

App Store complaint report

Target: Shop. Style. Save. · Target · current version 2026.41.1

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)	3.48
Reviews with a complaint	109 (36%)
Storefronts	US 300
All-time App Store rating (US)	4.90 from 6,943,385 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	71	2.3	2026.39.0 (39), 2026.38.0 (14), 2026.40.0 (12)
Feature requests	39	2.0	2026.39.0 (20), 2026.40.0 (9), 2026.38.0 (8)
UX / design	35	1.9	2026.39.0 (15), 2026.38.0 (9), 2026.40.0 (8)
Pricing / subscription	25	2.0	2026.39.0 (11), 2026.38.0 (8), 2026.41.0 (3)
Performance	13	2.4	2026.39.0 (11), 2026.40.0 (2)
Crashes / freezes	11	2.5	2026.39.0 (7), 2026.38.0 (2), 2026.40.0 (1)
Ads	5	2.0	2026.40.0 (2), 2026.39.0 (2), 2026.41.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
2026.41.0	28	3.7	29%
2026.40.0	73	3.7	27%
2026.39.0	124	3.2	44%
2026.38.0	74	3.6	35%
2026.14.0	1	5.0	100%

Representative quotes

Bugs

“...now. In frustration I switched to paper statements. In this day and age! When I first called in about it, I was told “We’re having an issue, give it a few hours or try again tomorrow.” When a week or two went by, and an app update didn’t fix it, I called agai” (1★, v2026.40.0, US, 2026-10-15)

“App Glitches and Crashes – This app does not deserve 5 stars! There are constant glitches and crashes and high demand items that are seemingly represented as available cannot be added to the cart or purchased. It’s sad that their competitor’s applications seem” (1★, v2026.39.0, US, 2026-10-09)

Feature requests

“Ridiculous – The Target app makes it so difficult to checkout and PAY. I can never easily find the Pay option. I click on the cart but that doesn’t seem to take me to Pay - it assumes I want to continue shopping and I don’t - I WANT TO PAY and get out!! I’m n” (2★, v2026.38.0, US, 2026-10-02)

“Buggy & pushing AI – The last few updates the app keeps freezing on me when I open it, so I have to close and reopen it. It’s constantly advertising & pushing the AI feature, to the point the AI scanning seems prioritized over making sure the barcode scanning ” (1★, v2026.39.0, US, 2026-10-14)

UX / design

“App – I just feel like the app has decreased in user friendliness, harder layout to navigate!” (3★, v2026.38.0, US, 2026-10-06)

“...Requires spamming the button. If you are lucky enough to add to cart, to purchase the item you need to spam again to pay. Horrible design. Walmart and Pokemon center does it much better.” (1★, v2026.39.0, US, 2026-10-09)

Pricing / subscription

“...be 4 different targets we go to and call multiple times during the week. Yet people who sell them for more than double, triple the price have a bunch of them and they only get them to be greedy and make more money than the stores do off people.” (1★, v2026.40.0, US, 2026-10-17)

“Can’t make a payment – Since the new update cannot make a payment nothing but a black screen” (5★, v2026.14.0, US, 2026-10-04)

Performance

“...on this garbage fire of an app: The Infinite add to cart and check outs : For actual human beings, the app greets you with endless lag, freezing screens, or the infamous error messages while you frantically mash the checkout button. Meanwhile, automated serve” (1★, v2026.39.0, US, 2026-10-09)

“Glitches or doesn’t operate – Immediately upon opening the app, I’m not able to swipe up to see what’s on sell and etc. when I’m scrolling through, it’ll lag.” (3★, v2026.40.0, US, 2026-10-17)

Crashes / freezes

“Terrible – The app completely breaks and makes it impossible to checkout anytime there is a popular release” (1★, v2026.39.0, US, 2026-10-09)

