Example of a Cucumber Template:

Feature: Login
Login should be quick and friendly.

Scenario*: Successful login*
Users should be taken the main page after successful login and greeted with a message
Given *I want to login*
When *I login with valid credentials*
Then *I should navigate to the main page*
And *I should see a personalized greeting message*

Scenario*: Incorrect password*
A user tries to login with invalid password
Given *I want to login*
But *I enter a password that is not valid with the entered username*
Then *I should be told that credentials are not valid*
And *I should be offered the option "forgot password"*

Above example is easy enough to understand by people from all fields, it give enough clarity how the software is going to look when it's implemented.
It allows non-technical person also to provide great feedback and helps in introducing scenarios to the feature.