

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

November 2021

11.08.21-11.14.21

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 (5,100)	4.8 (4,100)
App Store Rating (Android)	4.54 (1,223)	4.6 (949)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	14,503	20,010	261,723
Downloads (Android)	7,174	9,586	40,720

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.35%	99.66%	99.39%
Crash-Free (Android)	99.69%	99.45%	98.74%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	29,544	30,618	103,491
Unique users who initiated a session	64,653	57,054	151,809
Sessions per user	4.99	4.53	9.63
Average engagement time per session	1:53	2:03	2:07
Biometric Login (% Utilization)**	87.99%	85.06%	81.52%

*Biometric Lifetime data starts on 8/28/21

**Calculation includes only users with biometric devices

Claims & Benefits Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	27,890	24,525	76,428
Views per user	7.12	6.8	11.47
Users who updated Profile address	2,182	2,259	9,500
% of users who viewed Profile	43.14%	42.99%	50.34%
% of Profile viewers who took at least one action	7.82%	9.21%	12.43%

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	18,283	16,253	55,392
Unique users who downloaded a letter	9,995	10,329	30,987
% of viewers who downloaded a Letter	54.67%	63.55%	55.94%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page	44,366	36,442	77,150
Users who viewed a Claims details page	29,014	24,979	54,675

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	15,739	15,344	56,784
Views per user	3.09	2.96	6.03
Unique users who sent an SM	3,012	2,662	13,258
Total SMs sent	4,882	4,231	37,124
% of users who viewed SM	24.34%	26.89%	37.40%
% of SM viewers who sent an SM	19.14%	17.35%	23.35%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	20,869	19,997	66,858
Views per user	2.72	2.77	5.8
Unique users who viewed appointment details	18,207	9,105	39,384
% of app users who viewed Appointments landing page	32.28%	35.05%	44.04%
% of Appointment landing page viewers that viewed the details page	87.24%	45.53%	58.91%