

VA Mobile App Review Analysis

Q1 and Q2 App Store Review

VA



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Analysis Motivation & Approach

VA Mobile App Analysis | Q1 and Q2 2025

Why We Conducted This Review

To gain insights into Veterans' experiences with the VA Mobile App by analyzing App Store and Google Play reviews. These reviews help us identify what's working well and uncover areas where the experience can be improved.

What We Wanted to Learn

- What aspects of the app are Veterans satisfied with?
- What significant pain points do Veterans experience?
- What are the areas of improvement based on these reviews?

What Are We Hoping to Achieve?

- Identify areas of opportunities to improve Veteran experience
- Identify and prioritize friction points that may inform future iterations

What data did we look into?

- App Store and Google Play reviews from January through May 2025
- Google Analytics Report from January through May 2025

How did we analyze these data?

- Sentiment analysis was done using GitHub Co-pilot
 - AI prompts at a high level
 - Summarize the overall sentiment in the dataset
 - Percent of reviews that positive, neutral and negative
 - Summarize reviews by themes: usability, reliability, security and satisfaction
 - Features or functionalities that are frequently mentioned in 4 or 5 star reviews
 - Recurring challenges mentioned in <3 reviews
 - Count the instances of these issues in all reviews
 - Sentiment change month-to-month



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FY 25 OCTO goals supported

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Supported

Not supported

Improve satisfaction with our web and mobile products by 5 points.

We have reduced the total time Veterans spend waiting for a response from our digital experiences by 50%, towards a goal of less than 4 seconds per transaction.

100% of transactions received via our digital experiences are either processed correctly or we have notified the user of an error.

100% of authentications to our systems and tools (both Veteran-facing and internal) occur using a secure credential.

We have reduced the total error rates in our platforms by 50% compared to Q4 2024, towards a goal less than 1% per endpoint.

100% of VA employees have access to a valuable Generative AI tool to help with their work.

Each of our platforms* and tools increase the number of non-OCTO built capabilities or non-OCTO users by 50%. (*excluding mobile)

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VA Mobile App Review Analysis

Learnings from Q1 & Q2 2025

At-a-Glance

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Veteran Sentiments Remain Consistent Across iOS and Android

Over 60% of positive reviews from Q1 and Q2 **praised the app's simplicity and ease of use.** However, many Veterans also highlighted consistent areas for improvement.

Feedback from both iOS and Android users reveals similar experiences and expectations around app functionality.

Login Issues Remain One of the Top Recurring Problems

Although many Veterans find the app's login process seamless, **those who rated the app 3 stars or lower often reported challenges with login** and authentication.

This indicates a need for further investigation and improvement in the app's login experience.

The Mobile App Could Benefit from Performance Enhancing Features

While many Veterans shared that the **app makes managing their care easy and convenient, others noted that it lacks key functionalities.**

Several reviews expressed a desire for the app to serve as a single entry point for VA Health and Benefits—without redirecting users to external resources.



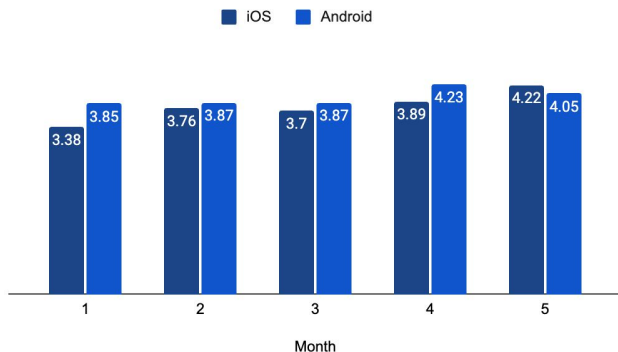
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Data Snapshot

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Exhibit 1: Positive Trend in Veteran Ratings Observed from January to May 2025

