

The Research Triangle Park

Unveils Its Digital Vision

Project

SUMMARY

CHALLENGE

As one of NC's top business organizations, **the Research Triangle Park needed a new vision** for its homepage.

The existing **RTP.org lacked social media engagement**, was not optimized for mobile, and did not reflect the ingenuity and community of the RTP.

STRATEGY

Atlantic BT reimagined the RTP's digital presence, **transforming their legacy site into a socially-engaged experience.**

The new RTP.org relies on images and interactivity to **facilitate user exploration and sharing of RTP content.**

RESULT

Atlantic BT integrated the culture and vision of the Research Triangle Park into the new site RTP.org.

This reimagined digital presence drew in nearly **178,000 new users** and reached more than **22k followers on Twitter.**

WHAT'S INSIDE



01
INTRODUCTION

Pages 4-5



02
THE CHALLENGE

Pages 6-7



03
THE STRATEGY

Pages 8-9



04
THE RESULT

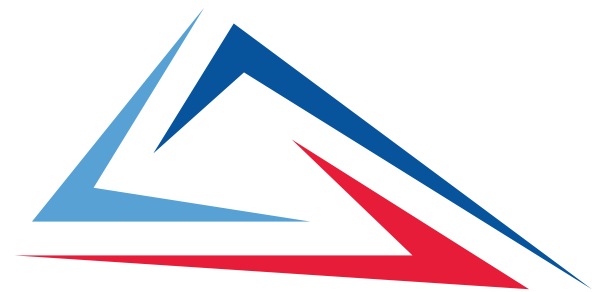
Pages 10-11

01

INTRODUCTION

The Research Triangle Park Unveils Its Digital Vision

Home to more than **200 technology companies** employing more than **50,000 experts** in micro-electronics, telecommunications, biotechnology, big data, and environmental sciences, the Research Triangle Park is one of NC's most important business organizations. Led by a board of directors drawn from top companies and universities, the RTP's community is devoted to scientific progress and discovery. This makes the RTP a cornerstone of NC's economy, and the state's epicenter of research for **more than 50 years**.



A collage of various lifestyle and community images including people, technology, nature, and food. The images are semi-transparent and layered over a dark background. The central text is white and reads: "RTP is the largest research park in the country, but the secret to our success is not our land; the secret is the fabric of our community." Below the text is the website address "– RTP.ORG".

RTP is the largest research park in the country,
but the secret to our success is not our land; the secret is
the fabric of our community.

– RTP.ORG

02

THE CHALLENGE

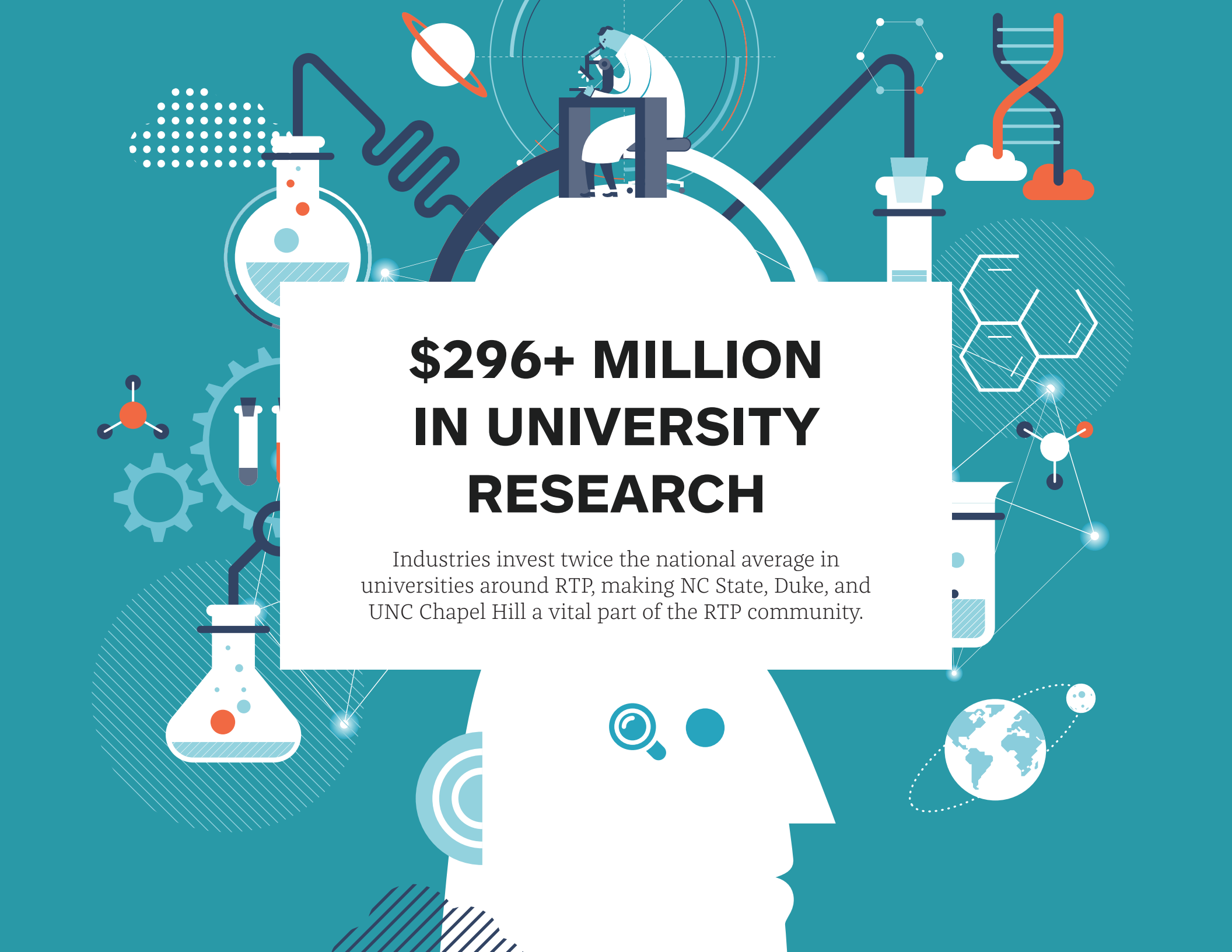
Tell the Digital Story of a Research Community

