VA Mobile App

Weekly Metrics

10.18.21-10.24.21

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 (2,589)	4.8 (2,121)
App Store Rating (Android)	4.6 (582)	4.7 (528)

Downloads			
	This period	Last period	Lifetime
Downloads (Apple)	4,306	11,680	231,156
Downloads (Android)	1,483	4,845	22,711

Stability			
	This period	Last period	Lifetime
Crash Free (Apple)	100.00%	99.93%	99.84%
Crash-Free (Android)	99.08%	99%	98.21%

Overall Usage			
	This period	Last period	Lifetime
Total count of successful logins	11,075	16,953	57,221
Unique users who initiated a session	30,669	32,235	92,465
Sessions per user	4.99	4.68	8.26
Average engagement time per session	1:47	2:07	2:47
Biometric Login (% Utilization)	75.12%	73.71`%	69.49%

Biometric Lifetime data starts on 8/25/21 due to data availability

Claims & Benefits Feature Utilization

Profile	This period	Last period	Lifetime
Unique users who viewed Profile	12,020	13,639	43,279
Views per user	6.65	6.84	9.88
Users who updated Profile address	491	726	3,330
% of users who viewed Profile	39.19%	42.31%	46.81%

Letters	This period	Lifetime
Unique users who viewed their list of letters	7,248	30,603
Unique users who downloaded a letter	4,571	14,002
% of viewers who downloaded a Letter	63.07%	45.75%

Claims & Appeals	This period	Last period	Lifetime
Unique users who viewed C&A landing page	17,280	18,582	34,063
Users who viewed a Claims details page	11,369	12,548	25,663

Health Feature Utilization

Secure Messaging (SM)			
	This period	Last period	Lifetime
Unique users who viewed their inbox	8,294	9,790	34,748
Views per user	3.51	3.22	6.29
Unique users who sent an SM	2,038	1,959	9063
Total SMs sent	3,393	3,276	24,373
% of users who viewed SM	27.04%	30.37%	37.58%
% of SM viewers who sent an SM	24.57%	20.01%	26.08%

Appointments			
	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	10,551	12,671	40,120
Views per user	3.12	2.99	6.04
Unique users who viewed appointment details	5,629	6,288	25,162
% of app users who viewed Appointments landing page	34.40%	39.31%	43.39%
% of Appointment landing page viewers that viewed the details page	53.35%	49.63%	62.72%

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