

A top-10 nutrition tracker (50M+ downloads)

Weekly Complaint Analysis

REPORT PERIOD

2026-05-07 to 2026-05-14

DATA SOURCES

App Store and Google Play · 445 posts · 296 complaints (194 themed)

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Executive Summary

The April/May 2026 UI overhaul is the single worst product decision the app has made in years, and users are voting with their feet. Subscription cancellations from users with 10, 12, even 15 years of tenure dominate this week's complaints. Layered on top: barcode scanning moved behind a paywall and a cluster of data accuracy bugs that corrupt the one thing a calorie tracker must get right.

Top Themes

1. The Redesign Broke the Core Loop

Frequency: 97 complaints · Avg severity: 3.9/5 · Impact score: 378.3

What users are saying

The new layout buries the food diary behind per-meal taps instead of showing everything at a glance. Actions that took one or two taps now take four or five. Specific casualties: swipe-to-change-days is gone, landscape view is gone, the at-a-glance calorie summary is gone, per-meal macro breakdowns are gone, and multi-select copy/delete is gone. This isn't a cosmetic change. It dismantled the interaction model that made the app fast enough to actually use daily.

Representative quotes

“So many clicks to get to what used to be all on one page. You can't see your entire day at a glance- click here, click there, click again.”

“More clicks to do the same thing... I've downloaded another app after using this one for 10 years or so”

“It is also buggy - I can't add more than one food per meal making the app useless.”

Why this matters

Multi-year paying subscribers are canceling and naming competitor apps in their reviews. This is active churn in the most loyal cohort, not just rating noise.

Suggested direction

Restore the expanded diary view as the default (all meals expanded, all items visible without tapping into each meal). Make it a user setting if the new collapsed view has defenders. Separately, restore swipe-to-navigate between days as a gesture, this one appears in dozens of complaints individually.

2. Barcode Scanning Paywalled After a Decade Free

Frequency: 22 complaints · Avg severity: 4.2/5 · Impact score: 92.4

What users are saying

Barcode scanning was the frictionless gateway to the app's food database. Moving it behind premium didn't just anger existing free users, it's now the first thing new users hit on reinstall or new device setup. The conversion funnel this creates is hostile: user installs, tries to scan, hits paywall, leaves a one-star review, uninstalls.

Representative quotes

“paywalling the barcode scanner is the final straw. I recommend a different app tbh”

“tried to use the basic function of scanning a barcode like I used to only to be told its £15 a month subscription yea whatever uninstalled”

“I downloaded the app under the impression that I could use the scanner without paying money... it said I needed premium.”

Why this matters

Barcode scanning is the single fastest path to accurate food logging. Paywalling it pushes casual users to Cronometer, Lose It, or any app where it's still free, and those users never come back.

Suggested direction

Reintroduce a free-tier scan allowance (e.g. 5 scans per day) to keep new users in the funnel while preserving premium incentives. The current all-or-nothing gate is producing pure churn.

3. Data Accuracy Has Deteriorated to a Trust-Breaking Level

Frequency: 14 complaints · Avg severity: 4.6/5 · Impact score: 64.4

Representative quotes

“the food I logged added up to 70g in protein but the app told me there was 105g of protein. So I'm sad I haven't been actually meeting my protein goals because the app was telling me I was”

“All my past food entries are now duplicating, which is blowing out my calories eaten from 2000 to well over 4000. The purpose of this app is to track food and calories, and it's failing at that basic requirement.”

“with the latest update (April 2026) it has become more inconvenient and, more importantly, WILDLY INACCURATE. I would be extremely careful about trusting any data from this application”

Why this matters

Inaccurate data doesn't just frustrate users, it actively harms them. A user eating at the wrong calorie target for weeks is a liability and a PR story waiting to happen. This needs a hotfix, not a roadmap item.

Suggested direction

Audit and fix the macro aggregation logic introduced in the April update before touching anything else. Specifically: recalculate totals from raw logged items server-side and flag any accounts with anomalous deltas for data correction.

4. Free-Tier Erosion Is Accelerating Churn

Frequency: 31 complaints · Avg severity: 3.7/5 · Impact score: 114.7



What users are saying

Beyond barcode scanning, users are hitting paywalls on macro pie charts, quick-add macros, calorie goal customization, week-start-day settings, and exercise calorie controls. The free tier now functions primarily as an ad delivery vehicle. Long-term free users, some with 10+ years of data in the app, are leaving because the value they received for years has been extracted without replacement.