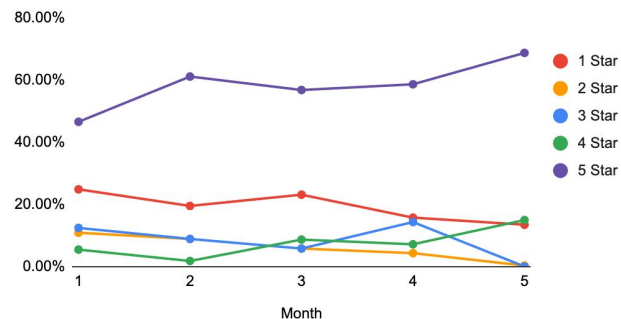
Average App Rating



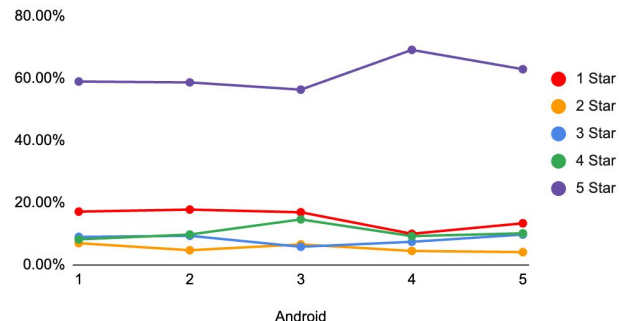
The average app ratings show an upward trend, which *may* suggest improvements in the user experience. Note that a few ratings may be subject to Veteran's bias or rating error, which could lead to over or underestimation of the average rating.

Exhibit 2: Month-to-Month Trends Show Higher Positive Ratings for iOS Than Android

Detailed iOS Rating



Detailed Android Rating



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Positive Sentiments

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Over 60% of Reviews Praised the Mobile App's Simplicity and Convenience

Veterans who gave the app a positive rating (4 or 5 stars) often highlighted its simple and easy to interact with interface. Many Veterans noted that the app makes it convenient to access VA services without having to call or go in-person.

The reviews from January through May 2025 shows that the following features are most often praised:

- **Messaging:** This is one of the highly praised features in the app. Veterans appreciate efficiency of receiving communication from their care team.
- **Appointments:** Although the appointments feature get praised on month-to-month basis, many Veterans highlight that it could benefit from improvement. See [slide 13](#) for more details.
- **Medication Refills:** Many reviews mentioned that this feature saves them time and effort from calling or going to a pharmacy in person. See [slide 15](#) for detailed opportunities of improvement.

*I know some of your old veterans out there say I can't figure this app but this app allows you to communicate with your primary care provider, pharmacist and any other doctor. When you communicate your pharmacist or your doctor, they have up to 72 hours to communicate with you no longer do you have to call the call center and hope the message was relayed. **This is fool, proof. Welcome to the 20th century don't let technology scare you.***

*This app is so easy to navigate. Absolutely love how you created this and I love how easy you have made this for every veteran. Not every veteran can do computer or smartphone apps and issues. **Having this app the way you created it, even a veteran from world war one or two can make it happen with no problems.** I thank you guys so much and hopefully this app will stay and stay easy to use.*

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Negative Sentiments

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Slightly over 30% of Reviews Reported App Challenges—Signaling Areas for Improvement

Veterans who rated the app 3-stars or less shared several recurring challenges from January through May. These challenges remained recurring top challenges in the past five months based on the number of times these issues were mentioned in the reviews:

- **Login Issues (41 instances):** Veterans report problems logging into the app and express frustrations with the time and effort required to resolve these problems. A few reported spending up to 30 mins trying to resolve the issue.
- **App Performance (54 instances):** These reviews often mentioned app crashes, freezing, slow to load and recurring challenges with updates.
- **Limited Functionality (23 instances):** A recurring theme in lower-rated reviews is the frustration with missing features in the app that are available on the website, which Veterans expect to access on mobile as well.
- **Navigation Challenges (13 instances):** Although not significant, some reviews from January and February state that Veterans struggle to find information in the app.

