

App Store complaint report

Taco Bell Fast Food & Delivery · Taco Bell · current version 10.4.1

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 (300 classified by AI)
Average stars (these reviews)	1.45
Reviews with a complaint	267 (89%)
Storefronts	US 300
All-time App Store rating (US)	4.66 from 1,138,724 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	174	2.4	10.3.0 (77), 10.4.0 (53), 10.4.1 (39)
UX / design	152	2.3	10.3.0 (81), 10.4.0 (43), 10.4.1 (27)
Feature requests	111	2.1	10.3.0 (58), 10.4.0 (29), 10.4.1 (23)
Pricing / subscription	39	2.3	10.3.0 (23), 10.4.0 (10), 10.4.1 (5)
Performance	38	2.4	10.3.0 (19), 10.4.0 (12), 10.4.1 (6)
Crashes / freezes	19	2.7	10.3.0 (10), 10.4.0 (7), 10.4.1 (1)
Ads	5	2.8	10.3.0 (4), 10.4.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
10.4.1	49	1.4	94%
10.4.0	87	1.6	87%
10.3.0	155	1.4	89%
8.90.2	7	1.4	71%
8.55.2	2	1.0	100%

Representative quotes

Bugs

“Buggy – App can’t even locate me. Does not work at all” (1★, v10.3.0, US, 2026-10-07)

“It is impossible placing an order through the app! – On Iphone 17 Pro Max ever since the last update the apple pay and online payment system is broken. Ive tried every possible method apple pay, paypal, venmo, several cards. Nothing works, I dont know how they” (1★, v10.4.0, US, 2026-10-17)

UX / design

“...once you close the app so you just have to hope that eventually your food shows up. They need to add a way to switch back to the old interface that at least had a working delivery tracker. That’s aside from the egregious interface, constant crashes, and weird” (1★, v10.3.0, US, 2026-10-04)

“Ugly and broken – I don’t know why anyone would decide to completely alter an app design that’s been consistent for years, but it’s incredibly poorly layed out and difficult to navigate. Every time I attempt to order, it freezes on the item I’m looking at and ” (1★, v10.4.0, US, 2026-10-19)

Feature requests

"New app is UNUSABLE – This new app update is terrible. It is incredibly difficult to navigate, you can't choose the store anymore, items randomly disappear off the menu. Glitchy and ridiculous The only option is to pay more to order through DoorDash, which I " (1★, v10.3.0, US, 2026-10-04)

"...Extra Beef button - in the new app, one still does but the other does not, and there's no reason why either burrito should lack the option). Adding rewards is a hassle and removing a reward from the cart, even more so. I grew so frustrated that I gave up and " (1★, v10.3.0, US, 2026-10-11)

Pricing / subscription

"...(and not that mobile ordering is turned off). This makes placing an order impossible. At least with the old app I was somewhat okay paying their astronomical prices." (1★, v10.3.0, US, 2026-10-08)

"Their App Steals Money – For the last few months I have tried and tried again to give Taco Bell a chance but each time, the same thing happens. The last 3 times I have tried to order through the app, the money for the order has been taken from my account, but " (1★, v10.3.0, US, 2026-10-11)

Performance

"Bugging out; slow – Wont let me order at my local store even though it is open. Isn't loading the menu and is not giving intelligible error messages" (2★, v10.3.0, US, 2026-10-08)

"CANT ORDER – I CANT ORDER. Stuck loading" (1★, v10.3.0, US, 2026-10-01)

Crashes / freezes

"...simple way to order food. The rewards program is a joke and the Tuesday drops are often stupid times stupid trinkets that only serve to freeze the app. No incentive to use." (1★, v10.4.0, US, 2026-10-13)

"App is terrible now; Track does not work – I normally never leave a review but this is terrible now. Whenever the app crashes and I have to sign back in, I can't track my order anymore. This is extremely frustrating as I live in an apartment and I don't know w" (1★, v10.3.0, US, 2026-10-07)

