

VA



U.S. Department  
of Veterans Affairs

# VA Mobile App

**Weekly Metrics**

January 2022

**1.10.21-1.17.22**

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# App Wide Metrics

Trust & Satisfaction		
	Avg star rating thru this period (total ratings)	Avg star rating thru last period (total ratings)
App Store Rating (Apple)	4.8 (12,943)	4.8 (12,041)
App Store Rating (Google)	4.6 (3,1960)	4.6 (2,950)

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.97%	99.94%	98.82%
Crash-Free (Android)	98.16%	98.44%	95.04%

Findability			
	This period	Last period	Lifetime - organic
New Downloads (Apple)	12,671	11,182	177,625
New Downloads (Android)	4,778	4,956	79,471

Overall Usage			
	This period	Last period	Lifetime
Total Unique users who successfully logged in	38,450	36,915	214,153
Unique users who initiated a session	109,660	104,610	299,663
Sessions per user	12.14	12.49	17.88
Average engagement time per session	1:43	1:40	1:50
Biometric Login (% Utilization)**	--	49.24%	--

*\*\*We are currently resolving a bug for biometric login data.*

# General Feature Utilization

Profile*		
	This period	Last period
Unique users who viewed Profile	45,001	42,708
Views per user	5.98	16.94
% of users who viewed Profile	41.04%	40.83%
% of users who took an action on Profile	5.56%	5.52%

Login*			
	This period	Last period	Lifetime
Unique users who started login	55,238	51,297	251,524
Unique users who succeeded with login	38,450	36,915	214,153
Percent Success Rate	69.61%	71.96%	85.14%

# Claims & Benefits Feature Utilization

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	25,579	24,468	126,976
Views per user	4.29	4.18	9.93
Unique users who downloaded a letter	15,738	14,537	87,935
Percentage of Letters viewers who downloaded a letter	61.53%	59.41%	69.25%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed Claims & Appeals landing page	72,588	68,690	178,442
Views per user	8.56	8.57	34.59
Users who viewed Claims Detail Page	47,251	44,477	126,529
Users who viewed appeals detail page	16,787	16,031	43,946
Percentage of app users who visited Claims & Appeals	66.19%	65.66%	59.55%
Percentage of Claims viewers who clicked through to Details page	65.09%	64.75%	70.91%

# Health Feature Utilization

Secure Messaging (SM)				Appointments				Vaccines			
	This period	Last period	Lifetime		This period	Last period	Lifetime		This period	Last period	Lifetime
Unique users who viewed their inbox	24,124	23,548	121,201	Unique users who viewed the Appointments landing page	35,029	34,300	145,026	Unique users who viewed Vaccines landing page	15,660	15,266	68,749
Views per user	3.44	3.56	7.45	Views per user	3.01	3.03	6.55	Views per user	1.91	1.96	2.79
Unique users who sent an SM	5,420	5,615	30,610	Unique users who viewed appointment details	15,428	15,387	88,145	Unique users who viewed details for Vaccines	4,592	4,498	26,177
Total SMs sent	9,117	10,078	101,224	% of app users who viewed Appointments landing page	31.94%	32.79%	48.40%	Percentage of app users who viewed Vaccines landing page	14.28%	14.59%	22.94%
% of users who viewed SM	22.00%	22.51%	40.45%	% of Appointment landing page viewers that viewed the details page	44.04%	44.86%	60.78%	Percentage of Vaccine landing page viewers who then viewed the details page	29.32%	29.46%	38.08%
% of SM viewers who sent an SM	22.47%	23.84%	25.26%								

# Appendix

Item	Lifetime period start
App Store Rating	July 13, 2021
Login	July 13, 2021
Sessions	July 13, 2021
Engagement time	July 13, 2021
Biometric Login	Currently unavailable
Stability (% Crash Free)	Sep 6, 2021
Letters	July 13, 2021
Claims and Appeals	July 13, 2021

Item	Lifetime period start
Secure Messaging	July 13, 2021
Appointments	July 13, 2021
Vaccines	November 22, 2021

## Notes:

1. Downloads do not include 201,316 automatic installs on Apple VA devices.
2. The count of unique users who initiated a session should be higher than login successes. This is because after logging in, users start new sessions using biometric logins, and don't need to undergo the login process.
3. Due to a data availability issue (login is not owned by the VA Mobile App), login values are an approximation.
4. Profile data was unavailable at the lifetime level