*Why can't you develop an app that doesn't log you out **every time there's an update released?***

*I have many appointments coming up and **I have no idea what specialty clinic I'm supposed to go to.** It states which hospital because we have two where I'm located but no idea what which clinic I'm seeing. It's useless. I had to go directly to hospital and ask for print out.*

Make your coders use an older device with poor connectivity to test the use ability of the app. Not all VETERANS have T1 fiber optic backbone connections to use this app on.

These instances may not fully reflect the true number of instances, as they were identified based on AI keyword searches related to key issues displayed above

Key Opportunities of Improvement

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Issue	Login Issues	App Performance	Limited Functionality	Navigation Challenges
Veteran Motivation	When I need to access my VA health and benefits, I want to log in to the app quickly and reliably so I can manage my care without frustration	When I am using the app, I want the app to function smoothly and reliably without issues so that I can complete my tasks without frustration	When managing my VA health and benefits, I want the app to offer the same functionality as the website so I can rely on it as my primary access point	When I open the app, I want the layout and navigation to be clear and intuitive so that I can easily find the information I need without getting confused
Veteran Requirements	<ul style="list-style-type: none">• Be able to reduce the time it takes to login to the app• Single access point or passcode• Remain logged in, unless I log out• Remain logged in, even after the app is updated• Remember device option to work as expected• Be able to login to the app even in low signal areas without waiting for security codes	No Veteran Requirements were found	<p>More info on appointments</p> <ul style="list-style-type: none">• Reasons for visit• Details on the provider• Details on VA facility location or department• Ability to cancel and reschedule appointments• Type of appointment (virtual vs. in-person)• Calendar integration• Need for telehealth phone number <p>Access to Medical Records</p> <ul style="list-style-type: none">• Access current and past lab records <p>Enhanced Claims Capabilities</p> <ul style="list-style-type: none">• Travel reimbursement• Split disbursement for disability payments	Additional research is needed to explore current UX challenges, as the most recent discovery and navigation study dates back to 2022

See [Slide 9](#) for detailed list of opportunities

Considerations Moving Forward

Opportunities to Consider

Detailed List of Opportunities

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Core team to review
for alignment



Category	Veteran Motivation	Veteran Challenges	Veteran Requirement	Metrics to Track	Suggestions/Next Steps
Login <i>(Critical)*</i>	When I need to access my VA health and benefits, I want to log in to the app quickly and reliably so I can manage my care without frustration	<p>Verification requirements make it challenging Veterans to login to the app.</p> <ul style="list-style-type: none">Many password requirementsPasscodes do not come in timeFrequent logoutsUnable to get authenticatedChallenges with accessing the app from a remote area due to weak signal <p>Similar sentiments were shared in another research conducted by the Secure Sign-in Transition Team in April</p>	<ul style="list-style-type: none">Single access point or passcodeRemain logged in, unless I log outRemain logged in, even after the app is updatedRemember device option to work as expectedBe able to login to the app even in low signal areas without waiting for security codes	<p>Login Success Rate to measure whether changes to login improves Veteran experience</p> <p>Time to Login to measure time it takes for Veterans to login to the app</p> <p>Recovery Rate to track for % of Veterans who successfully recover their account See slide 17 for more</p>	<ul style="list-style-type: none">Identify root cause of why some Veterans have issues logging into the app while others don't.Evaluate priority and feasibility of Veteran requirements
App Performance <i>(Critical)*</i>	When I am using the app, I want the app to function smoothly and reliably without issues so that I can complete my tasks without frustration	<p>Veterans report general app instability issues, such as long loading time, app crashing midst of a task and freezing. Some reviews mention that required updates don't get downloaded as expected.</p>	<p>No Veteran Requirements were found</p>	<p>Error rate to track for technical errors</p> <p>Load time to track of load time</p>	<p>Identify root cause of why some Veterans experience app performance issues</p>

Detailed List of Opportunities Cont.

