VA Mobile App

Weekly Metrics

11.01.21–11.08.21

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 (4,098)	4.8 (3,000)
App Store Rating (Android)	4.6 (949)	4.6 (685)

Downloads

	This period	Last period	Lifetime
Downloads (Apple)	20,010	4,457	247,220
Downloads (Android)	9,586	1,626	33,939

Stability

	This period	Last period	Lifetime
Crash Free (Apple)	99.66%	99.67%	99.58%
Crash-Free (Android)	99.45%	99.37%	98.58%

Overall Usage

	This period	Last period	Lifetime
Total count of successful logins	30,618	11,556	86,146
Unique users who initiated a session	57,054	32,512	130,639
Sessions per user	4.53	4.8	8.86
Average engagement time per session	2:03	1:51	2:10
Biometric Login (% Utilization)*	99.99%	99.91%	99.73%

Biometric Lifetime data starts on 8/25/21 due to data availability

Claims & Benefits Feature Utilization

Profile	This period	Last period	Lifetime
Unique users who viewed Profile	24,525	12,553	63,085
Views per user	6.8	6.67	10.75
Users who updated Profile address	2,259	495	7,802
% of users who viewed Profile	42.99%	38.61%	48.29%
% of Profile viewers who took at least one action	9.21%	6.87%	12.37%

Letters	This period	Last Period	Lifetime
Unique users who viewed their list of letters	16,253	7,435	32,328
Unique users who downloaded a letter	10,329	4,624	24,565
% of viewers who downloaded a Letter	63.55%	62.19%	54.32%

Claims & Appeals	This period	Last period	Lifetime
Unique users who viewed C&A landing page	36,442	17,964	60,506
Users who viewed a Claims details page	24,979	11,359	43,689

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	15,344	8,678	48,008
Views per user	2.96	3.45	6.12
Unique users who sent an SM	2,662	3,633	11,728
Total SMs sent	4,231	2,143	32,328
% of users who viewed SM	26.89%	26.69%	36.75%
% of SM viewers who sent an SM	17.35%	41.86%	24.43%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	19,997	10,891	56,305
Views per user	2.77	2.07	5.88
Unique users who viewed appointment details	9,105	5,746	33,768
% of app users who viewed Appointments landing page	35.05%	33.50%	43.10%
% of Appointment landing page viewers that viewed the details page	45.53%	52.76%	59.97%