Final version of the About Page for 5.9 can be found at:
https://docs.google.com/document/d/19kmkGLJWcnk7lB1jHTKlBunws8d46jc7x5SuDbrFZV
Q/edit?usp=sharing
It is in the shared area for the release in the Marketing Drive.

This document is saved in the Marketing drive/ Releases folder / 5_9 Marcomms.
Added to the ticket.

Reference documents and briefing (to add after feature freeze)

- 5-9 in core: https://make.wordpress.org/core/tag/5-9/
- Figma link from @critterverse:
  https://github.com/orgs/WordPress/projects/11/views/1
  This comment shows the areas which will need copy
  https://core.trac.wordpress.org/ticket/54270#comment:4
- 5.9 tickets:
- 5.9 docs spreadsheet:
- Ticket:
- Tracking for documentation needs for 5.9 from @mkaz
  https://github.com/orgs/WordPress/projects/11/views/1
- [5.8 drafting document [to be filed in the Marketing drive]
  https://docs.google.com/document/d/1zgIr6IxmtfVvUiNN-UFNKMOFF0RtIkmrk-nGpz
  QAYRY/edit#heading=h.d8bl6yp7366u]
- https://developer.wordpress.org/block-editor/explanations/architecture/key-concepts/
  [added from David B's suggestion in meeting in core 2022/1/10]
- FSE (Block Handbook)
  https://developer.wordpress.org/block-editor/getting-started/full-site-editing/

Based on 5.8 from Josepha (any update for 5.9?)
Audience: WordPress users and practitioners who are not active in contributing. Assume a non-technical read—avoid deep dives on technical issues in this content. Making it clear that there are deep technical changes and linking to more information is appropriate, though!
Purpose: To highlight the immediately interesting things and inspire people to experiment and/or learn more. Assume no need to sell WordPress to them.
Property: WordPress software
Assets: ~~Assume that the copy flow will follow the design flow.~~ Given how big this release is, and how much we want to highlight for users, let's assume that this time design will follow the copy.
Voice: Aim for the positive side of neutral, though you can go all the way to cheerfully American Southern. Not a sales-y voice, since these are people already using WordPress.

How the comments will get used: This will be used to build the post-update/post-download About page, but also parts of the release post and various marketing assets (e.g. social media, prepared responses for ad hoc questions, etc).

Main features:

Blocks + intrinsic web design

Navigation menus
Interface for theme.json
Refining editing flows for block themes
New default theme
Additional design tools

Did these features get included?
There are also a few roadmap hopefuls out there.

- Pattern insertion + creation

- Unzip/Rollback Failsafes

- PHPUnit Tests

- Improved compatibility with PHP 8.0 and 8.1

Twenty-Twenty one default theme is available
[Note 1 - info from the commit]

More ways to customize
You will now have even more ways to customize your site with improvements in Full Site Editing, Block Patterns, Block Director, and Block-based Themes.

5.9 gets the second update of the four phase Gutenberg Project.

Improvements in full site editing features
This will bring the familiar experience and use of blocks to all parts of your site, not just posts and pages.

Blocks and intrinsic web design

You will have even more responsiveness with blocks. You will be able to compose blocks together, wrap, stack and organize them into different layouts and areas of the site.

Patterns
[see note]

Navigation Menus
- [See note]
-

Developer's section

An interface for theme.json
More design tools and

- Design Tools: Colors, Typography, Spacing, Layout: WordPress continues to progress in its effort to introduce better and more consistent design tools. The team is working on tools that need to integrate smoothly with both the block API and theme.json. One of its main goals is consistent access to similar tools across blocks, including native and third-party ones.
- Formalize editing flows for block themes: A majority of the features and basic infrastructure required to build block themes have been introduced at this point. WordPress now turns its attention to UX and design improvements.