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Category	Veteran Motivations	Veteran Challenges	Veteran Requirement	Metrics to Track	Suggestions/Next Steps
Limited Functionality <i>(Critical)*</i>	<p>When managing my VA health and benefits, I want the app to offer the same functionality as the website so I can rely on it as my primary access point</p> <p>When managing my VA health and benefits, I want to be able to access my medical records in a timely manner so that I can file a claim for travel reimbursement</p>	<p>There are several limitations that the Veterans voiced</p> <ul style="list-style-type: none">• Appointments do not provide enough helpful information• Unable to manage appointments from a single source• Unable to access medical or lab records conveniently• Unable to get lab results in a timely manner	<p>Appointments</p> <ul style="list-style-type: none">• Reasons for visit• Details on the provider• Details on VA facility location or department• Ability to cancel and reschedule appointments• Type of appointment (virtual vs. in-person)• Calendar integration• Need for telehealth phone number <p>Access to Medical Records</p> <ul style="list-style-type: none">• Access current and past lab & radiology records <p>Claims Capabilities</p> <ul style="list-style-type: none">• Travel reimbursement• Split disbursement for disability payments	<p>Appointments <i>Likely increase</i> View appointment details event</p> <p><i>Likely increase in</i> engagement time per active user</p> <p><i>Likely spike in</i> appointment cancel event</p> <p>New events will need to be implemented in GA for new features.</p> <p><i>Highly recommend complimenting qual survey, CSAT with quant to measure value added</i></p>	<ul style="list-style-type: none">• Opportunity to connect with EX team for product roadmap• Evaluate priority and feasibility of Veteran requirements• Potential opportunity for Core team and EX team to align on metrics that need to be tracked to measure impact <p><i>Consider using Veteran motivation of JTBD framework to establish the north star metrics in the future</i></p>

Detailed List of Opportunities

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Category	Veteran Motivation	Veteran Challenges	Veteran Requirement	Metrics to Track	Suggestions/Next Steps
Navigation Challenges <i>(High)*</i>	When I open the app, I want the layout and navigation to be clear and intuitive so that I can easily find the information I need without getting confused	<p>Although not many Veterans mentioned app navigation challenged, many Veterans expressed confusion around navigation and reported not being able to find the information they need.</p> <p>Similar sentiments were shared in another research conducted by the Secure Sign-in Transition Team in April</p>	No Veteran requirements were found	<i>TBD</i>	Additional research is needed to understand the main challenges with the mobile app and information architecture
Notifications <i>(Medium)</i>	When I use the app, I want to get timely and reliable notifications so I can stay on top of my care and avoid missing important information	<p>Although not common, some Veterans reported the following challenges:</p> <ul style="list-style-type: none">Not receiving notifications on change in appointments and new messages from a care teamFeel the need to check claim status multiple times	<ul style="list-style-type: none">Be notified of change in appointment and new messages in a timely mannerClaim status change notification	<p>Claims Status <i>Likely decrease in</i> Claim Details Open event</p> <p><i>Likely decrease in</i> time spent viewing per active user</p> <p><i>New metrics on</i> <i>notification is needed</i></p>	<ul style="list-style-type: none">Discuss whether turning on existing notifications for all users would be beneficialHighly recommend folding notifications into future researchDesign team to consider options for notifications

Detailed List of Opportunities

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Category	Veteran Motivation	Veteran Challenges	Veteran Requirement	Metrics to Track	Suggestions/Next Steps
Prescriptions <i>(Medium)</i>	<p>When I need to manage and refill my prescriptions, I want a simple and reliable way to do it through the app, so I have the medications I need without unnecessary difficulty or confusion</p> <p>When I urgently need my prescription refill, I want a fast and reliable way to refill and track it through the app, so I can get it on time without delays or frustration.</p>	<p>Aside from not being able to able to refill prescriptions due to login issues, Veteran also mention</p> <ul style="list-style-type: none">• Medication delivery delay• Unable to track medications• Selecting meds one at a time for refill, especially if multiple refills are needed• Be able to reorder expired medications without having to schedule an appointment	<ul style="list-style-type: none">• Auto renew option for prescriptions• Prescription pick up option• Overnight shipping• Be able to order multiple medications at once• Pagination controls to be on top• Redesign of track shipment• Be able to pay for prescriptions	<p><i>Relevant metrics are being tracked in the current state.</i></p> <p><i>Filter and tracking details are being underutilized.</i></p> <p>See slide 18 for more</p>	<ul style="list-style-type: none">• Consider conducting additional research to understand the current way of Rx refills and Veteran needs for feature iteration• There might be a design opportunity for the Prescriptions page

