

VA



U.S. Department
of Veterans Affairs

VA Mobile App

Weekly Metrics

January 2022

1.10.21-1.17.22

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 (12,943)	4.8 (12,041)
App Store Rating (Google)	4.6 (3,1960)	4.6 (2,950)

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	99.97%	99.94%	98.82%
Crash-Free (Android)	98.16%	98.44%	95.04%

Findability			
	This period	Last period	Lifetime - organic
New Downloads (Apple)	12,671	11,182	177,625
New Downloads (Android)	4,778	4,956	79,471

Overall Usage			
	This period	Last period	Lifetime
Total Unique users who successfully logged in	38,450	36,915	214,153
Unique users who initiated a session	109,660	104,610	299,663
Sessions per user	12.14	12.49	17.88
Average engagement time per session	1:43	1:40	1:50
Biometric Login (% Utilization)**	--	49.24%	--

***We are currently resolving a bug for biometric login data.*

General Feature Utilization

Profile*		
	This period	Last period
Unique users who viewed Profile	45,001	42,708
Views per user	5.98	16.94
% of users who viewed Profile	41.04%	40.83%
% of users who took an action on Profile	5.56%	5.52%

Login*			
	This period	Last period	Lifetime
Unique users who started login	55,238	51,297	251,524
Unique users who succeeded with login	38,450	36,915	214,153
Percent Success Rate	69.61%	71.96%	85.14%

Claims & Benefits Feature Utilization

Letters			
	This period	Last Period	Lifetime
Unique users who viewed their list of letters	25,579	24,468	126,976
Views per user	4.29	4.18	9.93
Unique users who downloaded a letter	15,738	14,537	87,935
Percentage of Letters viewers who downloaded a letter	61.53%	59.41%	69.25%

Claims & Appeals			
	This period	Last period	Lifetime
Unique users who viewed Claims & Appeals landing page		68,690	
Views per user		8.57	
Users who viewed Claims Detail Page		44,477	
Users who viewed appeals detail page		16,031	
Percentage of app users who visited Claims & Appeals		65.66%	
Percentage of Claims viewers who clicked through to Details page		64.75%	

Health Feature Utilization

Secure Messaging (SM)				Appointments				Vaccines			
	This period	Last period	Lifetime		This period	Last period	Lifetime		This period	Last period	Lifetime
Unique users who viewed their inbox		23,548		Unique users who viewed the Appointments landing page		34,300		Unique users who viewed Vaccines landing page		15,266	
Views per user		3.56		Views per user		3.03		Views per user		1.96	
Unique users who sent an SM		5,615		Unique users who viewed appointment details		15,387		Unique users who viewed details for Vaccines		4,498	
Total SMs sent		10,078		% of app users who viewed Appointments landing page		32.79%		Percentage of app users who viewed Vaccines landing page		14.59%	
% of users who viewed SM		22.51%		% of Appointment landing page viewers that viewed the details page		44.86%		Percentage of Vaccine landing page viewers who then viewed the details page		29.46%	
% of SM viewers who sent an SM		23.84%									

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	Currently unavailable
Stability (% Crash Free)	Sep 6, 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:

1. Downloads do not include 201,316 automatic installs on Apple VA devices.
2. 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.
3. Due to a data availability issue (login is not owned by the VA Mobile App), login values are an approximation.
4. Profile data was unavailable at the lifetime level