

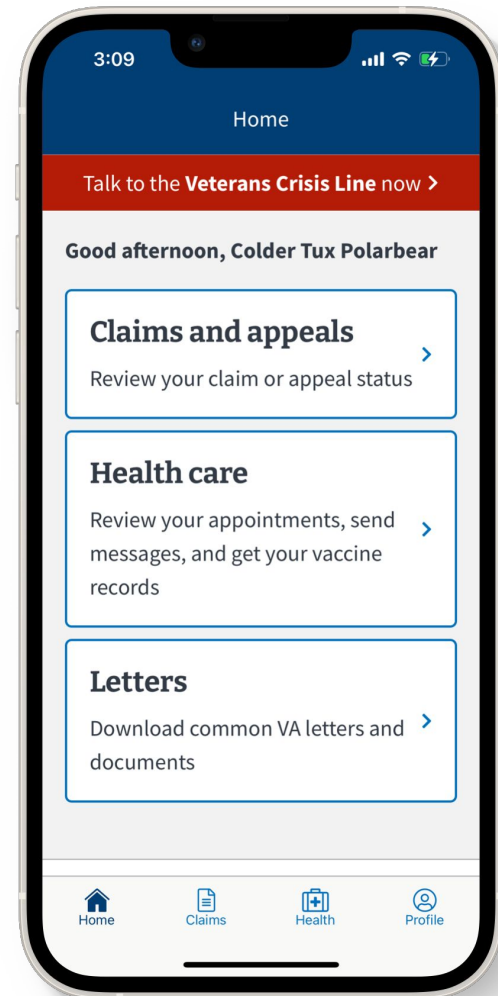


# VA Mobile App

## Weekly metrics

February 2022

2/14/22 - 2/20/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(17,322 ratings)



Google Play

4.6★

(4,285 ratings)

## LAST WEEK IN REVIEW

Unique users who  
initiated a session

124,825

Engagement Time per  
Session

1:42

14



Sessions per user

13,943



Downloads last week

# APP WIDE METRICS

## New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	9,879	36,395	266,588
<div><div></div><div>Android Google Play</div></div>	4,064	5,073	100,540

## % Crash Free

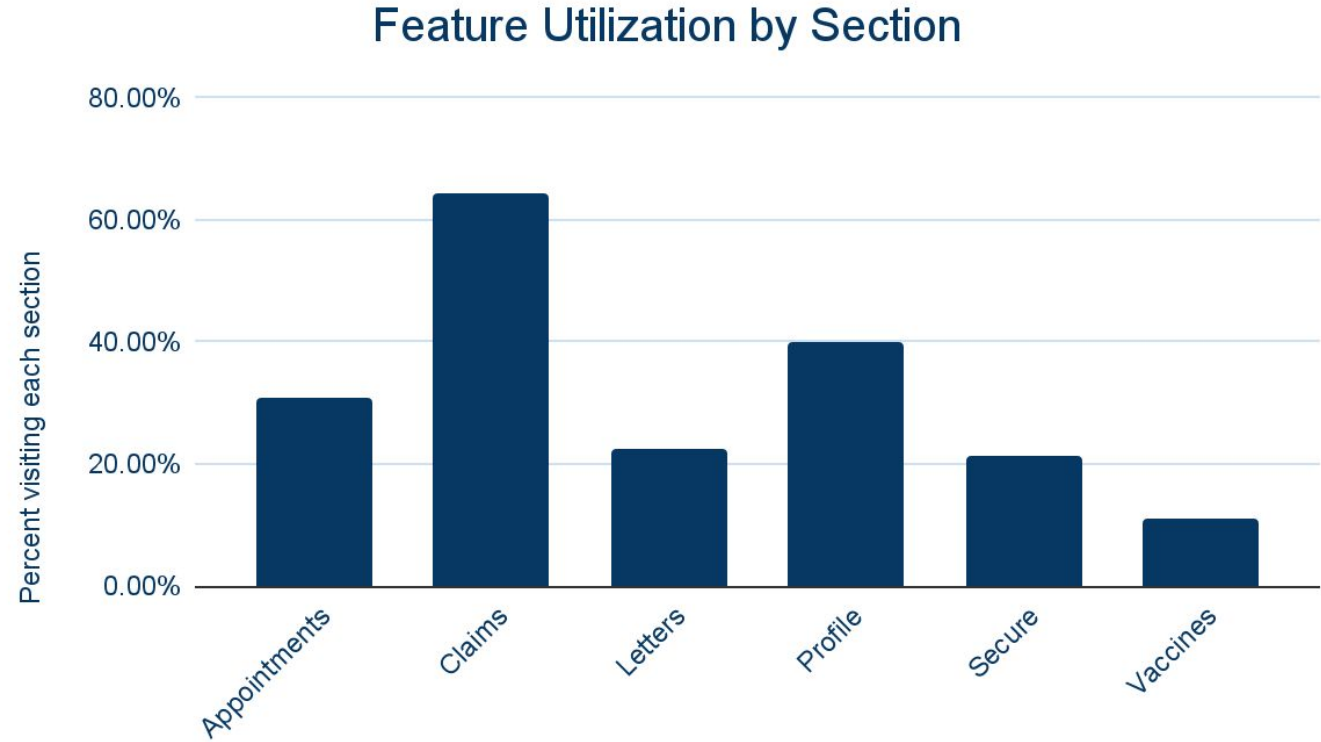
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	97.92%	99.95%	98.59%
<div><div></div><div>Android Google Play</div></div>	97.68%	98.36%	93.37%

## Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	41,890	41,375	275,166
Unique users who initiated a session	124,825	122,848	385,406
Sessions per user	13.58	12.73	21.87
Average engagement time per session	1.42	1.47	1:48
Biometric Login (% Utilization)	—	—	—

# Feature Utilization

# FEATURE UTILIZATION



# GENERAL FEATURE UTILIZATION

## Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	50,046	48,330	220,132
Views per user	6.06	6.1	19.98
% of users who viewed Profile	40.09%	39.34%	57.12%
% of users who took an action	5.52%	5.78%	--

## Login

	This period	Last period	Lifetime
Unique users who started login	59,056	58,567	334,199
Unique users who succeeded with login	41,890	41,375	275,166
Login success rate	70.93%	70.65%	82.34%



# CLAIMS & BENEFIT UTILIZATION

## Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	27,900	27,089	169,279
Unique users who downloaded a letter	17,248	17,225	120,018
Letter downloads per user	2.88	2.86	6.17
% of viewers who downloaded a Letter	61.82%	63.59%	70.90%

## Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	80,156	77,605	232,482
Views per user	8.24	8.25	40.23
Users who viewed a Claims details page	53,491	51,542	164,931
% of app users who visited Claims and Appeals	64.21%	63.17%	60.32%

# HEALTH FEATURE UTILIZATION

## Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	26,586	26,104	159,727
Views per user	3.63	3.61	8.43
Unique users who sent a SM	7,077	6,798	42,301
Total SMs sent	12,362	11,850	155,324
% of users who viewed SM	21.30%	21.25%	41.44%
% of SM viewers who sent a SM	26.62%	26.04%	26.48%

## Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	38,750	38,158	190,177
Views per user	3.08	3.13	8.66
Unique users who viewed appointment details	19,648	19,669	120,670
% of app users who viewed Appointments landing page	31.04%	31.06%	49.34%
% of Appointment landing page viewers that viewed the details page	50.70%	51.55%	63.45%

## Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	13,622	14,079	107,259
Views per user	1.79	1.83	2.96
Unique users who viewed Vaccine details	3,977	4,201	40,400
% of app users who viewed Vaccine landing page	10.91%	11.46%	27.83%
% of Vaccine landing page viewers that viewed the details page	29.20%	29.84%	37.67%

# 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 25, 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**