

Product Concept: AI-Enhanced Incident Management Communications

Background & Context

At Abnormal Security, we treat every customer-impacting incident with urgency, transparency, and professionalism. External customer communications are typically managed via Abnormal's [product status page](#).

Our Incident Management process includes engineering response coordination, severity classification, and the creation of external communications that keep customers informed and reassured. These are manual tasks typically owned by Customer Support, Engineering, and Incident Commanders. These messages must strike the right balance of clarity, brevity, and technical accuracy while omitting irrelevant internal details. As a result, this process is time-intensive, error-prone under pressure, and inconsistent in tone and quality depending on the author.

This manual approach introduces several risks:

- Delays in communication due to bottlenecks in drafting and review
 - Inconsistencies in message tone and structure across incidents
 - Potential for over-sharing or under-communicating key customer impacts
 - Cognitive overhead for engineering teams during high-severity incidents
- meet our standards for speed, consistency, and professionalism.

Task Assignment

Your goal is to define an **AI-native workflow** that assists in generating succinct, accurate, and customer-appropriate incident communications. This solution should aim to:

- Reduce manual effort and response time during incidents
- Ensure consistent, on-brand, and compliant messaging
- Improve clarity around customer impact while minimizing internal noise
- Integrate seamlessly into our existing incident response workflows

The output of this initiative should improve operational efficiency, reduce communication risk during incidents, and reinforce customer trust through high-quality, timely updates.

Please create:

- A Product Requirements Document

- A working prototype demo of the proposed workflow, that is viewable by Abnormal via a web browser.
- A ~5 minute video recording of your proposal. Please describe how AI is utilized in the proposal, and how you used AI to develop the proposal.