# VA Mobile App

**Weekly Metrics**

January 2022

# 1.03.21–1.10.22

# 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 (12,041) | 4.8 (11,410) |
| App Store Rating (Google) | 4.6 (2,950) | 4.6 (2,811) |

| Findability | | | |
|---|---|---|---|
| | This period | Last period | Lifetime - organic |
| New Downloads (Apple) | 11,182 | 15,731 | 175,686 |
| New Downloads (Android) | 4,956 | 7,414 | 75,026 |

| Overall Usage | | | |
|---|---|---|---|
| | This period | Last period | Lifetime |
| Total count of successful logins | 36,915 | 51,431 | 201,393 |
| Unique users who initiated a session | 104,610 | 122,378 | 280,063 |
| Sessions per user | 12.49 | 14.67 | 17.01 |
| Average engagement time per session | 1:40 | 1:39 | 1:54 |
| Biometric Login (% Utilization)** | 49.24% | 56.27% | -- |

| Stability | | | |
|---|---|---|---|
| | This period | Last period | Lifetime |
| Crash Free (Apple) | 99.94% | 99.92% | 99.96% |
| Crash-Free (Android) | 98.44% | 97.98% | 95.41% |

**We are currently looking into a bug for biometric login data.*

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# General Feature Utilization

| Profile* | This period | Last period |
|---|---|---|
| Unique users who viewed Profile | 42,708 | 55,015 |
| Views per user | 16.94 | 8.03 |
| % of users who viewed Profile | 40.83% | 44.95% |
| % of users who took an action on  Profile | 5.52% | 7.55% |

| Login* | This period | Last period | Lifetime |
|---|---|---|---|
| Unique users who started login | 51,297 | 69,086 | 233,463 |
| Unique users who succeeded with login | 36,915 | 51,431 | 201,393 |
| Percent Success Rate | 71.96% | 74.44% | 86.26% |

*Please see Notes 3 and 4 in appendix for details

# Claims & Benefits Feature Utilization

| Letters | This period | Last Period | Lifetime |
|---|---|---|---|
| Unique users who viewed their list of letters | 24,468 | 36,407 | 119,301 |
| Views per user | 4.18 | 5.04 | 9.66 |
| Unique users who downloaded a letter | 14,537 | 23,451 | 81,541 |
| Percentage of Letters viewers who downloaded a letter | 59.41% | 64.41% | 68.35% |

| Claims & Appeals | This period | Last period | Lifetime |
|---|---|---|---|
| Unique users who viewed Claims & Appeals landing page | 68,690 | 80,871 | 166,674 |
| Views per user | 8.57 | 11.87 | 33.31 |
| Users who viewed Claims Detail Page | 44,477 | 54,246 | 118,447 |
| Users who viewed appeals detail page | 16,031 | 19,761 | 41,338 |
| Percentage of app users who visited Claims & Appeals | 65.66% | 66.08% | 59.51% |
| Percentage of Claims viewers who clicked through to Details page | 64.75% | 67.08% | 71.07% |

# Health Feature Utilization

| Secure Messaging (SM) | | | |
|---|---|---|---|
| | This period | Last period | Lifetime |
| Unique users who viewed their inbox | 23,548 | 30,276 | 113,222 |
| Views per user | 3.56 | 3.79 | 7.31 |
| Unique users who sent an SM | 5,615 | 7,001 | 28,249 |
| Total SMs sent | 10,078 | 12,871 | 92,107 |
| % of users who viewed SM | 22.51% | 24.74% | 40.43% |
| % of SM viewers who sent an SM | 23.84% | 23.12% | 24.95% |

| Appointments | | | |
|---|---|---|---|
| | This period | Last period | Lifetime |
| Unique users who viewed the Appointments landing page | 34,300 | 42,316 | 135,210 |
| Views per user | 3.03 | 3.42 | 7.24 |
| Unique users who viewed appointment details | 15,387 | 20,684 | 82,057 |
| % of app users who viewed Appointments landing page | 32.79% | 34.58% | 48.28% |
| % of Appointment landing page viewers that viewed the details page | 44.86% | 48.88% | 60.69% |

| Vaccines | | | |
|---|---|---|---|
| | This period | Last period | Lifetime |
| Unique users who viewed Vaccines landing page | 15,266 | 22,072 | 59,556 |
| Views per user | 1.96 | 2.13 | 2.71 |
| Unique users who viewed details for Vaccines | 4,498 | 7,637 | 22,717 |
| Percentage of app users who viewed Vaccines landing page | 14.59% | 18.04% | 21.27% |
| Percentage of Vaccine landing page viewers who then viewed the details page | 29.46% | 34.60% | 38.14% |

# 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 | August 28, 2021 |
| Stability (% Crash Free) | Sep  6, 2021 |
| Letters | July 13, 2021 |
| Claims and Appeals | July 13, 2021 |

| Item | Lifetime period start |
|------|----------------------|
| Secure Messaging | July 13, 2021 |
| Appointments | July 13, 2021 |
| Vaccines | November 22, 2021 |

Notes:
1. Downloads do not include 201,316 automatic installs on Apple VA devices.
2. 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.
3. Due to a data availability issue (login is not owned by the VA Mobile App), login values are an approximation.
4. Profile data was unavailable at the lifetime level