

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

November 2021

11.22.21-11.28.21

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 (7,130)	4.8 (6,300)
App Store Rating (Android)	4.5 (1,683)	4.7 (1,482)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	11,151	11,151	226,467
Downloads (Android)	4,750	4,750	49,001

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.20%	99.10%	98.90%
Crash-Free (Android)	98.26%	99.26%	98.11%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	25,323	37,738	127,359
Unique users who initiated a session	68,692	70,402	184,929
Sessions per user	4.62	5.08	11.29
Average engagement time per session	1:43	1:44	2:00
Biometric Login (% Utilization)**	89.90%	88.23%	83.62%

*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	28,116	29,123	95,779
Views per user	6.34	6.53	13
Users who updated Profile address	1,645	2,084	12,003
% of users who viewed Profile	40.93%	41.37%	51.79%
% of Profile viewers who took at least one action	5.85%	7.16%	7.82%

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	16,783	18,283	70,545
Unique users who downloaded a letter	10,356	9,995	44,047
% of viewers who downloaded a Letter	61.71%	54.67%	62.44%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page	48,452	44,366	99,008
Users who viewed a Claims details page	33,496	29,014	71,867

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	14,324	16,818	70,621
Views per user	2.9	3.21	6.2
Unique users who sent an SM	2,723	3,516	16,902
Total SMs sent	4,394	6,061	48,977
% of users who viewed SM	20.85%	23.89%	38.19%
% of SM viewers who sent an SM	19.01%	20.91%	23.93%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	19,240	22,006	82,929
Views per user	2.66	2.81	6.04
Unique users who viewed appointment details	8,741	10,555	49,222
% of app users who viewed Appointments landing page	28.01%	31.26%	44.84%
% of Appointment landing page viewers that viewed the details page	45.43%	47.96%	59.35%