

VA



U.S. Department  
of Veterans Affairs

# VA Mobile App

**Weekly Metrics**

October 2021

**10.11.21-10.17.21**

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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 (2,121)	4.8 (1200)
App Store Rating (Google)	4.7 (528)	4.4 (296)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	11,680	3,420	227,210
Downloads (Android)	4,845	1,140	21,297

Stability			
	This period	Last period	Lifetime
Crash Free (Android)	99%	99.33%	98.33%
Crash-Free (Apple)	99.93%	99.93%	99.84%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	16,953	6,993	52,592
Unique users who initiated a session	32,235	19,701	85,511
Sessions per user	4.68	3.47	7.26
Average engagement time per session	2:07	2:20	2:23
Biometric Login (% Utilization)	73.71` %	66.03%	69.38%

\*Biometric Lifetime data starts on 8/17/21

# Claims & Benefits Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	13,639	6,734	39,130
Views per user	6.84	5.47	8.88
Users who updated Profile address	726	324	2,866
% of users who viewed Profile	42.31%	34.18%	45.76%

Letters		
	This period	Lifetime
Unique users who viewed their list of letters	9,397	27,403
Unique users who downloaded a letter	5,892	11,375
% of viewers who downloaded a Letter	62.70 %	41.51%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page*	18,582	n/a	30,073
Users who viewed a Claims details page	12,548	5,183	23,329

\* Currently working on a Claims landing page bug

# Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	9,790	5,743	31,296
Views per user	3.22	3.58	6.05
Unique users who sent an SM	1,959	1,531	7,981
Total SMs sent	3,276	2,589	20,979
% of users who viewed SM	30.37%	29.15%	36.60%
% of SM viewers who sent an SM	20.01%	26.66%	25.50%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	12,671	7,040	36,363
Views per user	2.99	3.16	5.76
Unique users who viewed appointment details	6,288	3,983	22,305
% of app users who viewed Appointments landing page	39.31%	35.73%	45.52%
% of Appointment landing page viewers that viewed the details page	49.63%	56.58%	61.34%