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## **An audiological journey towards hearing aids for conversational support**

Development and evaluation of a hearing aid platform resembles a journey. It starts with critical listening to early prototypes in parallel with technical measurements, followed by a series of laboratory evaluations with hearing impaired listeners. The last stop on the journey is the most complex: testing hearing aids in everyday-life environments of hearing aid wearers. Each of these evaluations influences the development process bringing us closer to the final product. As improving the ability to conduct a conversation is at the centre of hearing aid development, the journey becomes even more complex, requiring methodologies far beyond standard speech intelligibility tests. A good conversation is a joint activity. It involves opening our ears and eyes to the people around us. It requires conversational partners being able to hear each other in any given environment. It also requires curiosity and joint interest to establish a common thread of understanding. In this talk, we shall invite you to follow the exciting journey we undertook to meet the demands of developing hearing aids that aim to bring back conversation into the lives of the hearing aid wearers.