Representative quotes

“lots of features have been moved behind a paywall despite constant adds. I'll definitely be moving to another app. I've been using the app for around 13 years. You've lost a long term user”

“This newest version is clearly designed to push you to a paid plan”

“they locked all of the ways to track calories behind the subscription service so bye I guess”

Why this matters

The free tier is the acquisition engine. When it stops working, new user growth stalls and long-term free users churn to competitors who are actively recruiting them. Any competitor offering free barcode scanning and macro tracking wins these users by default.

Suggested direction

Conduct a paywall audit. Identify which features are driving the most upgrade conversions versus which ones are just blocking retention. Macro entry, calorie summary, and barcode scanning likely fall in the retention column, not the conversion column.

5. Authentication Is Broken for a Meaningful Slice of Users

Frequency: 18 complaints · Avg severity: 4.2/5 · Impact score: 75.6

What users are saying

Two distinct problems here, both severe. First: the app randomly logs users out, forcing re-authentication during the daily logging habit, exactly when friction causes abandonment. Second: some users can't log in at all. Login loops on Android, timeout failures on Pixel 9a, Google auth broken after an update, and account creation failing on username validation. These aren't edge cases, the login loop complaint spans three months on one device.

Representative quotes

"this last 3 months I can't log in via the app. just cycles between login and home screen. very disappointing."

"No longer usable on my Pixel 9a - attempting to log in always times out and returns me to the login screen"

"I've tried 3 separate times to make an account on this app. each time im told its unable to validate my username. extremely frustrating"

Why this matters

A user who can't log in for three months is not a retained user. Account creation failures mean the new-user funnel has a hole at the very first step.

Suggested direction

Fix the username validation bug on account creation immediately, it's blocking new signups entirely on some paths. For the logout loop, investigate session token handling on Android after the April update, specifically for Google auth flows.

6. Third-Party Sync Is Broken Across Multiple Integrations

Frequency: 12 complaints · Avg severity: 3.7/5 · Impact score: 44.4

What users are saying

Google Fit, Fitbit, Garmin, Strava, Accupedo, and Health Connect are all cited as broken or unreliable. Health Connect is the most severe case: exercises are duplicating and can't be permanently deleted, corrupting calorie history. Steps sync is off by thousands (6,987 reported vs. 19,655 actual in one case). Web diary sync is broken for some users, hiding logs from friends.

Representative quotes

“every exercise from health connect is duplicated multiple times when worked perfectly in the past. Manually deleting exercises doesn't work as just reappear again”

“the fact that syncing with Fit, Fitbit and Accupedo are all broken prevents me from getting a holistic view of my wellness in any single app... Still broken as of 2026”

“one day it said I walked 6,987 steps but in reality I walked 19,655 steps which is kind of a huge difference.”

Why this matters

Users wearing fitness trackers are exactly the engaged, health-motivated segment the app most needs to retain. Broken sync with their hardware is a reason to switch to whatever app their device vendor recommends natively.

Suggested direction

Prioritize the Health Connect duplication bug, it's corrupting calorie data and is unresolvable by the user. Then audit Garmin and Fitbit OAuth token refresh flows, which are the most common source of silent sync failures after app updates.

Signals to Watch

- **Data loss reports are appearing.** At least three users report weeks or years of historical diary data disappearing entirely. "Nearly a decade, Gone." This is low frequency right now but severity 5 across every instance. If this spreads, it becomes a news story.
- **Malware/scam ads inside the app.** Two independent reports of popup ads redirecting to fake "your iPhone is hacked" warnings and links to pornographic sites. If this is a compromised ad network placement, it needs immediate investigation, it's an app store removal risk.
- **Customer support is AI-only and users know it.** Multiple complaints name the AI chatbot explicitly and describe it as useless. One user was told to "learn to love" the new UI via email. The support tone is amplifying the redesign backlash.
- **Billing errors.** A user was charged four times (\$400) for one account. Another was charged the day after starting a free trial and denied a refund. These are low frequency but create dispute chargebacks and App Store review flags.
- **The UI is A/B flickering.** At least two users report the app switching between the old and new UI across sessions. This creates profound confusion and suggests an incomplete rollout flag, worth

monitoring as it may be masking worse instability.

Sourced from App Store and Google Play reviews of the app between 2026-05-07 and 2026-05-14. Complaints extracted with structured analysis; theming and prioritization by frequency x severity. 296 complaints extracted; 194 assigned to themes; remaining 102 were low-signal or isolated incidents.