.35.1]

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

"Think about the customers – The app is always down. Bring back the no expiration travel credit. I've missed 2 flights because flights were delayed by 2 hours and then moved back to original time and the app/options is not user friendly. Pa" (1★, US)

4. Justify or adjust the price [Pricing / subscription · 15 reviews · avg severity 2.2/3 · versions 13.22.0, 13.35.1]

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

"...overhaul had been downhill ever since. Why is it ok for me to wait 30 minutes to talk with an agent at 10pm to give you my money and when I asked to chg a flight for medical reasons you said no and it would cost an extra \$600. Huh? Then I " (3★, US)

5. Answer support requests [Bugs · 14 reviews · avg severity 2.3/3 · versions 13.22.0, 13.35.1]

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

"App needs severe help! – A-List Preferred members are guaranteed same day standby, but the app is severely broken and won't allow you to confirm standby. Customer service REFUSES to help, and

tells you to see a gate agent. That worked befor” (1★, US)

6. Ease payroll pressure [Pricing / subscription · 15 reviews · avg severity 2.0/3 · versions 13.22.0, 13.35.1]

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

“Upset – I paid for free checked bags and they r asking for payment” (1★, US)

7. Simplify navigation [UX / design · 12 reviews · avg severity 2.1/3 · versions 13.22.0, 13.35.1]

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

“Difficult – This app is so hard to navigate.” (1★, US)

8. Fix notifications [Bugs · 12 reviews · avg severity 1.8/3 · versions 13.22.0, 13.35.1]

Check notification delivery and let users control frequency in settings.

“Downhill – Flights are being delayed. No notification about check in going down for maintenance.

Having to deal with seat selection!!! Good luck with future business. I pray for your employees.” (1★, US)

9. Improve content quality [Feature requests · 11 reviews · avg severity 1.8/3 · versions 13.22.0, 13.35.1]

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

“Garbage app – Installed this thinking it would make checking flights and updates easier. Boy was I wrong. Checking with the app and nothing shows under my trips. I had to put my name and confirmation number in anytime I wanted to check flig” (1★, US)

10. Fix in-use crashes and freezes [Crashes / freezes · 6 reviews · avg severity 2.5/3 · versions 13.22.0, 13.35.1]

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

“Poor stability when time is of the essence – Trying to check in for a flight and the app freezes so the result is a worse boarding group. Deeply disappointing, especially when the resolution offered os a for profit seat upgrade.” (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.