Detailed List of Opportunities

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Category	Veteran Motivation	Veteran Challenges	Veteran Requirement	Metrics to Track	Suggestions/Next Steps
Medical Devices <i>(Low)*</i>	When I need medical devices, I want an easy and reliable way to order them through the app so I can get what I need conveniently	No challenges were reported	A convenient way to order a medical device and supplies from a single point	<i>TBD</i>	Consider researching the current state and explore options
COE VA Home Loan Letter <i>(Low)*</i>	When I'm applying for a VA home loan, I want an easy way to get my Certificate of Eligibility so I can move forward with buying a home without delays	No challenges were reported	A convenient way to order a medical device and supplies from a single point	<i>TBD</i>	Consider exploring options to add other VA resources in the mobile app

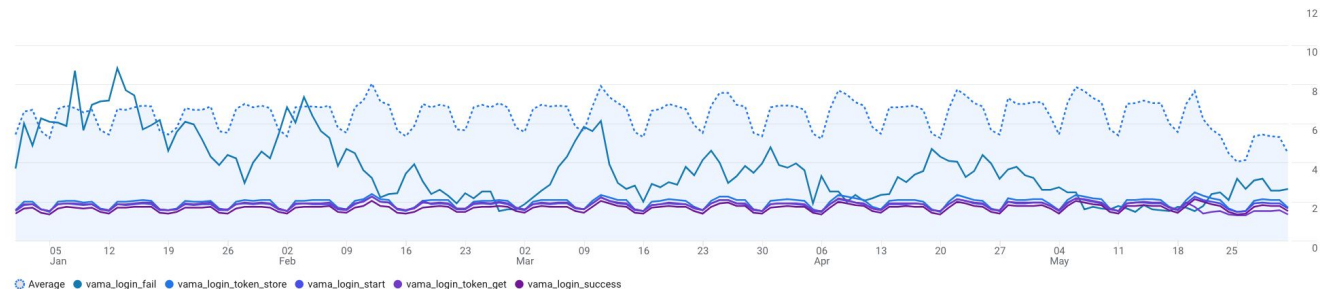
**Priority levels reflect the researcher's judgment based on analysis and are not definitive.*

Quantitative Data Exploration

Existing Analytics

Existing Data on Login

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Plot rows		login		Rows per page: 10		1-8 of 8	
<input type="checkbox"/>	Event name	+	Event count	Total users	↓ Event count per active user	Total revenue	
<input checked="" type="checkbox"/>	Total		236,951,298 10.15% of total	2,363,490 96.34% of total	100.33 Avg -89.61%	\$0.00	
<input checked="" type="checkbox"/>	1	vama_login_token_store	53,912,023 (22.75%)	1,423,067 (60.21%)	37.88	\$0.00 (-)	
<input checked="" type="checkbox"/>	2	vama_login_start	63,018,744 (26.6%)	2,196,343 (92.93%)	28.69	\$0.00 (-)	
<input checked="" type="checkbox"/>	3	vama_login_success	54,182,323 (22.87%)	1,912,229 (80.91%)	28.33	\$0.00 (-)	
<input checked="" type="checkbox"/>	4	vama_login_token_get	61,442,164 (25.93%)	2,284,827 (96.67%)	26.91	\$0.00 (-)	
<input checked="" type="checkbox"/>	5	vama_login_fail	261,338 (0.11%)	59,935 (2.54%)	4.38	\$0.00 (-)	
<input type="checkbox"/>	6	vama_login_closed	1,932,009 (0.82%)	665,167 (28.14%)	2.90	\$0.00 (-)	
<input type="checkbox"/>	7	vama_login_token_refresh	2,159,652 (0.91%)	1,077,688 (45.6%)	2.01	\$0.00 (-)	
<input type="checkbox"/>	8	vama_login_token_fetch	43,045 (0.02%)	25,131 (1.06%)	1.72	\$0.00 (-)	

