

App Store complaint report

Ulta Beauty: Makeup & Skincare · Ulta Salon, Cosmetics & Fragrance, Inc · current version 10.17

Generated 2026-10-24 from the 300 most recent public App Store reviews across 1 storefronts (2026-09-01 to 2026-10-22).

Metric	Value
Reviews analysed	300 (299 classified by AI)
Average stars (these reviews)	3.23
Reviews with a complaint	110 (37%)
Storefronts	US 300
All-time App Store rating (US)	4.86 from 2,462,492 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	92	2.4	10.16 (57), 10.17 (32), 10.14.1 (3)
Performance	30	2.3	10.16 (19), 10.17 (8), 10.14.1 (3)
Crashes / freezes	23	2.6	10.16 (14), 10.17 (7), 10.14.1 (2)
UX / design	23	2.1	10.16 (16), 10.17 (6), 10.14.1 (1)
Feature requests	22	2.1	10.16 (13), 10.17 (7), 10.14.1 (1)
Pricing / subscription	22	2.2	10.16 (14), 10.17 (7), 10.14.1 (1)
Ads	1	1.5	10.16 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
10.17	110	3.4	34%
10.16	183	3.2	37%
10.14.1	5	1.2	100%
10.0	2	1.0	50%

Representative quotes

Bugs

“App is so broken – Cannot seem to order online anymore, no matter what payment I use it just bounced back and I’m given an error message. Apparently a lot of other ppl are having the same issue. When I go to leave reviews for products I bought the reviews are ” (1★, v10.16, US, 2026-09-28)

“can’t log in – can’t log in through the app. i keep trying; uninstalled and reinstalled, cleared my browser history/cache/cookies, switched default browsers, switched from mobile to desktop website, absolutely nothing is working. i can’t even report a problem ” (1★, v10.16, US, 2026-09-06)

Performance

“So laggy – I’ve been trying to check out for atleast 15 minutes. I closed and opened the app 10 times and the app lags so bad. It freezes , the images don’t load . I get to my cart and I can’t check out. Might as well check out on the website” (1★, v10.14.1, US, 2026-09-14)

“Laggy, slow, refreshes – Refreshes so much!” (2★, v10.16, US, 2026-09-18)

Crashes / freezes

"This app is clunky – The app constantly freezes or gets stuck in an endless load. Tried multiple devices and internet connection. It makes everything just a tad bit harder." (2★, v10.16, US, 2026-09-15)

"Fix the app/website – The app is not working and if I use the website it crashes after I sign in. What's the point of having it if it does not work." (1★, v10.17, US, 2026-10-20)

UX / design

"Accuracy – The app site is completely confusing all my points it's always disappearing plus I set my app for different way to log in but then always asked to been rejected" (3★, v10.16, US, 2026-09-18)

"BUG: Opened Page Saving / Navigation Bar – The navigation bar is either too low or not configured correctly. If a user is looking at a detail page of an item, then swipes up to switch between the Ulta app to another, the Ulta app triggers a page clear through " (2★, v10.16, US, 2026-09-14)

Feature requests

"Failed Update Endeavor – You developers have messed up the app. Code it back to its functions pre AI days and then just add the AI feature and throw the other extra stuff out the window. It's now a pain shopping on this up and it wasn't so prior." (1★, v10.14.1, US, 2026-10-16)

"Used to be 5 stars – I usually love the Ulta app. However, it needs some tweaks to improve shopping experience. I find myself so annoyed sometimes that I don't even want to fool with the app. Please fix the swiping issue when swiping right on product images an" (3★, v10.16, US, 2026-09-09)

Pricing / subscription

"Customer service – I am a diamond through 2027 and I had a package sent to my old address even though I used Apple Pay with my correct address. I contacted all my neighbors and the people at my old house and no one received it. Ulta says they cannot do anythin" (1★, v10.17, US, 2026-10-09)

"TOOK MY GIFT CARD BIRTHDAY MONEY. – I spent hours looking exactly for everything I wanted. Because of my gift card I knew I could get limited things, so I spent quiet sometime deciding what I would get. Pay time came and I put into my gift card information too" (1★, v10.17, US, 2026-10-04)

Ads

"21 days of beauty ad – TURN OFF THE STUPID 4\$\$ AD upon opening the ap, so sick of it" (1★, v10.16, US, 2026-09-09)

The 10 most important fixes

1. Answer support requests [Bugs · 36 reviews · avg severity 2.1/3 · versions 10.16, 10.17]

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

"BAD customer service – They have the worst customer service. I called because their system made an error and it didn't apply some discounts. And they didn't help me even though the system was the one who made the error not me. I had to go r" (1★, US)

2. Fix login / account access [Bugs · 24 reviews · avg severity 2.5/3 · versions 10.17, 10.16]

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

"Hi – This app is amazing to shop with even if you don't have an account but the bad thing is that i had to sign in so many times and it still didn't work it said it sent me a code but it never did and I tried re signing in too many times to" (3★, US)

3. Fix in-use crashes and freezes [Crashes / freezes · 13 reviews · avg severity 2.6/3 · versions 10.16, 10.17]

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

"Crashes and freezes often – It is very handy to have an app but it constantly crashes and freezes. It is really frustrating as it's happened multiple times when I've attempted to check out" (2★, US)

4. Simplify navigation [UX / design · 15 reviews · avg severity 2.1/3 · versions 10.16, 10.17]

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

"The app is always down – Impossible to navigate, the app is always down. Once I get in it's so confusing to navigate, I don't like the app." (1★, US)

5. Speed up loading [Performance · 13 reviews · avg severity 2.4/3 · versions 10.16, 10.14.1]

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

"Slow site – The website will not load whenever I try to book an appointment. Super frustrating!!!" (1★, US)

6. Fix crash on launch [Crashes / freezes · 7 reviews · avg severity 2.9/3 · versions 10.17, 10.16]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first. "App does not open properly – App does not work, always gives the message "too many redirects". App has been used on several devices and I am never able to use it. Deleting the app, will have to use the website. Disappointed" (1★, US)

7. Make trials and renewals transparent [Pricing / subscription · 8 reviews · avg severity 2.4/3 · versions 10.16, 10.17]

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

"BEWARE OF CHARGES – I have been with Ulta and loved them for years. Last year I noticed the first double charge and called in. They stated that it was my bank or institution not them. Fast forward to yesterday and there was a \$115 charge th" (1★, US)

8. Soften the redesign backlash [UX / design · 5 reviews · avg severity 2.2/3 · versions 10.16, 10.14.1]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour. "Version 10.17 – I hate version 10.17. Absolutely sucks. Hats off to the app designers because they just lost a \$200 sale. It will not let me place an order, thanks team." (1★, US)

9. Ship the most requested feature [Feature requests · 5 reviews · avg severity 1.9/3 · versions 10.17, 10.16]

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

"Love Ulta but the app could use some updates – I really love this store and shop there often. My 3 star rating is for the way the app operates. I have different things in my cart with different delivery methods (pick up in store or ship). " (3★, US)

10. Improve content quality [Feature requests · 5 reviews · avg severity 1.9/3 · versions 10.16, 10.17]

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

"...biggest customers. So on your next mascara run you can now be stalked by your law enforcement ex. Also the app is always wrong about what's actually available in stores." (1★, US)

Method: the most recent public App Store reviews across up to 15 storefronts, from Apple's public customer-reviews feed (a third-party scraper as backup), 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.