Despite the technological advancement of modern hearing aids, many users leave their devices unused due to little perceived benefit. This problem arises from the limitations of the current fitting procedure that rarely takes into account 1) the perceptual differences between users not explained by measurable hearing loss characteristics and 2) the variation in context-specific preferences within individuals. However, the recent emergence of smartphone-connected hearing aids opens the door to a new level of context awareness that can facilitate dynamic adaptation of settings to users’ changing needs. In this position paper, we discuss how user auditory intents could be modeled as context collected via mobile devices and suggest what kinds of contextual information are relevant when learning situation-specific intents and the corresponding preferences of hearing impaired users. Finally, we illustrate our ideas with several examples of real-life situations experienced by subjects from our study.