Data Insights

Login Success Rate

$(\text{vama_login_start})/(\text{vama_login_success}) * 100 = 86\%$

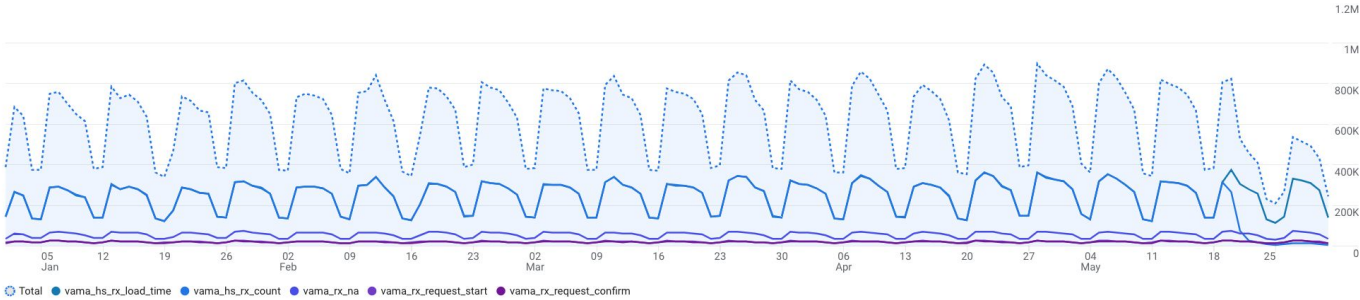
- ~14% login failure
- Comparing this number to vama_login_fail shows big difference, potentially unaccounted events that we could factor for

Possible repeat attempts

- Events for token refresh and successful logins are lower than login start. This could indicate repeat login attempts that is not currently being captured

Existing Data on Prescriptions

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Plot rows		Q rx		Rows per page: 10		Go to: 1		1-10 of 21	
	Event name	+	↓ Event count	Total users	Event count per active user	Total revenue			
<input checked="" type="checkbox"/>	Total		92,927,412 3.98% of total	1,495,882 60.98% of total	62.12 Avg -93.57%	\$0.00			
<input checked="" type="checkbox"/>	1	vama_hs_rx_load_time	37,288,565 (40.13%)	1,341,065 (89.65%)	27.81	\$0.00 (-)			
<input checked="" type="checkbox"/>	2	vama_hs_rx_count	34,810,145 (37.46%)	1,307,833 (87.43%)	26.62	\$0.00 (-)			
<input checked="" type="checkbox"/>	3	vama_rx_na	8,308,518 (8.94%)	1,269,487 (84.87%)	6.54	\$0.00 (-)			
<input checked="" type="checkbox"/>	4	vama_rx_request_start	3,027,546 (3.26%)	740,838 (49.53%)	4.09	\$0.00 (-)			
<input checked="" type="checkbox"/>	5	vama_rx_request_confirm	2,876,132 (3.1%)	737,116 (49.28%)	3.90	\$0.00 (-)			
<input type="checkbox"/>	6	vama_rx_refill_success	2,871,445 (3.09%)	737,127 (49.28%)	3.90	\$0.00 (-)			
<input type="checkbox"/>	7	vama_rx_status	1,373,799 (1.48%)	495,388 (33.12%)	2.77	\$0.00 (-)			
<input type="checkbox"/>	8	vama_rx_filter	794,875 (0.86%)	190,873 (12.76%)	4.16	\$0.00 (-)			
<input type="checkbox"/>	9	vama_rx_filter_sel	700,159 (0.75%)	154,943 (10.36%)	4.52	\$0.00 (-)			
<input type="checkbox"/>	10	vama_rx_trackdet	324,662 (0.35%)	133,418 (8.92%)	2.43	\$0.00 (-)			

