VA Mobile App

Weekly Metrics

11.29.21-12.05.21

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 (8,072)	4.8 (7,130)
App Store Rating (Google)	4.5 (1,934)	4.5 (1,683)

Stability

	This period	Last period	Lifetime
Crash Free (Apple)	99.60%	99.20%	99.60%
Crash-Free (Android)	99.20%	98.26%	99.20%

Findability

	This period	Last period	Lifetime - organic
New Downloads (Apple)	11,878	8,215	128,616
New Downloads (Android)	5,128	3,716	54,108

Overall Usage

	This period	Last period	Lifetime
Total count of successful logins	32,902	25,323	136,683
Unique users who initiated a session	82,768	68,692	195,632
Sessions per user	5.27	4.62	12.27
Average engagement time per session	1:49	1:43	1:58
Biometric Login (% Utilization)**	89.46%	89.90%	84.52%

General Feature Utilization

Profile			
	This period	Last period	Lifetime
Unique users who viewed Profile	36,204	28,116	107,717
Views per user	6.91	6.34	13.89
Users who took an action on profile	43.74%	1,645	55.06%
% of users who viewed Profile	6.63%	40.93%	11.68%

Login*			
	This period	Last period	Lifetime
Unique users who started login	43,799	33,428	159,385
Unique users who succeeded with login	32,902	25,323	141,939
Percent Success Rate	75.12%	75.75%	89.05%

Please see appendix for details

Claims & Benefits Feature Utilization

Letters	This period	Last Period	Lifetime
Unique users who viewed the Letters List screen	22,258	16,783	80,001
Views per user	4.56	4.16	8.25
Percentage of app users who viewed Letters	26.89%	24.43%	40.89%
Percentage of Letters viewers who downloaded a letter	60.65%	61.71%	62.00%

Claims & Appeals	This period	Last period	Lifetime
Unique users who viewed Claims & Appeals landing page	58,163	48,452	112,782
Views per user	9.29	8.1	25.91
Users who viewed Claims Detail Page	38,976	33,496	81,324
Users who viewed appeals detail page	14,179	12,405	28,705
Percentage of app users who visited Claims & Appeals	70.27%	70.54%	57.65%
Percentage of Claims viewers who clicked through to Details page	67.01%	69.13%	72.11%

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	18,074	14,324	77,812
Views per user	3.31	2.9	6.4
Unique users who sent an SM	3,981	2,723	18,410
Total SMs sent	3,981	4,394	18,410
% of users who viewed SM	21.84%	20.85%	39.77%
% of SM viewers who sent an SM	22.03%	19.01%	23.66%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	25,672	19,240	92,643
Views per user	2.92	2.66	6.22
Unique users who viewed appointment details	12,101	8,741	55,114
% of app users who viewed Appointments landing page	31.02%	28.01%	47.36%
% of Appointment landing page viewers that viewed the details page	47.14%	45.43%	59.49%

Vaccines			
	This period	Last period	Lifetime
Unique users who viewed Vaccines landing page	12,334	6,514	17,592
Views per user	2.04	2.07	2.19
Unique users who viewed details for Vaccines	4458	2,575	6,754
Percentage of app users who viewed Vaccines landing page	14.90%	9.48%	11.61%
Percentage of Vaccine landing page viewers who then viewed the details page	36.14%	39.53%	38.39%

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	August 28, 2021
Stability (% Crash Free)	July 13, 2021
Letters	July 13, 2021
Claims and Appeals	July 13, 2021

Item	Lifetime period start
Secure Messaging	July 13, 2021
Appointments	July 13, 2021
Vaccines	November 22, 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.
- Due to a data availability issue (login is not owned by the VA Mobile App), login values are an approximation.