

App Store complaint report

VSCO: Photo & Video Editor · Visual Supply Company · current version 461.10.1

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2023-04-09 to 2026-10-21).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.07
Reviews with a complaint	240 (80%)
Storefronts	GB 150, US 100, CA 50
All-time App Store rating (US)	4.69 from 278,078 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	143	2.4	461.4.0 (9), 461.7.1 (7), 461.5.2 (5)
Bugs	135	2.5	461.9.0 (7), 461.6.4 (7), 461.7.1 (6)
Feature requests	73	2.3	461.7.1 (5), 461.4.0 (4), 461.5.2 (3)
Performance	66	2.6	453.0.1 (4), 412.0.0 (3), 461.6.4 (3)
Crashes / freezes	47	2.7	453.0.1 (2), 461.9.0 (2), 340.0.0 (2)
UX / design	29	2.4	461.7.1 (3), 461.8.0 (3), 461.4.0 (3)
Ads	13	2.5	453.0.1 (4), 450.0.2 (1), 438.0.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
461.10.1	7	2.4	57%
461.10.0	2	2.0	100%
461.9.3	5	2.8	60%
461.9.2	8	2.0	75%
461.9.0	8	1.9	88%
461.8.0	11	2.1	64%
461.7.1	19	2.0	79%
461.7.0	2	1.0	50%

Representative quotes

Pricing / subscription

“Doesn’t work – I’ve used this app for YEARS, I’ve also been a paying a subscription user for the last 3 years, the app used to be the best of its kind, however the past year or so this app has been completely unusable due to crashing every time it opens or jus” (1★, v375.0.0, GB, 2024-05-30)

“Just another greedy company looking to paywall basic features – WHY are we putting basic features of a photo editor behind a paywall? In 2016, HSL was a part of the unpaid experience, and now you’re charging us for BASIC FEATURES when your app isn’t even usable” (1★, v461.1.0, CA, 2026-05-18)

Bugs

"Do not rely on this if you're a videographer or content creator – I'm a content creator, videographer and photographer, and here's why after 6+ years of using this, I'm cancelling my subscription: - EXPORT QUALITY Constant bugs aside, despite what VSCO tell" (1★, v380.0.0, GB, 2024-07-08)

"NOT WORKING - MISSING HOMEPAGE – Log-in not working, constant issues with this app and I PAY for a yearly membership! Not okay" (1★, v360.0.1, GB, 2024-02-15)

Feature requests

"This simply does not work – I have no idea how this has such a high rating nor how so many people use it. The photos that I selected for it simply don't show up in the app, and I have no way to edit them. It just keeps telling me to add photos, and when I do," (1★, v461.8.0, US, 2026-09-17)

"does not care about loyal base – i have been using vsco since 2016.... i cant believe although i am paying for an annual membership and have been for the past 10 years you guys now want me to start spending MORE money annually to use all the features i had acces" (2★, v461.10.1, US, 2026-10-18)

Performance

"Not even functional – Whatever software update took place in VSCO, it has literally made the app unusable. It's so slow, nothing loads outside of blank screens even after restarting your phone. It's literally broken and serves no purpose anymore.. uninstalling" (1★, v461.5.2, US, 2026-07-05)

"Not as good as it used to be – I've used VSCO for almost 10 years, and have been on the plus subscription for ages, but this will be the last time. 1. App is super buggy on a iphone16pro - edits don't save, slow loading times, favourites always disappear, ex" (1★, v451.0.0, GB, 2025-12-07)

Crashes / freezes

"Excellent editor, just can't handle the workflow – The apps itself is fantastic but will continue to keep crashing and freezing as it simply cannot cope with more than a certain number of RAW files, meaning I can no longer access the old files in the apps (onl" (2★, v399.0.1, GB, 2024-11-14)

"Crashing – The past few updates he not fixed the bugs Freezing not saving drafts The collage feature has not improved and it a premium feature I pay for making it really hard to accomplish what I want on here Please fix asap" (1★, v412.0.0, GB, 2025-02-28)

UX / design

"How to ruin a great app – This was always my favourite photo editing app. The filters and UI were so much better than any others, I even didn't mind paying for extra features. They've gradually stripped away the free features, bloated the app with confusing a" (1★, v404.0.1, GB, 2024-12-17)

