

App Store complaint report

ZARA · Industria de Diseno Textil, S.A. · current version 18.28.0

Generated 2026-10-24 from the 300 most recent public App Store reviews across 2 storefronts (2025-09-21 to 2026-10-21).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.89
Reviews with a complaint	147 (49%)
Storefronts	US 150, GB 150
All-time App Store rating (US)	4.82 from 413,318 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	73	2.4	18.5.1 (9), 18.4.3 (7), 18.3.0 (6)
UX / design	71	2.1	18.3.0 (12), 18.5.1 (6), 18.4.3 (4)
Feature requests	41	2.0	18.3.0 (4), 18.10.5 (3), 18.5.1 (3)
Performance	29	2.3	18.5.1 (5), 18.3.0 (3), 18.1.0 (2)
Pricing / subscription	22	2.1	18.18.1 (2), 18.5.1 (2), 18.5.0 (2)
Crashes / freezes	16	2.7	18.5.1 (4), 18.3.0 (2), 18.10.5 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
18.27.0	1	1.0	100%
18.24.5	3	2.7	33%
18.24.4	2	1.0	100%
18.24.3	6	3.2	50%
18.24.1	4	5.0	0%
18.24.0	1	4.0	0%
18.21.3	2	4.5	50%
18.21.2	2	5.0	0%

Representative quotes

Bugs

“App – This app never works perfectly always glitches if iam shopping i have to turn off an on the app again and again to use it” (1★, v18.10.5, US, 2026-06-30)

“...When I scroll down and back up, the pictures disappear again. Also, it’s impossible to open some product details. Please fix this issue soon — the app used to work much better before.” (1★, v17.5.1, GB, 2025-10-05)

UX / design

“Confusing as all get out!! – The app is extremely hard to navigate. The pics are editorial and hard to get a feel of how the clothes will look. It’s hard to return to anything you’ve viewed before. There’s no record of browsing history. If you add items to you” (1★, v18.6.0, US, 2026-05-01)

“Horrible Interface – Stop trying to be fancy and just have a normal user interface that is way easier to navigate. And have all color options of a specific item show up under the same listing.” (1★, v18.1.1, US, 2026-02-28)

Feature requests

“App not user friendly – While the app looks stylish, it’s not practical for normal users. Hard to filter products and navigate. I wish Zara would redesign the app so it’s easier to view for the user. It’s really frustrating and makes me not want to purchase” (1★, v18.8.2, US, 2026-06-05)

“Moving images – Please can we have an option to stop moving flickering images. Product images are also confusing, eg woman wearing a top but you’re actually selling earrings, so why is the image a top? I can’t go to the stores because they are saturated with” (1★, v18.3.0, GB, 2026-03-14)

Performance

“Slow and clunky – Hard to move around the site, slow and clunky. Kept freezing, took me over an hour to do purchase, I won’t be back. Trying too hard to make it look fancy whereas we just want it simple.” (2★, v18.3.0, GB, 2026-03-20)

“App doesn’t work – New update doesn’t work, press on menu and even that takes ages to load. Search is not very responsive. I don’t want a beautiful aesthetic app I just want to be able to find and buy things!” (1★, v18.1.0, GB, 2026-02-23)

Pricing / subscription

“Don’t use the app to purchase unless you want to lose your money – I made one purchase through the website and everything went as expected. I tried twice to purchase through the app and both times the money was held on my card and it appeared as if everything ” (1★, v18.8.2, US, 2026-05-31)

“Order – I’m make order after payment send me email he cancel and he will back money after 2 weeks !! 500\$ F... Zara” (1★, v18.2.2, US, 2026-03-11)

Crashes / freezes

“Can’t place order – I’ve been trying to place an order but the system keeps crashing. It doesn’t let me enter the zipcode and eventually the app closes.” (2★, v18.7.1, US, 2026-05-21)

“Worst app ever – Need to close and open multiple times as the app is always crashing. So annoying” (1★, v18.6.0, GB, 2026-05-10)

The 10 most important fixes

1. Simplify navigation [UX / design · 53 reviews · avg severity 2.2/3 · versions 18.3.0, 18.5.1]

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

“Hard to navigate – The app is hard to navigate. I find things through google searches that don’t come up on the site. I would buy more if it wasn’t such a hassle.” (3★, US)

2. Answer support requests [Bugs · 28 reviews · avg severity 2.1/3 · versions 18.6.0, 17.9.2]

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

“Faulty app/incorrect shipment- in app help could care less – I ordered an over price outfit for my baby’s first birthday. I literally planned the decorations around the damn outfit. They sent the wrong size. I double checked what I ordered ” (2★, US)

3. Fix login / account access [Bugs · 16 reviews · avg severity 2.4/3 · versions 18.4.3, 18.11.0]

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

“Can no longer purchase – App won’t let me progress pass checkout. Can’t sign in, create an account, or link to Gmail. Have \$200 of items I’m trying to buy and I can’t progress. Bye Zara.” (2★, US)

4. Ship the most requested feature [Feature requests · 15 reviews · avg severity 1.8/3 · versions 18.1.1, 18.3.0]

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

“Fix your navigation, it’s barely usable aop – Scrolling right shouldn’t be a different product. Add return back button, I don’t want to tap x 20 times to get to where I was. When on product page, do not hide the home button. Allow product r” (2★, US)

5. Soften the redesign backlash [UX / design · 14 reviews · avg severity 1.9/3 · versions 18.3.0, 18.10.5]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.
“Zara App Just awful – Without a doubt, the worst shopping app I’ve ever used. The Zara app is an absolute mess. It’s slow, glitchy, confusing, and seems to have been designed by people who have never actually used it themselves. Finding an” (1★, GB)

6. Fix in-use crashes and freezes [Crashes / freezes · 11 reviews · avg severity 2.5/3 · versions 18.5.1, 18.3.0]

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

“App keeps crashing – After some updates apps keeps crashing all the time while browsing or it’s scrolling up instead of down and than just freeze” (1★, GB)

7. Speed up loading [Performance · 11 reviews · avg severity 2.4/3 · versions 18.5.1, 17.9.0]

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

“Slow and buggy – This is a review of the app, not the brand or the products. The app itself doesn’t function properly, as in products aren’t loading and the screens just keep going blank when I press on one (no this isn’t my device as other” (2★, GB)

8. Stop data / progress loss [Bugs · 7 reviews · avg severity 2.1/3 · versions 18.5.1, 18.6.0]

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

“Try On feature not working – I’ve rebooted my phone, cleared the cache, deleted and reinstalled the app and it is still crashing. For the past two days I haven’t been able to access my saved looks and keep getting this error message, “It I” (3★, US)

9. Fix features broken by the latest update [Bugs · 7 reviews · avg severity 2.0/3 · versions 18.10.5, 18.5.1]

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

“Great app – Can no longer get the ‘try on’ option to work ☹ Great feature when it works!” (4★, GB)

10. Fix crash on launch [Crashes / freezes · 3 reviews · avg severity 2.9/3 · versions 18.5.1, 17.9.1]

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

“Horrible app – Constantly glitching. Never loads. Uninstall. Reinstall. Major problem.” (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 x 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.