LANTERN

Fernwick Software

App Store report, 5 October to 4 November 2026

Prepared for Fernwick Software by Lantern Studio
Made on 4 November 2026

	5 Oct to 4 Nov 2026	30 days before
Downloads	**2,625**	1,659
Subscriptions	**461**	328
Proceeds	**$4,318.92**	$3,272.78
Days reported	**30 of 30**	
In the top 10	**37 searches** across 3 countries	2 at the start
Ratings worldwide	**6,883** across 23 countries	6,655 at the start
Ratings gained	**228**	no reading
Written reviews	**3**	no reading
Changes	**3 made for this app, 1 outside event, 3 by competitors**	
Changes on the App Store page	**1 noticed by ASOblick**	

Notes from Lantern Studio

We rewrote the subtitle and replaced screenshots 2 and 3 this month.

Apps in this report: Fernwick Habits, Fernwick Sleep.

Fernwick Habits

Fernwick Software · iPhone and iPad · United Kingdom, United States, Germany, Canada, Australia, France, Netherlands, Ireland, Sweden, Switzerland, Japan, Italy, Spain, New Zealand, Austria, Denmark, Norway, Belgium, Brazil, Mexico, India, Singapore, Republic of Korea

Top charts, Productivity: 21 at the start, 12 now

Average rating: 4.8 at the start, 4.8 now, United Kingdom

Rank is the app's place in App Store search results for that phrase. 1 is the top.

Changes in every country

Changes on the App Store page

28 Oct 2026 **You shipped version 1.2** Version noticed by ASOblick

7 days since this change. Searches: 19 up, 2 down. Ratings from 23 countries: 26 new, average held at 4.7. Reviews: 8 new. Downloads: 217 over 6 reported days (103 over 3 reported days before). Proceeds: $660.27 over 6 reported days ($314.39 over 3 reported days before).

Words more common in 1 and 2 star reviews, yours and your competitors'

Beaconfold Habits	25 reviews with 1 or 2 stars in English: widget in 15, blank in 10, crash in 10
Habitgrove	25 reviews with 1 or 2 stars in English: widget in 15, crash in 10, subscription in 10
Streakwell	25 reviews with 1 or 2 stars in English: widget in 15, crash in 10, subscription in 10

Counted over every written review collected so far, all countries, in the language most of each app's reviews use.

Your competitors' 1 and 2 star reviews this period

Beaconfold Habits

1 star, United Kingdom, 4 November

Lost my streak after an update

The sync between phone and tablet stopped working and the app reset a streak of ninety days.

2 stars, United Kingdom, 2 November

Widget never refreshes

The widget shows yesterday until I open the app, and the sync takes minutes to catch up.

1 star, United Kingdom, 31 October

A crash every morning

There is a crash when I tick the first habit of the morning. Afterwards the widget is blank.

Your competitors' 1 and 2 star reviews this period, continued

Habitgrove

1 star, United Kingdom, 31 October

Lost my streak after an update

The sync failed overnight and the app wiped the streak I had built since spring.

2 stars, United Kingdom, 29 October

Widget never refreshes

The widget never changes until the app is opened. The sync lags behind.

1 star, United Kingdom, 27 October

A crash every morning

There is a crash on launch about once a week, and the widget is empty when it happens.

Streakwell

1 star, United Kingdom, 21 October

Lost my streak after an update

Since the update the sync gave up, and the app showed a fresh start in place of the streak I had.

2 stars, United Kingdom, 19 October

Widget never refreshes

The widget is stuck on the morning list all day, and the sync between devices is slow.

1 star, United Kingdom, 17 October

A crash every morning

A crash every time I add a habit with a reminder, and the widget goes blank with it.

Apple's App Store reviews, as written, from the reviews collected so far.

United Kingdom

In the top 10 for 15 of 21 searches, from 0 at the start.

Of 21 searches: 20 rose, 1 had no reading at the start or the end.

