

VA



U.S. Department  
of Veterans Affairs

# VA Mobile App

**Weekly Metrics**

November 2021

**11.15.21-11.21.21**

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# 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 (6,300)	4.8 (5,100)
App Store Rating (Android)	4.7 (1,482)	4.54 (1,223)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	11,151	14,503	272,874
Downloads (Android)	4,750	7,174	45,365

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.10%	99.35%	99.11%
Crash-Free (Android)	99.26%	99.69%	98.63%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	37,738	29,544	103,491
Unique users who initiated a session	70,402	64,653	151,809
Sessions per user	5.08	4.99	9.63
Average engagement time per session	1:44	1:53	2:07
Biometric Login (% Utilization)**	88.23%	87.99%	83.00%

\*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	29,123	27,890	86,757
Views per user	6.53	7.12	12.3
Users who updated Profile address	2,084	2,182	10,899
% of users who viewed Profile	41.37%	43.14%	57.15%
% of Profile viewers who took at least one action	7.16%	7.82%	12.56%

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	18,283	16,253	55,392
Unique users who downloaded a letter	9,995	10,329	30,987
% of viewers who downloaded a Letter	54.67%	63.55%	55.94%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed C&A landing page	44,366	36,442	77,150
Users who viewed a Claims details page	29,014	24,979	54,675

# Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	16,818	15,739	64,687
Views per user	3.21	3.09	6.13
Unique users who sent an SM	3,516	3,012	15,171
Total SMs sent	6,061	4,882	43,191
% of users who viewed SM	23.89%	24.34%	42.61%
% of SM viewers who sent an SM	20.91%	19.14%	23.45%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	22,006	20,869	76,255
Views per user	2.81	2.72	5.9
Unique users who viewed appointment details	10,555	18,207	44,867
% of app users who viewed Appointments landing page	31.26%	32.28%	50.23%
% of Appointment landing page viewers that viewed the details page	47.96%	87.24%	58.84%