

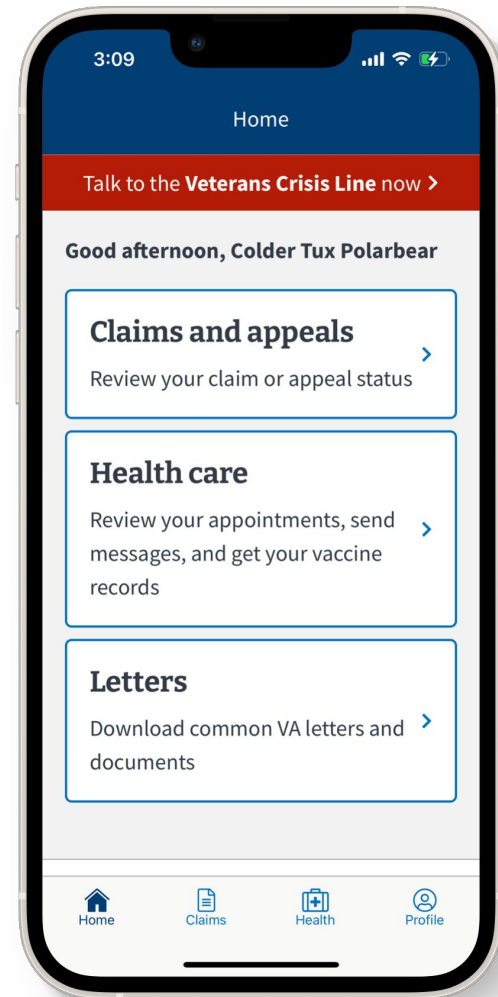


# VA Mobile App

## Weekly metrics

February 2022

1/31/22 - 2/06/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(15,545 ratings)



Google Play

4.6★

(3,874 ratings)

## LAST WEEK IN REVIEW

Unique users who  
initiated a session

118,207

Engagement Time per  
Session

1:42

13



Sessions per user

13,322



Downloads last week

# APP WIDE METRICS

## New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	10,167	11,187	219,971
<div><div></div><div>Android</div><div>Google Play</div></div>	3,155	3,978	91,712

## % Crash Free

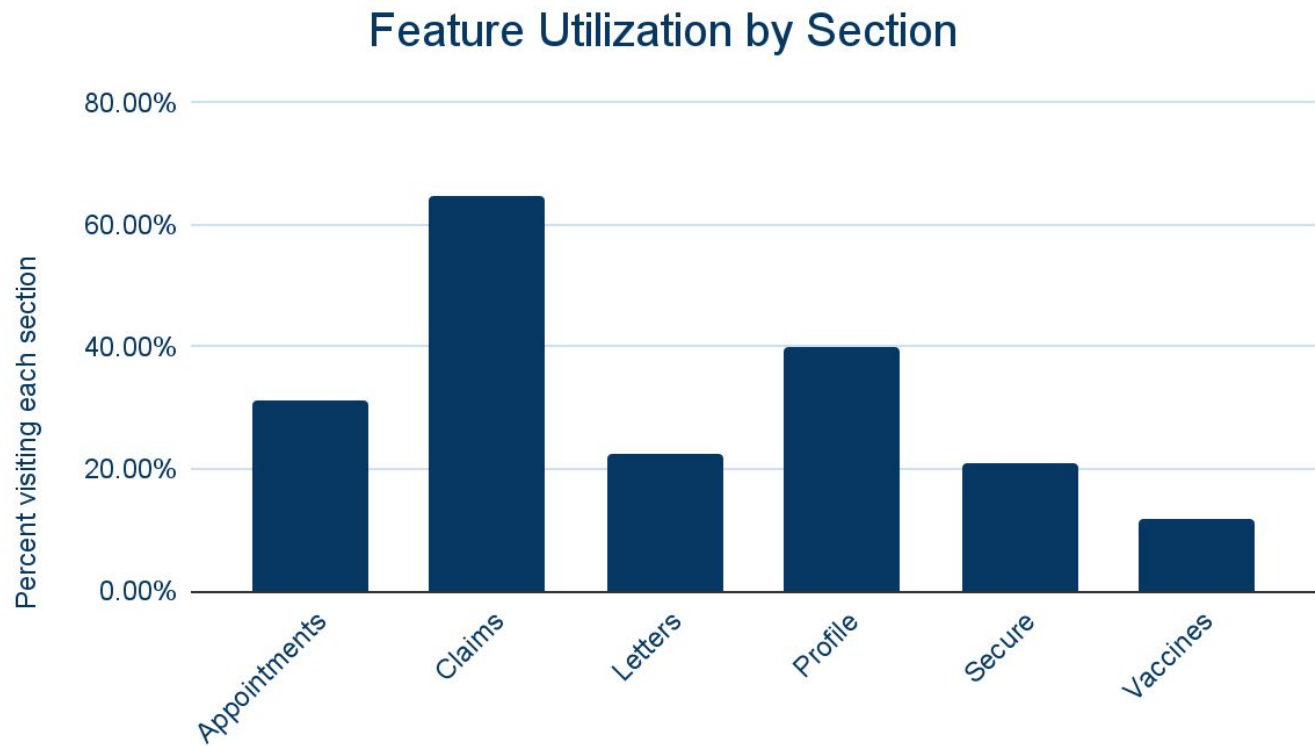
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	99.95%	99.94%	98.96%
<div><div></div><div>Android</div><div>Google Play</div></div>	98.27%	98.32%	93.94%

## Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	40,092	42,080	250,506
Unique users who initiated a session	118,207	116,500	350,051
Sessions per user	13.24	12.88	20.3
Average engagement time per session	1:42	1:44	1:48
Biometric Login (% Utilization)	—	—	—

# Feature Utilization

# FEATURE UTILIZATION



# GENERAL FEATURE UTILIZATION

## Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	47,475	47,746	198,485
Views per user	6.16	6.12	18.62
% of users who viewed Profile	40.16%	40.98%	56.70%
% of users who took an action	5.50%	5.34%	--

## Login

	This period	Last period	Lifetime
Unique users who started login	57,192	59,761	299,880
Unique users who succeeded with login	40,092	42,080	250,506
Login success rate	70.10%	70.41%	83.54%



# CLAIMS & BENEFIT UTILIZATION

## Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	26,597	27,044	151,948
Unique users who downloaded a letter	16,331	16,386	107,053
Letter downloads per user	2.93	2.92	6.00
% of viewers who downloaded a Letter	61.40%	60.59%	70.45%

## Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	76,608	75,670	210,230
Views per user	8.37	8.31	38.3
Users who viewed a Claims details page	50,102	49,184	149,596
% of app users who visited Claims and Appeals	64.81%	64.95%	60.06%

# HEALTH FEATURE UTILIZATION

## Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	24,723	24,166	143,811
Views per user	3.45	3.52	8.03
Unique users who sent a SM	5,729	5,957	37,204
Total SMs sent	9,729	10,349	131,112
% of users who viewed SM	20.92%	20.74%	41.08%
% of SM viewers who sent a SM	23.17%	24.65%	25.87%

## Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	36,751	36,039	171,363
Views per user	3.11	3.06	8.22
Unique users who viewed appointment details	16,999	17,266	106,257
% of app users who viewed Appointments landing page	31.09%	30.93%	48.95%
% of Appointment landing page viewers that viewed the details page	46.25%	47.91%	62.01%

## Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	13,794	14,088	91,379
Views per user	1.79	1.83	2.93
Unique users who viewed Vaccine details	3,707	4,043	34,477
% of app users who viewed Vaccine landing page	11.67%	12.09%	26.10%
% of Vaccine landing page viewers that viewed the details page	26.87%	28.70%	37.73%

# 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
Crashlytics	November 11, 2021

## 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**