But to keep this story moving forward another 50 years, the RTP needed a digital presence reflecting the ingenuity, collaboration, and vision that define the organization. And its existing website fell short. While the old RTP.org did a competent job of sharing news and information about different companies in Raleigh-Durham, this website lacked a holistic vision for what set RTP apart from other research complexes.

Specifically, the RTP needed its digital story to center on the technology community in Raleigh-Durham in order to draw new companies to the area. In the eyes of RTP's leadership, the park's collaborative, cross-industry innovation was one of the primary reasons technology leaders would join their business community.

This meant the new site needed to focus on dynamic stories and examples of diverse companies working together.

Another essential element of the RTP community was the presence of three tier 1 research universities: North Carolina State University, Duke University, and The University of North Carolina at Chapel Hill. Interns and graduates of these colleges would form the new workforce of RTP companies, so the new RTP.org needed to engage university students. This meant updating the text-driven legacy site into a sleek, mobile-optimized online experience.



\$296+ MILLION IN UNIVERSITY RESEARCH

Industries invest twice the national average in universities around RTP, making NC State, Duke, and UNC Chapel Hill a vital part of the RTP community.

03

THE STRATEGY

Community Empowerment in a UX-Driven Homepage

When RTP's leadership engaged Atlantic BT to reimagine their digital presence, we began by learning how the organization wanted to present itself. This meant researching the RTP's history, understanding how the foundation supported NC's technology community, and interviewing longtime leaders in RTP's organization. By beginning with a deep dive into brand discovery, we understood how RTP's vision should inform every aspect of our work—from UX design to social enablement.

Our design for RTP.org needed to transform a text-heavy legacy site into a highly visual, intuitive experience that would engage site visitors across devices. Optimizing for mobile meant creating a UI driven by images, scrolling, and interactivity. We also added a menu drawer

to make it easier for visitors to navigate the site, and interactive maps helped users explore different businesses in the RTP area. By designing and testing our UX inside different browsers, we fine-tuned the digital transformation to fit the RTP's specific needs.

Engaging a Community on Social Media

As we learned more about the many faces of RTP's community, we realized the best way to digitally represent this community was to empower its individual members. This in mind, our new design for RTP.org designated approved authors from nearby businesses and research teams at the area's universities. Our site interface allowed these approved authors to share images, videos, and articles to best tell their own RTP stories. In addition, we built a social content API so our contributing users could easily share content from the RTP site on Twitter and other social channels. Once these posts went live, our site's social algorithms dynamically published and ranked RTP-related social content on a tile grid in real time.



In the redesign of RTP.org, we wanted to make visitors active participants in the online conversation, helping them experience the community of the Research Triangle Park.



