

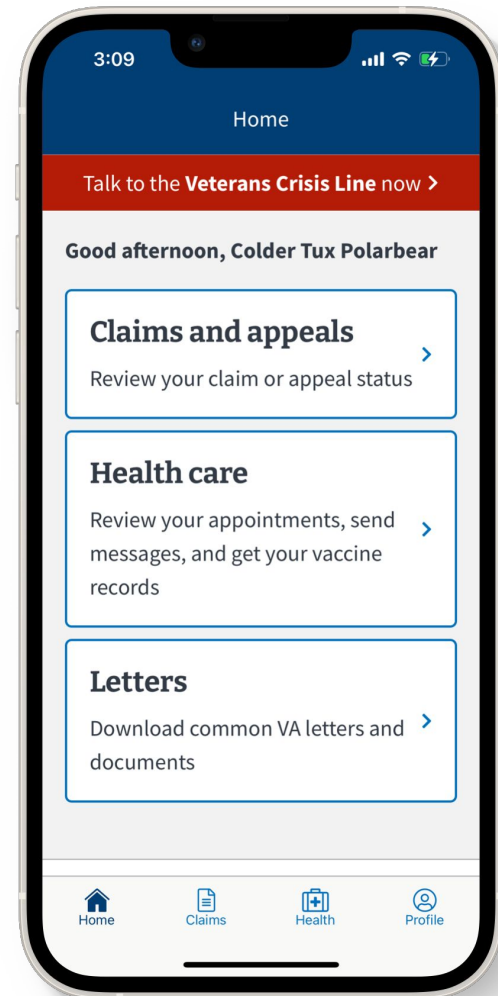


# VA Mobile App

**Weekly metrics**

April 2022

4/17/22 - 4/24/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(25,801 ratings)





Google Play

4.6★



(6,828 ratings)

# APP WIDE METRICS

## New Downloads

	This period	Last period	Lifetime - organic
<div> iOS</div>	10,217	10,746	387,916
<div> Android</div>	3,841	3,548	151,586

## % Crash Free

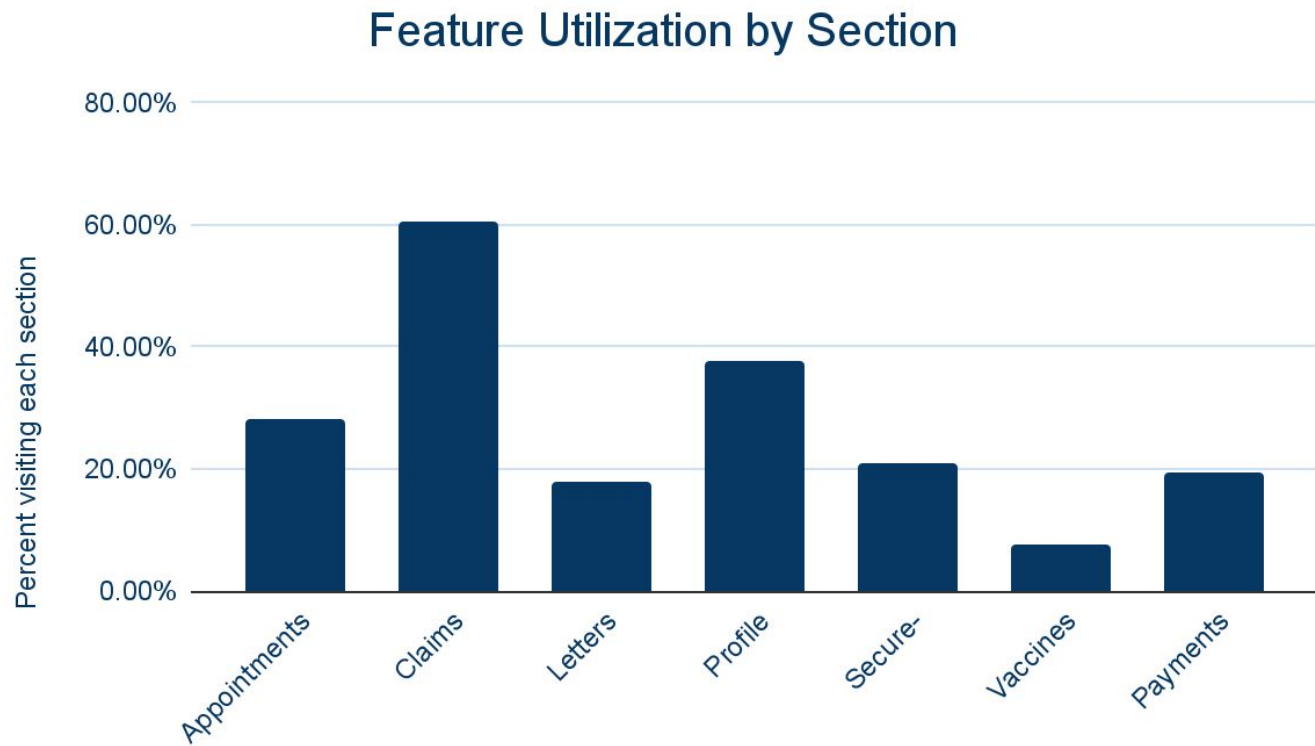
	This period	Last period	Lifetime
<div> iOS</div>	99.93%	99.95%	98.75%
<div> Android</div>	99.79%	99.80%	97.03%

## Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	51,478	51,268	410,746
Unique users who initiated a session	161,316	162,679	574,771
Sessions per user	14.17	14.22	27.37
Average engagement time per session	1:44	1.44	1:51
Biometric Login (% Utilization)	—	—	—

# Feature Utilization

# FEATURE UTILIZATION



# GENERAL FEATURE UTILIZATION

## Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	60,685	59,640	327,104
Views per user	5.99	5.98	22.72
% of users who viewed Profile	37.62%	36.66%	56.91%
% of users who took an action	4.86%	5.18%	--

## Login

	This period	Last period	Lifetime
Unique users who started login	71,449	72,974	510,768
Unique users who succeeded with login	51,478	51,268	410,746
Login success rate	72.05%	70.26%	80.42%

# CLAIMS & BENEFIT UTILIZATION

Letters				Claims and Appeals				Payments			
	This period	Last Period	Lifetime		This period	Last Period	Lifetime		This period	Last Period	Lifetime
Unique users who viewed their list of letters	28,829	32,426	257,256	Unique users who viewed C&A landing page*	97,480	96,946	344,869	Unique users who viewed Payments landing page	31,163	21,452	48,827
Unique users who downloaded a letter	21,179	20,702	189,089	Views per user	8.46	8.31	46.96	Unique who viewed a Payments details page	7,755	3,843	12,102
Letter downloads per user	2.88	2.82	6.63	Unique users who viewed a Claims details page	65,240	63,801	244,280	% of app users who visited Payments	19.32%	13.19%	13.19%
% of viewers who downloaded a Letter	73.46%	63.84	73.50%	% of app users who visited Claims and Appeals	60.43%	59.59%	60.00%	% of Payment landing page viewers that viewed the details page	24.89%	17.91%	17.91%



# HEALTH FEATURE UTILIZATION

## Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	33,530	32,835	238,165
Views per user	3.77	3.71	9.86
Unique users who sent a SM	9,814	9,190	68,900
Total SMs sent	17,253	15,787	267,889
% of users who viewed SM	20.79%	20.18%	41.44%
% of SM viewers who sent a SM	29.27%	27.99%	28.93%

## Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	45,504	50,010	283,186
Views per user	3.07	3.13	10.41
Unique users who viewed appointment details	24,623	21,179	190,009
% of app users who viewed Appointments landing page	28.21%	30.74%	49.27%
% of Appointment landing page viewers that viewed the details page	54.11%	42.35%	67.10%

## Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	12,161	14,296	172,511
Views per user	1.64	1.69	3.09
Unique users who viewed Vaccine details	3,470	3,535	62,441
% of app users who viewed Vaccine landing page	7.54%	8.79%	30.01%
% of Vaccine landing page viewers that viewed the details page	28.53%	24.73%	36.20%

# Appendix

# 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	N/A
Stability (% Crash Free)	July 13, 2021
Letters	July 13, 2021
Claims and Appeals	July 13, 2021
Appointments	July 13, 2021

Item	Lifetime period start
Secure Messaging	July 13, 2021
Appointments	July 13, 2021
Vaccines	November 24, 2021
Payments	April 12, 2021
Crashlytics	January 13, 2022

## Notes:

- Downloads do not include 201,316 automatic installs on Apple VA devices.
- 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.
- We identified an issue with biometric login data that will be fixed and reportable mid-February
- Lifetime profile data is currently unavailable.

**VA**



U.S. Department  
of Veterans Affairs

**Thank you**