"Disappointed – I've been using VSCO for 12 years, maybe more, and have absolutely loved it. However, the quality and performance of this app has gone out the window rapidly within the past few years. The interface continuously gets more difficult and less seam" (2★, v461.9.0, US, 2026-09-29)

Ads

"ads – This app has become so irritating because of the ads! To the point where I refused to use it. Stop hogging the money and remove those ads!" (1★, v450.0.2, GB, 2025-12-03)

"Has become a money-grab app – I used to love scrolling through VSCO and seeing what others have posted but now I literally never use the app because when u try and scroll down your feed there are SO MANY ADS. Like ok, whatever, seeing them as you scroll by is " (1★, v453.0.1, CA, 2025-12-28)

The 10 most important fixes

1. Justify or adjust the price [Pricing / subscription · 90 reviews · avg severity 2.4/3 · versions 461.7.1, 461.4.0]
Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"What's happened!!! – I have been a paying member for VSCO for years. Over time the subscription has got more and more ridiculously expensive & the quality worse and worse. So many lags and errors & I can no longer edit videos." (1★, GB)

2. Soften the redesign backlash [UX / design · 87 reviews · avg severity 2.4/3 · versions 461.7.1, 461.4.0]

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

"It used to be good and reliable way back when – Back in 2017, I changed to iOS mainly because this app was better on iOS. It was reliable, no matter the picture format you were editing on. If there

were bugs, I never experienced them. The c" (2★, GB)

3. Ease payroll pressure [Pricing / subscription · 79 reviews · avg severity 2.4/3 · versions 461.7.1, 461.4.0]

Keep core features usable for free users or explain clearly what is paid; show the payroll less often. "Devs ignoring all the bad reviews and couldn't care less about the original users – I had VSCO since it first appeared on the App Store, bought most of the filters which are excellent. Then the subscriptions came along, I upgraded, was payi" (1★, GB)

4. Fix in-use crashes and freezes [Crashes / freezes · 34 reviews · avg severity 2.6/3 · versions 453.0.1, 340.0.0]

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

"Great Editing – Terrible Export Experience – The app keeps crashing when trying to make a collage. Freezes completely and unable to export. Also sometimes when I export it overexpose it and change the photo from what I'm seeing in app. So I" (2★, US)

5. Speed up loading [Performance · 26 reviews · avg severity 2.6/3 · versions 461.4.0, 349.0.0]

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

"Too many issues – As much as I love VSCO and have used it for 10+ years, there just always seems to be some issue with general editing / saving to camera roll / video lagging / content not loading / filters not working and so on. It's super" (2★, GB)

6. Stop data / progress loss [Bugs · 26 reviews · avg severity 2.4/3 · versions 461.5.2, 461.9.0]

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

"Seriously disappointed – When trying to edit nothing loads on the selection bar, tried reinstalling the app. Which lost all of my previous work. Such a basic feature of the app not working has set me back massively. Been a member for years " (1★, GB)

7. Fix login / account access [Bugs · 23 reviews · avg severity 2.7/3 · versions 461.6.4, 393.0.5]

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

"No way of verification – I have been using VSCO since January 2018. I loved the app and would use it daily. I recently got a new phone and have been locked out of my account. I no longer have access to the phone number I used to sign up be" (1★, GB)

8. Answer support requests [Bugs · 17 reviews · avg severity 2.6/3 · versions 461.7.1, 461.9.3]

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

"Warning: Difficult to Cancel – Be careful with this app. For some reason, my subscription was processed through their website, which makes it really difficult to cancel, and their customer support isn't helpful at all." (1★, US)

9. Ship the most requested feature [Feature requests · 19 reviews · avg severity 2.1/3 · versions 461.4.0, 461.7.1]

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

"One big missing feature – Please give us the opportunity to save our edits by modifying the original and not just saving an additional version of a photo. It clogs up the camera roll and it would be great to have the option to 'modify' the " (3★, GB)

10. Improve content quality [Feature requests · 15 reviews · avg severity 2.2/3 · versions 461.2.0, 461.9.2]

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

"Mad – app has not loaded any content for several days. have updated as well as deleted and reinstalled and absolutely nothing will load, just a black screen" (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.