Security by far is the most important design. You want to ensure people are aware of what security measures are in place to establish voter integrity and how the system works at a high level. Transparency and communication with the public is essential so people can trust that their vote is counted. The pros of such a system is a massive reduction cost in money. You don't need administrators, workers, voter machines, paper, counters or anything. The upfront cost may be expensive but overtime as a long term investment. The upcoming issues with such a system is security. Nothing is 100% secure. It could be absolutely disastrous if someone hacked the system or even crashed the server so votes are lost. It's also worth considering internet access, people's access to technology and making sure duplicate votes are not counted. How are people going to ensure a vote is counted once? What about low income areas? If we went to an entirely online system you would have to solve A LOT of problems. It may not be the best idea because our election system has arguably worked and if it isn't broken then I don't see why we should fix it. It would be incredibly intricate to write an online based election system but it could be a very useful system in the long term