Ads

"...Who knew you could turn bad into even worse. But you did - whoever does your app UI should be fired. This is a hot mess and too many ads in your face before even finding the actual menu. Keep it up and I'm done with it. Go back to UI before 10.0. It was gre" (1★, v10.3.0, US, 2026-10-05)

"Why are you emailing me ads for other companies – deleted the app immediately" (1★, v10.3.0, US, 2026-10-04)

The 10 most important fixes

1. Soften the redesign backlash [UX / design · 149 reviews · avg severity 2.3/3 · versions 10.3.0, 10.4.0]

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

"New update ruins the old user friendly interface. – This new layout is absolutely a net negative. They had one of the best and most easy to use apps before this update, and now it's very difficult to navigate, and just overall a pain to loo" (1★, US)

2. Simplify navigation [UX / design · 89 reviews · avg severity 2.3/3 · versions 10.3.0, 10.4.0]

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

"Too much junk – Taco Bell needs to fire the developer. The change of location is awfully misleading. Extremely difficult to navigate the menu to find desired items. May a well just order over the counter. Developers: please try to place an" (1★, US)

3. Fix features broken by the latest update [Bugs · 48 reviews · avg severity 2.4/3 · versions 10.3.0, 10.4.0]

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

"Cannot Claim Drops – I used to be able to claim Tuesday drops almost every time they would be dropped, but since they updated the app, me and my two family members all log in and wait till it turns 2pm and the "claim reward" button never po" (2★, US)

4. Ship the most requested feature [Feature requests · 50 reviews · avg severity 2.1/3 · versions 10.3.0, 10.4.1]

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

"The stores need to fix their employees. – They forget napkins sometimes. They forget sauces. I order a burrito with added potatoes and they forgot that last time. This time they forgot to add the pinto beans in my brc (2nd time in a week). " (2★, US)

5. Answer support requests [Bugs · 21 reviews · avg severity 2.5/3 · versions 10.3.0, 10.4.0]

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

"...start a class action due to how many times I've been left stranded without food due to this app. There's also no way to contact anyone during the order. It's pretty difficult to tell if the order has been placed, then forget any add ons, m" (1★, US)

6. Improve content quality [Feature requests · 18 reviews · avg severity 2.3/3 · versions 10.4.0, 10.3.0]

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

"Wrong item – I ordered a nacho beef chalupa and a plain taco. When I got home it was wrong! It was a nacho taco in a flour tortilla. On top of that I tried to eat because I traveled 20 minutes to and from to get the order..totally awful. " (1★, US)

7. Fix notifications [Bugs · 19 reviews · avg severity 2.1/3 · versions 10.4.0, 10.3.0]

Check notification delivery and let users control frequency in settings.

"Abuses push notifications – The app will send junk push notifications with little "jokes" or slogans to get your attention to try to keep Taco Bell in front of mind. They are not useful or desirable in any way. This is an abuse of the Apple" (1★, US)

8. Fix in-use crashes and freezes [Crashes / freezes · 15 reviews · avg severity 2.7/3 · versions 10.4.0, 10.3.0]

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

"App didn't work; too many spammy screens feel like ads – App was stuck in a loop. No I don't want to share location. No I don't want to sign up. Just let me place an order." (1★, US)

9. Fix login / account access [Bugs · 15 reviews · avg severity 2.4/3 · versions 10.3.0, 10.4.0]

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

"Can't use my account – Tried signing in with phone number and I get a message saying there's an issue with it. I try email and nothing happens. I don't understand why it doesn't work anymore. Not even a contact number or email to ask for help" (1★, US)

10. Stop data / progress loss [Bugs · 14 reviews · avg severity 2.2/3 · versions 10.3.0, 10.4.0]

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

"...close the app for leave it for another app for too long you order tracking closes and then you can not track it's delivery progress again you can only see the order in your orders but there is no way to track it previously you would get a " (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.