EILEEN ALLEN

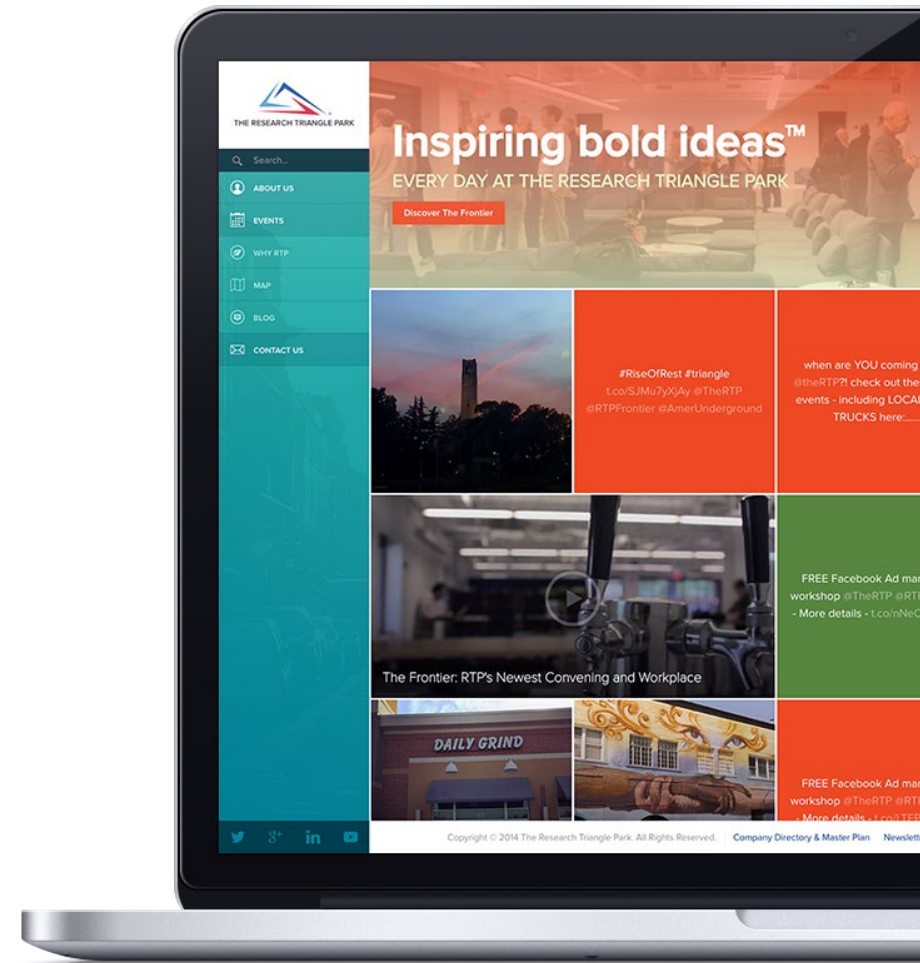
VP, EXPERIENCE & STRATEGY – ATLANTIC BT

04

THE RESULT

Dynamic Engagement that Grew a Community

The new RTP.org drove powerful engagement across its desired audience, drawing nearly **178,000 new users**. Atlantic BT's focus on mobile users also paid off, as the new site experienced more mobile visitors. Moreover, the RTP achieved its larger goal of showcasing its community, reaching more than **22k Twitter followers** on its social feed. These engaged visitors continue to contribute their videos, images, and content to the RTP's site every day.





531K

Unique Page Views



177K

New Users



22K

Twitter Followers

Atlantic BT Helps Organizations Like Research Triangle Park Solve Their Toughest Digital Problems. Ready to Find Out What We Can Do for You?

How can your company's culture and vision be present in every aspect of your digital presence? At Atlantic BT, we're eager to find the answers to this question. Our team has the design and UX experience to help you turn your company vision into a rich online experience that deeply engages your audience. Contact us today to get started with your digital future.

Delivering a digital transformation for the future your company demands

Atlantic BT is the experienced partner you need to prepare your company for a bigger and better future.


You + 

Contact us today to get the conversation started.



About Atlantic BT

From cloud architecture to cybersecurity to online strategy, Atlantic BT has solved tough digital problems for enterprises and global businesses for more than 15 years. We partner with forward-thinking companies to make their digital dreams into reality, creating solutions that enable the future of their business.

 AtlanticBusinessTechnologies

 @atlanticbt

 atlantic-bt

atlanticbt.com | 919.518.0670

