What is being claimed is:

1. A method for configuring an indication device, the method being performed by one or more processors of a computing system and comprising:

determining an output configuration that is associated with a given user who is to receive a transport service using a transport service vehicle; and

triggering the indication device to illuminate in accordance with the output configuration as the transport service vehicle progresses to a location where the transport service is to be received by the given user, the illumination of the indication device being externally visible from the transport service vehicle.

2. The method of claim 1, wherein determining the output configuration includes accessing a profile of the given user.

3. The method of claim 1, wherein triggering the indication device includes signaling the indication device using a mobile computing device of a driver.

4. The method of claim 3, wherein triggering the indication device includes transmitting instructions corresponding to the output configuration from a network service to the mobile computing device once the transport service vehicle is determined to be within a predetermined distance of the location where the transport service is to be received by the given user.

5. The method of claim 1, wherein triggering the indication device includes sending, from a network service to a mobile computing device of a driver of the

transport service vehicle, instructions corresponding to the output configuration, and causing the mobile computing device to signal the indication device to illuminate in accordance with the output configuration.

6. The method of claim 5, wherein causing the mobile computing device to signal the indication device to illuminate includes controlling a service application on the mobile computing device to communicate with the indication device using a wireless communication resource.

7. The method of claim 1, further comprising:

determining that the transport service vehicle is within a predetermined distance of a pickup location specified by the given user; and

wherein triggering the indication device to illuminate in accordance with the output configuration as the transport service vehicle progresses to the location where the transport service is to be received by the given user includes triggering the indication device in response to determining the transport service vehicle is within the predetermined distance of the pickup location.

8. The method of claim 1, further comprising:

determining that the transport service vehicle is within a predetermined distance of the current location; and

wherein triggering the indication device to illuminate in accordance with the output configuration as the transport service vehicle progresses to the location where the transport service is to be received by the given user includes triggering the indication device in response to determining the transport service vehicle within the predetermined distance of the current location.

9. The method of claim 1, further comprising:

determining that the transport service vehicle is within a predetermined distance of the location by obtaining position information from a mobile computing device of a driver of the transport service vehicle as the transport service vehicle progresses to the location where the transport service is to be received by the given user.

10. The method of claim 9, wherein obtaining the position information includes executing a service application on the mobile computing device of the driver to interface with a Global Positioning System ("GPS") device in order to obtain the position information for the transport service vehicle as the transport service vehicle progresses to the location where the transport service is to be received by the given user.

11. The method of claim 9, wherein determining the output configuration that is associated with the given user includes determining the output configuration once that transport service vehicle is within a predetermined distance of the location.

12. The method of claim 1, wherein determining the output configuration that is associated with the given user includes receiving input from the user that specifies the output configuration.

13. The method of claim 1, wherein determining the output configuration that is associated with the given user includes identifying a default output configuration.

14. The method of claim 1, wherein determining the output configuration includes identifying, on a mobile computing device of the given user, a default

output configuration, and then receiving input from the given user operating the mobile computing device to alter or change the default output configuration.

15. The method of claim 14, wherein identifying the default output configuration includes displaying content corresponding to the default output configuration on the mobile computing device of the user.

16. The method of claim 1, wherein determining the output configuration includes determining a message to transmit using the indication device, the message being associated with the given user.

17. The method of claim 1, wherein triggering the indication device includes a color and/or illumination pattern using the indication device based on a stored user profile and/or a user input.

18. The method of claim 1, further comprising:

changing the output configuration of the indication device once the transport service vehicle initiates or completes the transport service for the given user.

19. A non-transitory computer-readable medium to store instructions for configuring an indication device, the instructions being executable by one or more processors of a computer system to cause the computer system to perform operations comprising:

determining an output configuration that is associated with a given user who is to receive a transport service using a transport service vehicle;

determining that the transport service vehicle is within a predetermined distance of a location where the transport service is to be received by the given user; and

upon the transport service vehicle being within the predetermined distance, triggering an indication device that is externally visible from the transport service vehicle to illuminate in accordance with the output configuration as the transport service vehicle progresses to the location.

20. A computer system comprising:

a memory to store instructions;

one or more processors to access the instructions to:

determine an output configuration that is associated with a given user who is to receive a transport service using a transport service vehicle;

determine that the transport service vehicle is within a predetermined distance of a location where the transport service is to be received by the given user; and

upon the transport service vehicle being within the predetermined distance, trigger an indication device that is externally visible from the transport service vehicle to illuminate in accordance with the output configuration as the transport service vehicle progresses to the location.