Data Insights

Rx Conversion Rate

$(vama_rx_refill_success)/(vama_rx_refill_start)=95\%$

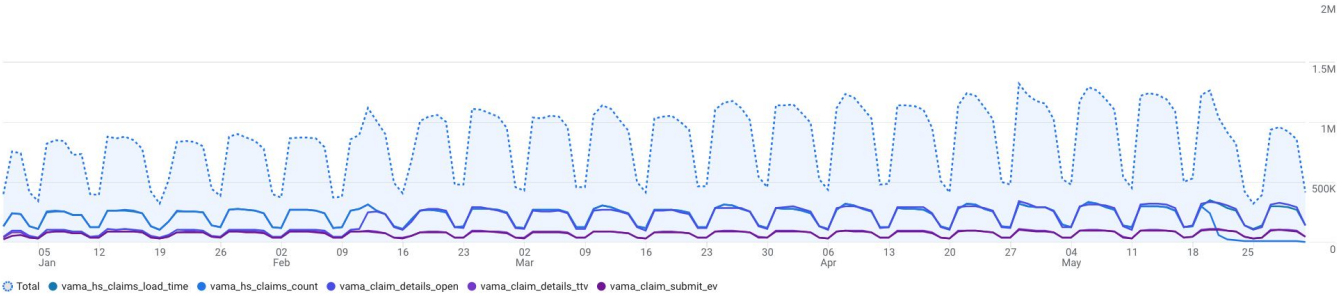
- Strong conversion from start of the RX to successful Rx

Possible areas of opportunity

- Given Veterans' motivations, the quantitative data shows that filter and tracking details options are under utilized.
- This warrants additional discovery and design opportunity

Existing Data on Claims

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Plot rows		Q claim		Rows per page: 10		Go to: 1		< 1-10 of 27 >	
Event name		Event count	Total users	Event count per active user		Total revenue			
Total		126,886,284 5.43% of total	851,369 34.7% of total	149.04 Avg -84.56%		\$0.00			
<input checked="" type="checkbox"/>	1 vama_hs_claims_load_time	34,286,884 (27.02%)	744,332 (87.43%)	46.06		\$0.00 (-)			
<input checked="" type="checkbox"/>	2 vama_hs_claims_count	31,804,601 (25.07%)	725,298 (85.19%)	43.85		\$0.00 (-)			
<input checked="" type="checkbox"/>	3 vama_claim_details_open	28,722,107 (22.64%)	692,847 (81.38%)	41.46		\$0.00 (-)			
<input checked="" type="checkbox"/>	4 vama_claim_details_ttv	10,973,217 (8.65%)	673,306 (79.09%)	16.30		\$0.00 (-)			
<input checked="" type="checkbox"/>	5 vama_claim_submit_ev	10,459,438 (8.24%)	519,523 (61.02%)	20.14		\$0.00 (-)			
<input type="checkbox"/>	6 vama_claim_details_exp	5,202,791 (4.1%)	357,756 (42.02%)	14.54		\$0.00 (-)			
<input type="checkbox"/>	7 vama_claim_details_tab	2,358,713 (1.86%)	359,603 (42.24%)	6.56		\$0.00 (-)			
<input type="checkbox"/>	8 vama_claim_file_request	978,018 (0.77%)	119,237 (14.01%)	8.20		\$0.00 (-)			
<input type="checkbox"/>	9 vama_claim_status_tab	834,451 (0.66%)	256,752 (30.16%)	3.25		\$0.00 (-)			
<input type="checkbox"/>	10 vama_claim_review	344,069 (0.27%)	85,179 (10%)	4.04		\$0.00 (-)			

Data Insights

Claim Details

- The app has **2.4M active users**. There are **7.6M events** or **24.8 views/user** for checking claim status on a monthly basis.
- This could suggest high level of anticipation, anxiety and uncertainty.
- Lack of push notifications trigger Veterans to check for claim status regularly

Possible areas of opportunity

- Introduce notifications or email alerts. This could reduce the number of events tracked in Google Analytics and potentially could increase the CSAT score

Thank you!

Questions?
