

## ABSTRACT

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*TransTRACK is a technology company engaged in transportation, based in Jakarta, Indonesia. The company was founded in 2019. The founders of TransTRACK want to provide solutions to the problems that exist in Indonesia, which is one of the largest countries in the use of transportation. The RegisT platform was developed to overcome this problem, especially in the ticketing feature which is currently still managed manually by customer care, causing a slow and inefficient process. This research aims to improve the functionality of the RegisT platform to create productivity and efficiency for ticketing-related divisions and facilitate coordination between divisions.*

*As a Product Manager, I was involved in the process of analyzing needs, planning, and designing for the development of a new look designed by the UI/UX team and the addition of ticketing menu features. In this case, I worked closely with BA and UI/UX to build and implement a new look and add a ticketing menu to the CC role.*

*The Agile method is used in the development of the RegisT application at PT TransTRACK. Agile is an iterative and incremental software development method, allowing teams to develop products quickly and responsively to changing needs.*

*The results show that the RegisT application design with easy-to-use ticketing maintenance features allows sellers to create customer complaint tickets directly and process, update tickets easily. The implementation of this feature has improved the efficiency of handling customer complaints and integration between divisions within the company.*

*Keywords: Product Manager, Agile, Ticketing, TransTRACK, RegisT.*