What is being claimed is:

1. A computer system comprising:

one or more processors;

a memory resource to store instructions;

wherein the one or more processors use the instructions stored in the memory to:

communicate, over one or more networks, with a mobile device of a service provider to receive location data;

monitor, from the location data, a location of the mobile device over a duration that follows the service provider being assigned to a service request, including over a time period during which the service provider operates a vehicle towards a pickup location of the service request;

receive first data transmitted from the mobile device over the duration, the first data indicating that a transport service has begun for the service request;

after receiving the first data, determine whether a location of the mobile device at a time when the first data is received exceeds a threshold measurement, the threshold measurement being based on at least one of travel distance or time with respect to the pickup location;

in response to determining that the location of the mobile device at the time when the first data is received exceeds the threshold measurement, cause a service application running on the mobile device to present a user interface including at least one input feature;

detect input provided through the at least one input feature as to whether the transport service had begun at or near the pickup location, rather than at the location of the mobile device at the time when the first data is received; and

in response to detecting the input, identify a start location of the transport service as one of the pickup location or a previous location of the monitored locations.

2. The computer system of claim 1, wherein the one or more processors use the instructions stored in the memory to:

determine, at a first instance in time that precedes the time when the first data is received, that the location of the mobile device is within a first threshold measurement, the first threshold measurement being based on at least one of travel distance or time with respect to the pickup location; and

wherein the threshold measurement that is used by the one or more processors at the time when the first data is received exceeds the first threshold measurement.

3. The computer system of claim 1, wherein the one or more processors monitor the location of the mobile device by causing the service application to access a global positioning system (GPS) receiver of the mobile device, and to cause the mobile device to transmit the location data to the computer system.

4. The computer system of claim 1, wherein the first data is received as a result of input by the service provider through the user interface, and wherein the service application provides the user interface to enable the service provider to provide input to correct the start location of the transport service as being one of the previous monitored locations.

5. The computer system of claim 1, wherein the user interface provides map content that identifies the pickup location.

6. The computer system of claim 1, wherein the at least one input feature is operable by the service provider to specify the start location of the transport service as one of the pickup location or the location of the mobile device at the time when the first data is received.

7. The computer system of claim 1, wherein the one or more processors identify the start location as one of the monitored locations by determining, from the

monitored locations, a set of multiple previous locations that are substantially identical to each other.

8. The computer system of claim 7, wherein the one or more processors use the instructions stored in the memory to:

determine, at a first instance in time that precedes the time when the first data is received, that the location of the mobile device is within a first threshold measurement, the first threshold measurement being based on at least one of travel distance or time with respect to the pickup location; and

wherein the threshold measurement that is used by the one or more processors at the time when the first data is received exceeds the first threshold;

wherein the set of multiple previous locations are associated with a time stamp that is after the first instance in time, and before the time when the first data is received.

9. The computer system of claim 8, wherein the one or more processors identify the start location as one of the set of multiple previous locations that has a most recent timestamp.

10. A non-transitory computer readable medium that stores instructions, which when executed by one or more processors of a computer system, cause the computer system to perform operations that include:

communicating, over one or more networks, with a mobile device of a service provider to receive location data;

monitoring, from the location data, a location of the mobile device over a duration that follows the service provider being assigned to a service request, including over a time period during which the service provider operates a vehicle towards a pickup location of the service request;

receiving first data transmitted from the mobile device over the duration, the first data indicating that a transport service has begun for the service request;

after receiving the first data, determining whether a location of the mobile device at a time when the first data is received exceeds a threshold measurement, the threshold measurement being based on at least one of travel distance or time with respect to the pickup location;

in response to determining that the location of the mobile device at the time when the first data is received exceeds the threshold measurement, causing a service application running on the mobile device to present a user interface including at least one input feature;

detecting input provided through the at least one input feature as to whether the transport service had begun at or near the pickup location, rather than at the location of the mobile device at the time when the first data is received; and

in response to detecting the input, identifying a start location of the transport service as one of the pickup location or a previous location of the monitored locations.

11. The non-transitory computer readable medium of claim 10, wherein the instructions, when executed by the one or more processors, cause the computer system to perform operations comprising:

determining, at a first instance in time that precedes the time when the first data is received, that the location of the mobile device is within a first threshold measurement, the first threshold measurement being based on at least one of travel distance or time with respect to the pickup location; and

wherein the threshold measurement that is used by the one or more processors at the time when the first data is received exceeds the first threshold measurement.

12. The non-transitory computer readable medium of claim 10, wherein monitoring the location of the mobile device includes causing the service application to access a global positioning system (GPS) receiver of the mobile device, and causing the mobile device to transmit the location data to the computer system.

13. The non-transitory computer readable medium of claim 10, wherein the first data is received as a result of input by the service provider through the user interface, and wherein the service application provides the user interface to enable the service provider to provide input to correct the start location of the transport service as being one of the previous monitored locations.

14. The non-transitory computer readable medium of claim 10, wherein the user interface provides map content that identifies the pickup location.

15. The non-transitory computer readable medium of claim 10, wherein the at least one input feature is operable by the service provider to specify the start location of the transport service as one of the pickup location or the location of the mobile device at the time when the first data is received.

16. The non-transitory computer readable medium of claim 10, wherein identifying the start location as one of the monitored locations includes determining, from the monitored locations, a set of multiple previous locations that are substantially identical to each other.

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

determine, at a first instance in time that precedes the time when the first data is received, that the location of the mobile device is within a first threshold measurement, the first threshold measurement being based on at least one of travel distance or time with respect to the pickup location; and

wherein the threshold measurement that is used by the one or more processors at the time when the first data is received exceeds the first threshold;

wherein the set of multiple previous locations are associated with a time stamp that is after the first instance in time, and before the time when the first data is received.

18. The non-transitory computer readable medium of claim 17, wherein the instructions, when executed by the one or more processors, cause the computer system to perform operations further comprising identifying the start location as one of the set of multiple previous locations that has a most recent timestamp.

19. A method for operating a computer system, the method being implemented by one or more processors and comprising:

communicating, over one or more networks, with a mobile device of a service provider to receive location data;

monitoring, from the location data, a location of the mobile device over a duration that follows the service provider being assigned to a service request, including over a time period during which the service provider operates a vehicle towards a pickup location of the service request;

receiving first data transmitted from the mobile device over the duration, the first data indicating that a transport service has begun for the service request;

after receiving the first data, determining whether a location of the mobile device at a time when the first data is received exceeds a threshold measurement, the threshold measurement being based on at least one of travel distance or time with respect to the pickup location;

in response to determining that the location of the mobile device at the time when the first data is received exceeds the threshold measurement, causing a service application running on the mobile device to present a user interface including at least one input feature;

detecting input provided through the at least one input feature as to whether the transport service had begun at or near the pickup location, rather than at the location of the mobile device at the time when the first data is received; and

in response to detecting the input, identifying a start location of the transport service as one of the pickup location or a previous location of the monitored locations.

20. The method of claim 19, further comprising:

determining, at a first instance in time that precedes the time when the first data is received, that the location of the mobile device is within a first threshold measurement, the first threshold measurement being based on at least one of travel distance or time with respect to the pickup location; and

wherein the threshold measurement that is used by the one or more processors at the time when the first data is received exceeds the first threshold measurement.