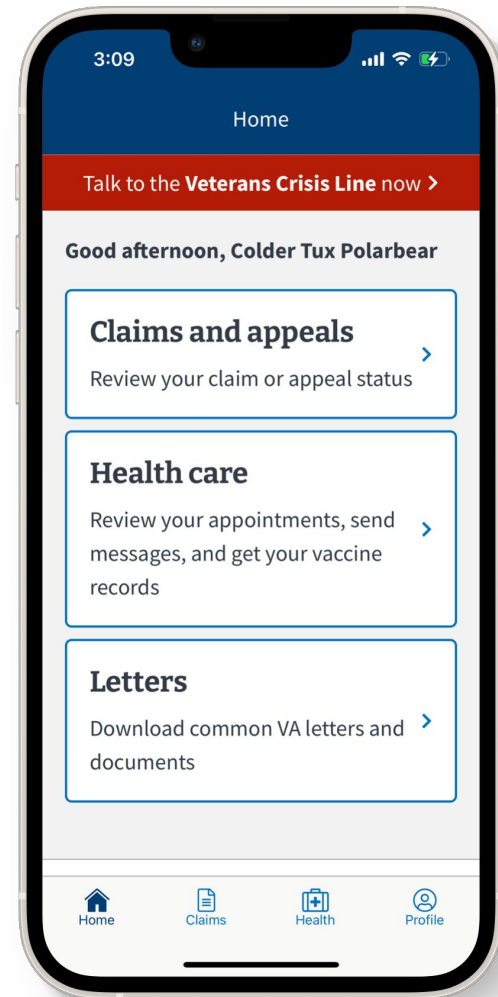# VA Mobile App

Weekly metrics

March 2022

3/7/22 - 3/13/22

TRUST & SATISFACTION

Average star rating since launch

4.8★
(19,858 ratings)

4.7★
(5,038 ratings)

LAST WEEK IN REVIEW

Unique users who initiated a session

139,701

Engagement Time per Session

1:44

13

Sessions per user

16,270

Downloads last week

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
iOS	**11,373**	10,060	297,708
Android Google Play	**4,897**	4,243	114,902

% Crash Free

	This period	Last period	Lifetime
iOS	**99.86%**	99.66%	98.49%
Android Google Play	**99.62%**	99.48%	94.13%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	**43,313**	43,839	313,535
Unique users who initiated a session	**139,701**	134,671	439,703
Sessions per user	**13.37**	13.81	24.1
Average engagement time per session	**1:44**	1:42	1:48
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION

