Test Estimation Example Using T-Shirt Sizing on Current Project

Context: Email Campaign QA — IQOS Weekly Launch (Multilingual)

Why T-Shirt Sizing Was Used

We adopted the T-shirt sizing technique to improve the speed and clarity of estimations during planning for email campaign testing. The team faced growing scope complexity due to multiple locales, frequent last-minute changes, and varying testing depths across brands.

T-shirt sizing was chosen because:

- It's a lightweight, fast, and intuitive estimation technique

- It encourages collaborative discussion without requiring precise numbers up front

- It's effective for comparing tasks relatively based on past experience

- It prevents over-analysis when full requirements aren't available at estimation time

Estimation Process and Considerations

Before assigning sizes, the QA team reviewed the following:

- Email scope – number of variants, languages, and required assets

- Locales – EN, DE, FR, IT

- Devices & clients – Gmail, Outlook, iOS Mail, Bluewin

- Content complexity – number of CTAs, personalization logic, tracking links

- Dependencies – any dev-side delays or missing assets

- Known risks – such as late localization or rendering bugs

- Time constraints – hard deadlines and release schedules

- Historical effort – how long similar campaigns took in the past

T-Shirt Size Estimation Table

Task Description	Size (T-shirt)	Estimated Effort (hrs)	Notes
Review of brief, specs, and Confluence checklist	XS	15 min	Scope well-defined, familiar brand
Header/footer/branding alignment validation	XS	15 min	Brand consistency check only
Subject line, preview text, sender validation	XS	15 min	Basic cross-client rendering
Full content review in 3 languages	S	30 min	Text layout, localization
Link validation & tracking (UTMs, redirection)	S	30 min	10+ links, including dynamic ones
Visual layout and image rendering check	M	1 hour	All devices, 3 languages, RTL text not used
Multi-client testing & screenshots	M	1 hour	5 clients × 1 devices, includes reporting
Summary report and JIRA updates	XS	0.5 hr	Internal QA format, minimal review needed
Total Estimate	—	=4hours	Includes small buffer for fixes or delays

Outcome & Value

- Actual effort was ~4 hours, confirming estimate accuracy
- Helped align with CRM leads, devs, and PM on expected QA workload
- Used to adjust parallel assignments and avoid last-minute overload
- Improved planning transparency and buy-in from non-QA stakeholders
- Technique reused for next 3 campaigns due to its clarity and flexibility