

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

October 2021

10.4.21-10.10.21

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 (1200)	4.8 (965)
App Store Rating (Google)	4.4 (296)	4.3 (245)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	3,420	3,235	215,530
Downloads (Android)	1,140	1,547	15,526

Stability			
	This period	Last period	Lifetime
Crash Free (Android)	99.33%	99.14%	98.27%
Crash-Free (Apple)	99.93%	99.94%	99.83%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	6,993	7,100	39,045
Unique users who initiated a session	19,701	19,055	68,117
Sessions per user	3.47	3.33	6.97
Average engagement time per session	2:20	2:15	2:28
Biometric Login (% Utilization)***	66.03%	64.43%	65.65%

*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	6,734	6,737	29,524
Views per user	5.47	5.25	8.6
Users who updated Profile address	324	282	2,154
% of users who viewed Profile	34.18%	35.36%	43.34%

Letters			
	This period	Last period	Lifetime
Unique users who viewed their list of letters	3,954	3,895	20,240
Views per user	4.2	4.26	7.48
% of users who viewed Letters list	20.07%	20.44%	29.71%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page*	N/A*	N/A*	N/A*
Users who viewed a Claims details page	5,183	5,090	14,708

* 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	5,743	5,486	24,865
Views per user	3.58	3.58	6.35
Unique users who sent an SM	1,531	1,454	6,795
Total SMs sent	2,589	2,392	17,701
% of users who viewed SM	29.15%	28.79%	36.50%
% of SM viewers who sent an SM	26.66%	26.50%	27.33%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	7,040	6,837	28,229
Views per user	3.16	3.23	6.07
Unique users who viewed appointment details	3,983	3,787	18,057
% of app users who viewed Appointments landing page	35.73%	35.88%	41.44%
% of Appointment landing page viewers that viewed the details page	56.58%	55.39%	63.97%