Feature Utilization by Section
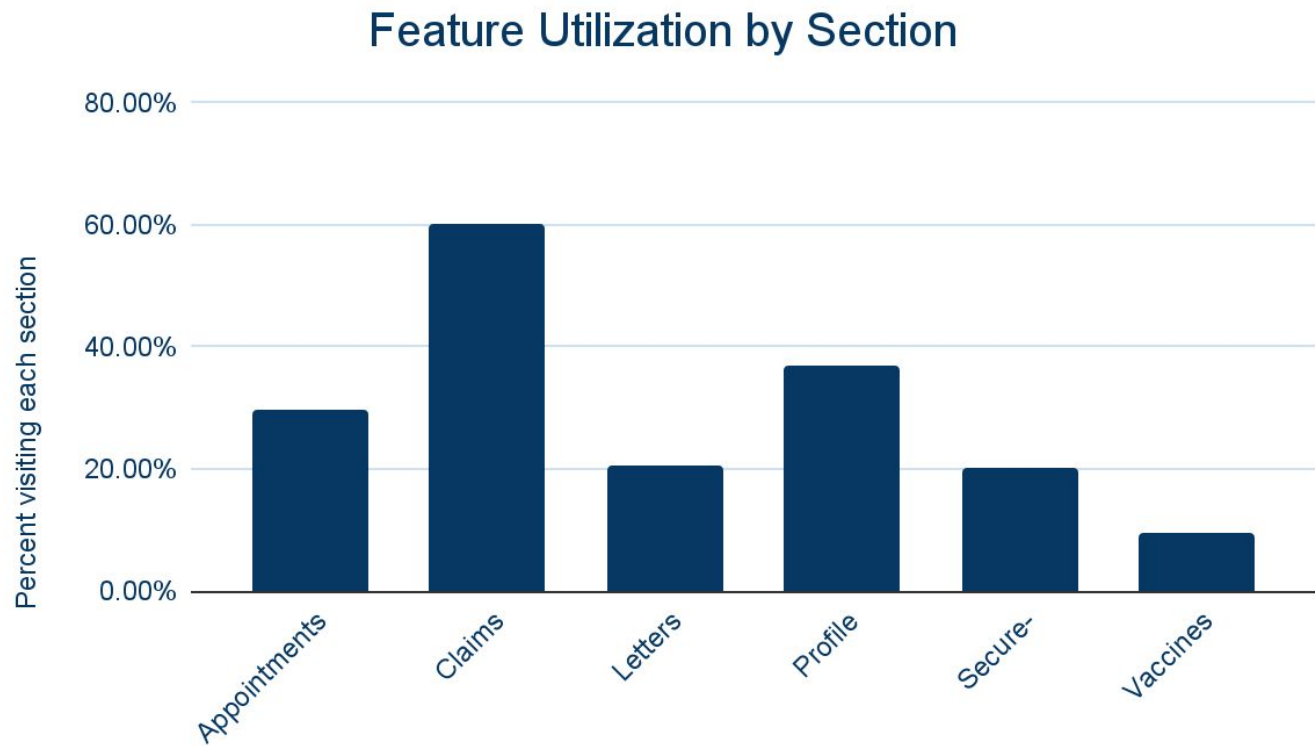
GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	**51,532**	51,512	250,442
Views per user	**5.91**	5.94	21.16
% of users who viewed Profile	**36.89%**	38.25%	56.96%
% of users who took an action	**5.43%**	5.51%	--

Login

	This period	Last period	Lifetime
Unique users who started login	**66,285**	63,107	384,569
Unique users who succeeded with login	**43,313**	43,839	313,535
Login success rate	**65.34%**	69.47%	81.53%

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	**28,960**	27,804	194,509
Unique users who downloaded a letter	**18,738**	17,543	139,474
Letter downloads per user	**2.90**	2.83	6.39
% of viewers who downloaded a Letter	**64.70%**	63.10%	71.71%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	**83,998**	83,765	264,932
Views per user	**8.34**	8.34	43.02
Users who viewed a Claims details page	**55,656**	55,167	188,374
% of app users who visited Claims and Appeals	**60.13%**	62.20%	60.25%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	**28,073**	27,228	181,612
Views per user	**3.71**	3.67	9.07
Unique users who sent a SM	**7,651**	7,296	50,126
Total SMs sent	**13,271**	12,642	193,143
% of users who viewed SM	**20.10%**	20.22%	41.30%
% of SM viewers who sent a SM	**27.25%**	26.80%	27.60%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	**41,703**	41,332	216,878
Views per user	**3.25**	3.23	9.4
Unique users who viewed appointment details	**22,583**	21,839	142,505
% of app users who viewed Appointments landing page	**29.85%**	30.69%	49.32%
% of Appointment landing page viewers that viewed the details page	**54.15%**	52.84%	65.71%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	**13,273**	12,857	126,270
Views per user	**1.69**	1.69	3.05
Unique users who viewed Vaccine details	**3,262**	3,341	47,375
% of app users who viewed Vaccine landing page	**9.50%**	9.55%	28.72%
% of Vaccine landing page viewers that viewed the details page	**24.58%**	25.99%	37.52%

Appendix

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	N/A
Stability (% Crash Free)	July 13, 2021
Letters	July 13, 2021
Claims and Appeals	July 13, 2021
Appointments	July 13, 2021

Item	Lifetime period start
Secure Messaging	July 13, 2021
Appointments	July 13, 2021
Vaccines	November 24, 2021
Crashlytics	December 16, 2021

Notes:
- Downloads do not include 201,316 automatic installs on Apple VA devices.
- 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.
- We identified an issue with biometric login data that will be fixed and reportable mid-February
- Lifetime profile data is currently unavailable.

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of Veterans Affairs

Thank you