What is claimed is:

1. A computer system implementing a health service, comprising:

a network communication interface communicating, over one or more wireless networks, with a health service application executing on computing devices of users of the health service;

a database storing a collection of questions pertaining to human mortality, wherein each respective question in the collection of questions corresponds to a health topic and comprises a correlative mortality value based on answers to the respective question from individuals in a control group of which a mortality outcome is known, and wherein the collection of questions are configured to test general health knowledge of users of the health service and not query user-specific health information of the users;

a memory storing instructions;

one or more processors executing the instructions, causing the one or more processors to:

execute, by the computer system, a correlation model to determine the correlative mortality value for each respective question in the collection of questions based on (i) the answers to the respective question provided by the individuals in the control group, and (ii) the known mortality outcomes of each of the individuals in the control group, wherein the correlative mortality value for each respective question in the collection of questions corresponds to a set of correlations between knowledge of the respective question and the known mortality outcomes of the individuals in the control group;

access, over the one or more wireless networks, social media data associated with the individuals in the control group;

determine the known mortality outcome for at least some of the individuals in the control group based on the social media data;

generate, via a user interface of the health service application executing on a computing device of a user of the health service, a series of questions from the collection of questions;

receive, over the one or more wireless networks, a series of responses to the series of questions from the health service application executing on the computing device of the user;

in response to each received response to each respective question in the series of questions, generate feedback via the user interface of the health service application executing on the computing device of the user, the feedback indicating a

correctness or incorrectness of the received response and providing supplemental information regarding an underlying assertion of the respective question;

predict a mortality outcome for the user based on the series of responses to the series of questions and the correlative mortality value of each question in the series of questions;

based on the predicted mortality outcome for the user, determine a health service product and a price for the health service product for the user; and

transmit, over the one or more wireless networks, display data causing a service customer interface to be generated via the health service application executing on the computing device of the user, the service customer interface providing the user with the health service product determined based on the predicted mortality outcome.

2. The computer system of claim 1, wherein the executed instructions cause the one or more processors to further predict the mortality outcome by determining a response score for the user based on the correctness or incorrectness of each response to each question in the series of questions, wherein the response score is correlated to the predicted mortality outcome for the user.

3. The computer system of claim 1, wherein the predicted mortality outcome comprises a predicted life expectancy of the user.

4. The computer system of claim 1, wherein the predicted mortality outcome is not visible to the user.

5. The computer system of claim 1, wherein the executed instructions cause the one or more processors generate the series of questions on the user interface of the health service application as an online multi-user trivia game.

6. The computer system of claim 1, wherein the executed instructions cause the one or more processors to predict the mortality outcome for the user at a later point in time from when the user provides the series of responses to the series of questions.

7. The computer system of claim 1, wherein the executed instructions further cause the one or more processors to:

determine a price for a life insurance plan for the user based on the predicted mortality outcome.

8. The computer system of claim 1, wherein the executed instructions further cause the one or more processors to:

determine an eligibility of the user for a life insurance product based on the predicted mortality outcome.

9. The computer system of claim 1, wherein the executed instructions further cause the one or more processors to:

determine an underwriting class of the user for at least one of a life insurance product or a health insurance product.

10. A non-transitory computer readable medium storing instructions that, when executed by one or more processors, cause the one or more processors to:

communicate, over one or more wireless networks, with a health service application executing on computing devices of users of a health service;

store, in a database, a collection of questions pertaining to human mortality, wherein each respective question in the collection of questions corresponds to a health topic and comprises a correlative mortality value based on answers to the respective question from individuals in a control group of which a mortality outcome is known, and wherein the collection of questions are configured to test general health knowledge of users of the health service and not query user-specific health information of the users;

execute, by the one or more processors, a correlation model to determine the correlative mortality value for each respective question in the collection of questions based on (i) the answers to the respective question provided by the individuals in the control group, and (ii) the known mortality outcomes of each of the individuals in the control group, wherein the correlative mortality value for each respective question in the collection of questions corresponds to a set of correlations between knowledge of the respective question and the known mortality outcomes of the individuals in the control group;

access, over the one or more wireless networks, social media data associated with at least some of the individuals in the control group;

determine the known mortality outcome for at least some of the individuals in the control group based on the social media data;

generate, via a user interface of the health service application executing on a computing device of a user of the health service, a series of questions from the collection of questions;

receive, over the one or more wireless networks, a series of responses to the series of questions from the health service application executing on the computing device of the user;

in response to each received response to each respective question in the series of questions, generate feedback via the user interface of the health service application executing on the computing device of the user, the feedback indicating a correctness or incorrectness of the received response and providing supplemental information regarding an underlying assertion of the respective question;

predict a mortality outcome for the user based on the series of responses to the series of questions and the correlative mortality value of each question in the series of questions;

based on the predicted mortality outcome for the user, determine a health service product and a price for the health service product for the user; and

transmit, over the one or more wireless networks, display data causing a service customer interface to be generated via the health service application executing on the computing device of the user, the service customer interface providing the user with the health service product determined based on the predicted mortality outcome.

11. The non-transitory computer readable medium of claim 10, wherein the executed instructions cause the one or more processors to further predict the mortality outcome by determining a response score for the user based on the correctness or incorrectness of each response to each question in the series of questions, wherein the response score is correlated to the predicted mortality outcome for the user.

12. The non-transitory computer readable medium of claim 10, wherein the predicted mortality outcome comprises a predicted life expectancy of the user.

13. The non-transitory computer readable medium of claim 10, wherein the predicted mortality outcome is not visible to the user.

14. The non-transitory computer readable medium of claim 10, wherein the executed instructions cause the one or more processors generate the series of questions on the user interface of the health service application as an online multi-user trivia game.

15. The non-transitory computer readable medium of claim 10, wherein the executed instructions cause the one or more processors to predict the mortality outcome for the user at a later point in time from when the user provides the series of responses to the series of

questions.

16. The non-transitory computer readable medium of claim 10, wherein the executed instructions further cause the one or more processors to:

determine a price for a life insurance plan for the user based on the predicted mortality outcome.

17. The non-transitory computer readable medium of claim 10, wherein the executed instructions further cause the one or more processors to:

determine an eligibility of the user for a life insurance product based on the predicted mortality outcome.

18. The non-transitory computer readable medium of claim 10, wherein the executed instructions further cause the one or more processors to:

determine an underwriting class of the user for at least one of a life insurance product or a health insurance product.