Reached the top 10	Start	Now	Change
habit reminder Top 3 now: Glowworm Reminders, Fernwick Habits, Bellwether G…	37	2	up 35
routine tracker Top 3 now: Ridgeway Routine, Emberline Routine, Signal Streaks	41	9	up 32
habit builder Top 3 now: Tickmark Habits, Trellis Habits, Wellspring Habits	37	8	up 29
routine planner Top 3 now: Emberline Routine, Ridgeway Routine, Harvestday Pl…	37	8	up 29
daily checklist Top 3 now: Orbit Checklist, Anchorage Checklist, Morrowlist	34	7	up 27

United Kingdom, continued

Biggest climbs	Start	Now	Change
goal tracker Top 3 now: Ninefold Goals, Sextant Goals, Bellwether Goals	50	15	up 35
to do list Top 3 now: Morrowlist, Orbit Checklist, Anchorage Checklist	79	47	up 32
water reminder Top 3 now: Glowworm Reminders, Pebbleday, Wellspring Habits	49	18	up 31
daily planner Top 3 now: Skylark Planner, Plumbline Planner, Morrowlist	62	38	up 24
productivity planner Top 3 now: Plumbline Planner, Skylark Planner, Harvestday Plann…	39	21	up 18

What we changed here

25 Oct 2026 **You recorded an update to your title and keywords** Metadata

Third pass, traded the daily phrases for the planner words.

3 days until the next change. Searches: 12 up, 7 down. Ratings from 23 countries: 6 new, average held at 4.7. Reviews: 2 new.

Reviews

Ratings: 1308 at the start, 1382 at the end, average held at 4.8.

3 new written reviews

No new 1 or 2 star reviews.

Newest other reviews

5 stars Forty days and counting

5 stars Replaced my paper tracker

4 stars Great, wants a week view

Competitors here

Beaconfold Habits ranks above Fernwick Habits in 9 of 21 searches, 7 at the start.

Habitgrove ranks above Fernwick Habits in 3 of 21 searches, 2 at the start.

Streakwell ranks above Fernwick Habits in 12 of 21 searches, 8 at the start.

United States

In the top 10 for 13 of 21 searches, from 0 at the start.

Of 21 searches: 20 rose, 1 had no reading at the start or the end.

Reached the top 10	Start	Now	Change
habit reminder Top 3 now: Fernwick Habits, Glowworm Reminders, Bellwether G…	38	1	up 37
routine planner Top 3 now: Emberline Routine, Ridgeway Routine, Harvestday Pl…	37	10	up 27
streak calendar Top 3 now: Waypoint Streaks, Signal Streaks, Dailyfold	34	9	up 25
daily checklist Top 3 now: Orbit Checklist, Anchorage Checklist, Morrowlist	31	7	up 24
daily routine Top 3 now: Dailyfold, Ridgeway Routine, Emberline Routine	31	7	up 24

Biggest climbs	Start	Now	Change
goal tracker Top 3 now: Ninefold Goals, Sextant Goals, Bellwether Goals	51	12	up 39
routine tracker Top 3 now: Ridgeway Routine, Emberline Routine, Signal Streaks	43	11	up 32
water reminder Top 3 now: Glowworm Reminders, Pebbleday, Wellspring Habits	56	25	up 31
to do list Top 3 now: Morrowlist, Orbit Checklist, Anchorage Checklist	80	50	up 30
habit builder Top 3 now: Tickmark Habits, Trellis Habits, Wellspring Habits	43	14	up 29

Reviews

Ratings: 2140 at the start, 2140 at the end, average held at 4.7.

No new written reviews

Competitors here

Beaconfold Habits ranks above Fernwick Habits in 8 of 21 searches, 5 at the start.

Habitgrove ranks above Fernwick Habits in 5 of 21 searches, 2 at the start.

Streakwell ranks above Fernwick Habits in 9 of 21 searches, 5 at the start.

Germany

In the top 10 for 6 of 21 searches, from 0 at the start.

Of 21 searches: 18 rose, 2 held, 1 had no reading at the start or the end.

