

VA



U.S. Department  
of Veterans Affairs

# VA Mobile App

**Weekly Metrics**

October 2021

**9.27.21-10.3.21**

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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 (965)	4.7 (627)
App Store Rating (Google)	4.3 (245)	4.3 (177)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	3,235	3,402	212,110
Downloads (Android)	1,547	1,335	17,407

Stability			
	This period	Last period	Lifetime
Crash Free (Android)	99.14%	99.83%	98.28%
Crash-Free (Apple)	99.94%	99.95%	99.83%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	7,100	6,610	35,496
Unique users who initiated a session	19,055	18,805	61,905
Sessions per user	3.33	3.29	6.62
Average engagement time per session	2:15	2:17	2:29
Biometric Login (% Utilization)	64.28%	61.74%	63.58%

\*Biometric Lifetime data starts on 8/17/21

# Claims & Benefits Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	6,737	6,142	26,670
Views per user	5.25	5.32	8.14
Users who updated Profile address	282	319	1,848
% of users who viewed Profile	35.36%	33.96%	43.08%

Letters			
	This period	Last period	Lifetime
Unique users who viewed their list of letters	3,895	3,754	18,285
Views per user	4.26	4.30	7.37
% of users who viewed Letters list	20.44%	20.76%	29.54%

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	5,090	4,632	13,418

\* 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	5,486	5,215	22,459
Views per user	3.58	3.67	6.11
Unique users who sent an SM	1,454	1,336	5,970
Total SMs sent	2,392	2,246	15,112
% of users who viewed SM	28.79%	28.84%	36.28%
% of SM viewers who sent an SM	26.50%	25.62%	26.58%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	6,837	6,407	18,309
Views per user	3.23	2.08	14.25
Unique users who viewed appointment details	3,787	4,099	16,051
% of app users who viewed Appointments landing page	35.88%	35.43%	29.58%
% of Appointment landing page viewers that viewed the details page	55.39%	63.98%	87.67%