wherein transmitting the data to the driver device includes transmitting the data during a duration of the transport service and before the driver arrives at a pickup location specified by the user.

4. The method of claim 1, wherein the driver device runs a driver application that communicates with the computing system over the one or more networks, the driver application being stored in a memory resource of the driver device, and wherein the driver application communicates with the indication device, over a communication interface, with the indication device.

5. The method of claim 4, wherein the driver application determines a state of the transport service of a plurality of states, and wherein transmitting the data includes triggering the device of the driver to operate the driver application in order to transmit one or more control signals to the indication device based on the state of the transport service.

6. The method of claim 5, wherein the driver application determines the state of the transport service by at least one or more of (i) receiving input from the driver operating the driver device, (ii) receiving one or more messages from the computing system over the one or more networks, or (iii) determining a location of the driver device.

7. The method of claim 6, wherein the plurality of states of the transport service includes at least (i) the driver traveling to a pickup location of the user, (ii) the driver determining that the driver is approaching the pickup location of the user, (iii) the driver being positioned within a predetermined distance of the pickup location, or (iv) the driver being positioned within the predetermined distance of the pickup location and being stationary for a predetermined amount of time.