Reached the top 10	Start	Now	Change
habit reminder Top 3 now: Glowworm Reminders, Bellwether Goals, Tickmark H…	46	10	up 36
daily routine Top 3 now: Dailyfold, Ridgeway Routine, Emberline Routine	34	10	up 24
streak tracker Top 3 now: Quietstreak, Waypoint Streaks, Signal Streaks	33	10	up 23
habit tracker Top 3 now: Tickmark Habits, Quietstreak, Wellspring Habits	29	9	up 20
self improvement Top 3 now: Wellspring Habits, Lanternfold Journal, Kestrel Focus	28	8	up 20

Biggest climbs	Start	Now	Change
to do list Top 3 now: Morrowlist, Orbit Checklist, Anchorage Checklist	90	58	up 32
water reminder Top 3 now: Glowworm Reminders, Pebbleday, Wellspring Habits	67	37	up 30
daily checklist Top 3 now: Orbit Checklist, Anchorage Checklist, Morrowlist	49	20	up 29
routine planner Top 3 now: Emberline Routine, Ridgeway Routine, Harvestday Pl…	52	23	up 29
habit builder Top 3 now: Tickmark Habits, Trellis Habits, Wellspring Habits	42	14	up 28

Reviews

Ratings: 615 at the start, 615 at the end, average held at 4.6.

No new written reviews

Competitors here

Beaconfold Habits ranks above Fernwick Habits in 8 of 21 searches, 7 at the start.

Habitgrove ranks above Fernwick Habits in 6 of 21 searches, 6 at the start.

Streakwell ranks above Fernwick Habits in 11 of 21 searches, 7 at the start.

No change in 20 countries: Australia, Austria, Belgium, Brazil, Canada, Denmark, France, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Republic of Korea, Singapore, Spain, Sweden, Switzerland.

Fernwick Sleep

Fernwick Software · iPhone and iPad · United Kingdom, United States

Average rating: 4.6 at the start, 4.6 now, United Kingdom

Changes in every country

Competitors here

4 Nov 2026 **Hushwell released version 4.2** Competitor noticed by ASOblick

Another change was recorded the same day, before anything could be measured.

United Kingdom

In the top 10 for 2 of 6 searches, the same as at the start.

Of 6 searches: 3 rose, 1 fell, 1 held, 1 had no reading at the start or the end.

Reached the top 10	Start	Now	Change
white noise	14	9	up 5

Left the top 10	Start	Now	Change
rain sounds	8	13	down 5

Biggest climbs	Start	Now	Change
sleep timer	22	16	up 6
sleep sounds	5	4	up 1

What we changed here

30 Oct 2026 **You recorded an update to your title and keywords** Metadata

Moved white noise into the title.

5 days until the next change. Searches: 3 up, 1 down. Ratings from 2 countries: 36 new, average held at 4.6. Reviews: 3 new.

23 Oct 2026 **Replaced screenshots 1 to 3** Screenshots

New captions on the timer and the rain mix.

Your next change landed 1 day later, before anything could be measured.

United Kingdom, continued

Reviews

Ratings: 560 at the start, 652 at the end, average held at 4.6.

2 new written reviews

New 1 and 2 star reviews: 1

`2 stars` Rain sounds cut out after an hour

Newest other reviews

`4 stars` Lovely, wants a fade out

Competitors here

Hushwell: no reading on either side of the period.
Changed its price, 4 November
Changed its title, 24 October

United States

In the top 10 for 1 of 6 searches, from 0 at the start.

Of 6 searches: 2 rose, 2 fell, 1 held, 1 had no reading at the start or the end.

Reached the top 10	Start	Now	Change
sleep sounds	11	9	up 2

Biggest climbs	Start	Now	Change
white noise	25	19	up 6

Biggest drops	Start	Now	Change
baby sleep	52	58	down 6
rain sounds	18	20	down 2

What we changed here

`23 Oct 2026` **Replaced screenshots 1 to 3** Screenshots

New captions on the timer and the rain mix.

Your next change landed 1 day later, before anything could be measured.

What happened from outside

`26 Oct 2026` **Featured in the App Store story “Sleep better tonight”** Featured

4 days until the next change. Searches: 1 up. Ratings from 2 countries: 34 new, average held at 4.6. Reviews: none new.

United States, continued

Reviews

Ratings: 171 at the start, 233 at the end, average held at 4.5.

1 new written review

No new 1 or 2 star reviews.

Newest other reviews

`5 stars` Best white noise app