

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

October 2021

10.25.21-10.31.21

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 (3,000)	4.8 (2,600)
App Store Rating (Android)	4.6 (685)	4.5 (582)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	4,457	4,306	231,516
Downloads (Android)	1,626	1,483	27,608

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.67%	100.00%	99.75%
Crash-Free (Android)	99.37%	99.08%	98.17%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	11,556	11,075	61,795
Unique users who initiated a session	32,512	30,669	99,840
Sessions per user	4.8	4.99	9.1
Average engagement time per session	1:51	1:47	2:12
Biometric Login (% Utilization)	78.43%	75.12%	73.34%

*Biometric Lifetime data starts on 8/25/21 due to data availability

Claims & Benefits Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	12,553	12,020	47,385
Views per user	6.67	6.65	10.79
Users who updated Profile address	495	491	3,785
% of users who viewed Profile	38.61%	39.19%	47.46%

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	7,435	7,248	28,007
Unique users who downloaded a letter	4,624	4,571	16,504
% of viewers who downloaded a Letter	62.19%	63.07%	48.91%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page	17,964	17,280	38,086
Users who viewed a Claims details page	11,359	11,369	27,836

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	8,678	8,294	38,116
Views per user	3.45	3.51	6.52
Unique users who sent an SM	3,633	2,038	10,141
Total SMs sent	2,143	3,393	28,007
% of users who viewed SM	26.69%	27.04%	38.18%
% of SM viewers who sent an SM	41.86%	24.57%	26.61%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	10,891	10,551	40,125
Views per user	2.07	3.12	6.04
Unique users who viewed appointment details	5,746	5,629	25,167
% of app users who viewed Appointments landing page	33.50%	34.40%	40.19%
% of Appointment landing page viewers that viewed the details page	52.76%	53.35%	62.72%