Test automation can be divided into two parts

1. Framework: Creation and maintenance of automation framework
2. Actual implementation and creation of test scripts

Now, there are two approaches of doing estimation

1. By analysing or on the basis of requirements.
2. Or directly analysing the application interface.

We follow the second approach to do the test automation estimation by covering the following points of estimation by analysing the page and its elements.

1. Data flow between the interfaces/ or between pages
2. Sections in page to be automated.
3. Number of objects on the page.
4. Nature of section of the page means is there any java scripts.
5. Complexity of the page.
6. Number of checkpoints on the page.
7. Functionality of the page. (Means do we need to create or update our functional or utility classes or not).
8. Management part like Reviews, Meetings etc
9. Any R and D on additional components.
10. Buffer time.