“Vibe coded? – Trying to pick up a drive up order. Clicking the link in the email and just get a white page saying an error has occurred and saying “thank you”. Please actually test your app before releasing this.” (1★, v2026.38.0, US, 2026-10-05)

Ads

“Too much junk – The app has turned into a big advertising platform. You have sponsored links at the top of all product pages. You have infinite scrolling of “related” products that are not related. You have weird offers after you place an order. It just makes ” (1★, v2026.41.0, US, 2026-10-20)

“Curbside ads hijack car audio – Stop the ads on the pickup screen. They hijack my car audio in CarPlay. Everything else about the app is pretty good.” (4★, v2026.39.0, US, 2026-10-12)

The 10 most important fixes

1. Soften the redesign backlash [UX / design · 18 reviews · avg severity 1.9/3 · versions 2026.38.0, 2026.41.0]
Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.
“Glitching – With the new update came glitches and more ai slop pop-ups.” (3★, US)

2. Fix in-use crashes and freezes [Crashes / freezes · 13 reviews · avg severity 2.6/3 · versions 2026.39.0, 2026.38.0]

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

“Checkout freezes due to bots flooding the website for every Pokémon drop at night – Get your act together. You know your design right now just favors the bot farms. Actual humans wanting in on Pokémon drops have to stay up at 12 - 3 am ever” (1★, US)

3. Simplify navigation [UX / design · 16 reviews · avg severity 2.0/3 · versions 2026.39.0, 2026.38.0]

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

“Needs improvement – This app frustrates me because when I search for something, even if I call it

out by brand name, there are four or five sponsored products before it. It makes it hard to find anything. Also, every time anything is added ” (2★, US)

4. Fix login / account access [Bugs · 10 reviews · avg severity 2.7/3 · versions 2026.39.0, 2026.40.0]

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

“May as rename the app error – App always gives errors, signs me out at the most inconvenient time, and gives more errors when trying to verify my account. Then demands I reset me password. Worthless app that can’t be used.” (1★, US)

5. Answer support requests [Bugs · 11 reviews · avg severity 2.2/3 · versions 2026.38.0, 2026.39.0]

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

“Do not purchase online items from Target – I purchased two items that the carrier failed to deliver. After approximately three weeks, the order remained stuck in “delayed” status for another week. I contacted Target to request a refund. Af” (1★, US)

6. Ship the most requested feature [Feature requests · 11 reviews · avg severity 1.7/3 · versions 2026.39.0, 2026.40.0]

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

“Shopping List on product page – Please bring back the “add to shopping list” feature on the product page. This is generally a great app, but quickly adding needed items has become cumbersome. Currently, there’s only an option to add items t” (3★, US)

7. Justify or adjust the price [Pricing / subscription · 7 reviews · avg severity 2.0/3 · versions 2026.39.0, 2026.38.0]

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

“...let my shipt membership expire, where I would’ve renewed. I have now found some of my staples elsewhere at a lower fixed price. I just do not have the time to have a cart full of items at one price at 10pm and have it raise in price the ne” (2★, US)

8. Fix notifications [Bugs · 7 reviews · avg severity 1.5/3 · versions 2026.40.0, 2026.39.0]

Check notification delivery and let users control frequency in settings.

“Nonstop notifications – Daily notifications, sometimes several times, are too much.” (1★, US)

9. Speed up loading [Performance · 5 reviews · avg severity 2.2/3 · versions 2026.39.0, 2026.40.0]

Profile cold start and the slowest screens on older devices; cache content.

“Laggy – This app is so bad. Dig the lag there’s no reason I need to push the button 8 times on a 18 pro” (1★, US)

10. Fix crash on launch [Crashes / freezes · 3 reviews · avg severity 2.5/3 · versions 2026.39.0, 2026.38.0]

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

“Online drops are EMBARRASSING – I’ve never seen such a large company so poorly upkeep their app. Every single drop is a crashed site and app. It’s pointless to even try. I’d give zero stars for this app if I could.” (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.