

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

December 2021

12.13.21-12.19.21

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 (9,928)	4.8 (9,036)
App Store Rating (Google)	4.6 (2,381)	4.5 (1,934)

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.89%	99.75%	98.59%
Crash-Free (Android)	98.14%	97.70%	96.21%

Findability			
	This period	Last period	Lifetime - organic
New Downloads (Apple)	9,148	9,945	147,730
New Downloads (Android)	4,034	4,579	62,527

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	32,532	32,053	167,135
Unique users who initiated a session	88,843	87,204	235,029
Sessions per user	9.4	5.96	14.26
Average engagement time per session	1:42	1:43	1:54
Biometric Login (% Utilization)**	64.35%	92.06%	88.59%

General Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	37,269	35,852	128,812
Views per user	6.39	6.53	15.28
% of users who viewed Profile	41.95%	41.11%	54.81%
% of users who took an action on Profile	5.96%	6.15%	12.31%

Login*			
	This period	Last period	Lifetime
Unique users who started login	43,390	43,792	190,511
Unique users who succeeded with login	32,532	32,053	167,135
Percent Success Rate	74.98%	73.19%	87.73%

Claims & Benefits Feature Utilization

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	22,960	21,965	96,583
Views per user	4.49	4.6	8.95
Unique users who downloaded a letter	15,026	14,318	63,916
Percentage of Letters viewers who downloaded a letter	65.44%	65.19%	66.18%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed Claims & Appeals landing page	61,624	59,594	136,365
Views per user	8.81	9.01	29.36
Users who viewed Claims Detail Page	42,296	41,569	97,819
Users who viewed appeals detail page	15,301	14,941	34,455
Percentage of app users who visited Claims & Appeals	69.36%	68.34%	58.02%
Percentage of Claims viewers who clicked through to Details page	68.64%	69.75%	71.73%

Health Feature Utilization

Secure Messaging (SM)				Appointments				Vaccines			
	This period	Last period	Lifetime		This period	Last period	Lifetime		This period	Last period	Lifetime
Unique users who viewed their inbox	18,216	18,056	91,316	Unique users who viewed the Appointments landing page	26,665	26,137	110,024	Unique users who viewed Vaccines landing page	11,841	11,904	35,132
Views per user	3.46	3.35	6.81	Views per user	2.86	2.88	6.61	Views per user	1.89	1.98	2.41
Unique users who sent an SM	4,364	4,100	22,345	Unique users who viewed appointment details	12,726	12,442	66,013	Unique users who viewed details for Vaccines	3,624	4,166	13,301
Total SMs sent	7,572	7,064	69,154	% of app users who viewed Appointments landing page	30.01%	29.97%	46.81%	Percentage of app users who viewed Vaccines landing page	13.33%	13.65%	14.95%
% of users who viewed SM	20.50%	20.71%	38.85%	% of Appointment landing page viewers that viewed the details page	47.73%	47.60%	60.00%	Percentage of Vaccine landing page viewers who then viewed the details page	30.61%	35.00%	37.86%
% of SM viewers who sent an SM	23.96%	22.71%	24.47%								

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.